

	<p>Sveučilište u Dubrovniku Ekonomski fakultet Lapadska obala Nojka Marinovića 7, 20000 Dubrovnik tel: 00 385 20 445 901, e-mail: ekonomija@unidu.hr</p>	Obrazac
	<p>IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2025./2026.</p>	F04-12

SVEUČILIŠNI PRIJEDIPLOMSKI STUDIJ
BUSINESS ECONOMICS

Ovjera Dekana

Ekonomskog fakulteta

Potpis: _____

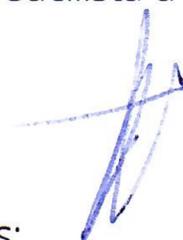


Datum: 2. ožujka 2026.

Ovjera Rektora

Sveučilišta u Dubrovniku

Potpis: _____



Datum: 2. ožujka 2026.



	<p style="text-align: center;">Sveučilište u Dubrovniku Ekonomski fakultet Lapadska obala Nojka Marinovića 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 2025./2026.</p>	<p style="text-align: center;">F04-12</p>

Izvedbeni plan sveučilišnog prijediplomskog studija Business Economics Ekonomskog fakulteta Sveučilišta u Dubrovniku za ak. god. 2025./2026. usvojen je na 217. sjednici Senata Sveučilišta u Dubrovniku održanoj 28. svibnja 2025.

Izmjene i dopune Izvedbenog plana sveučilišnog prijediplomskog studija Business Economics Ekonomskog fakulteta Sveučilišta u Dubrovniku za ak. god. 2025./2026. usvojene su:

- na 23. redovitoj sjednici Fakultetskog vijeća u ak. god. 2025./2026. održanoj 2. ožujka 2026.
- na 22. redovitoj sjednici Fakultetskog vijeća u ak. god. 2025./2026. održanoj 11. veljače 2026.
- na 20. redovitoj sjednici Fakultetskog vijeća u ak. god. 2025./2026. održanoj 15. prosinca 2025.
- na 16. redovitoj sjednici Fakultetskog vijeća u ak. god. 2024./2025. održanoj 22. rujna 2025.

Dubrovnik, svibanj 2025.

Ažurirano: 2.3.2026.



Sveučilište u Dubrovniku
Ekonomski fakultet
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tel: 00 385 20 445 901, e-mail: ekonomija@unidu.hr

Obrazac

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2025./2026.

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1. godina prijediplomskih studija

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List of compulsory and elective courses with number of teaching hours and number of ECTS credits of UNDERGRADUATE STUDY – IT MANAGEMENT, MARKETING, TOURISM

LIST OF COURSES

Year of study: 1						
Semester: 1						
No.	COURSE CO-ORDINATOR	COURSE	L	E	S	ECTS
COMPULSORY COURSES						
1.	Perica Vojinić, PhD, Full Professor Ante Zdilar, PhD, Teaching and Research Assistant	Introduction to Economics	30 0	0 30	0 0	7
2.	Ivan Jelić, PhD, Assistant Professor	Mathematics	30	30	0	6
3.	Anita Čeh Časni, PhD, Associate professor Dragica Lončar, Lecturer	Statistics	30 0	0 30	0 0	6
4.	Mario Spremić, PhD, Full Professor; Božidar Jaković, PhD, Full Professor	Business Informatics	15 15	0 30	0 0	5
5.	Aleksandar Selmanović, PhD, Associate Professor Dean Kontić, PhD, Associate Professor Đivo Ban, BA, Lecturer	Physical and Health Education	0 0 0	10 10 10	0 0 0	1
ELECTIVE COURSES*						
6.	Katija Vojvodić, PhD, Full Professor Ana Ivandić, PhD, Assistant professor	Retail Management	15 15	10 20	0 0	6

*U akademskoj 2025./2026. u mirovanju su: Economic Policy; Linear Algebra

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Year of study: 1						
Semester: 2						
No.	COURSE CO-ORDINATOR	COURSE	L	E	S	ECTS
COMPULSORY COURSES						
1.	Merima Orlić, PhD, Associate professor Edvard Orlić, PhD, Lecturer	Fundamentals of Econometrics	30 0	0 30	0 0	7
2.	Zorica Krželj, PhD, Associate Professor Ivan Jelčić, MA, Teaching and Research Assistant	Enterprise Organisation	30 0	0 30	0 0	6
3.	Meri Šuman Tolić, PhD, Associate Professor Melko Dragojević, Teaching and Research Assistant	Basics of Finance	30 0	0 30	0 0	6
4.	Aleksandar Selmanović, PhD, Associate Professor Dean Kontić, PhD, Associate Professor Đivo Ban, Professor, Lecturer	Physical and Health Education	0 0 0	30 30 30	0 0 0	1
ELECTIVE COURSES						
5.	Marija Benić Penava, PhD, Full Professor	Economic History of Croatia**	30	30	0	5
6.	Nebojša Stojčić, PhD, Full Professor Ante Zdilar, PhD, Teaching and Research Assistant	The Economy of Croatia	30 0	0 30	0 0	5
7.	Tonći Svilokos, PhD, Full Professor Tonći Vicelić, MA	Banking	30 0	0 30	0 0	6

**U akademskoj 2025./2026. ne izvodi se: Economic History of Croatia

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Code							
Course name		Introduction to Economics					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	X		Graduate		
		Postgraduate specialist			Postgraduate doctoral		
Head lecturer		Perica Vojinić, PhD, Full Professor					
Associate		Ante Zdilar, PhD, Teaching and Research Assistant					
Year of study		1			Semester	I	
Course status	Compulsory course of the study programme		Compulsory course of the field of study	X	Elective course of the study programme		Elective course of the field of study
ECTS student workload coefficient		7		Percentage of e-learning		-	
Number of semester hours		Lectures:	30	Seminars:	-	Exercises:	30
Course objectives							
<p>The course objectives are:</p> <ul style="list-style-type: none"> • To introduce students to an understanding of the domain of economics as a social science. • To introduce students to the main analytical tools used in economic analysis. • To enable students to participate in debates on economic matters. 							
Course prerequisites and competency requirements							
-							
Course content							
Fundamental problems of economic organisation; Markets and the government in the modern economy; Supply and demand in individual markets; Demand and consumer behaviour; Production and firm organisation; Cost analysis;							

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Market structures; Overview of macroeconomics, measuring GDP; Consumption and investments, aggregate supply and aggregate demand; Financial market; Labour market, international trade; Economic growth.

Learning outcomes at the level of the study programme to which the course contributes

- Explain, interpret and differentiate the features of the marketing positioning of a product/service
- Define, describe and compare the impact of marketing on supply and demand synergies for certain products/services on the market
- Analyse the importance implementing marketing strategies

Expected learning outcomes at the level of the course (4-10 learning outcomes)

At the end of the course and having completed the essential reading and activities, students should be able to:

1. Define and connect basic microeconomic and macroeconomic concepts and interpret economic models
2. Conduct an analysis of the market mechanism and the impact of the macroeconomic on the microeconomic system
3. Use the basic tools of economic theory to analyse the market, consumer behaviour the behaviour of the firm
4. Use the basic tools of economic theory to analyse the entire economy

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Begg, D., G. Vernasca, S. Fischer and R. Dornbusch Economics. (McGraw Hill). Twelfth edition, 2020.	sufficient	online
2.	Mankiw, N. Gregory. Principles of economics. (Cengage Learning), Ninth edition, 2020.	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1. Begg, D., Foundations of Economics, McGraw-Hill, London, 2010.

Structure of classes:

- | | |
|---|-------------------------------------|
| <input checked="" type="checkbox"/> Lectures | <input type="checkbox"/> Laboratory |
| <input type="checkbox"/> Seminars and workshops | <input type="checkbox"/> Field work |



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<input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Work with the mentor				
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Knowledge tests				
<input checked="" type="checkbox"/> Multimedia and internet	<input type="checkbox"/> Other				
<input type="checkbox"/> Distance learning	_____				
Comments					
-					
Student obligations					
To fulfil their obligations, full-time students have to:					
1. actively participate in class					
2. pass two colloquiums					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	1.5	Activity in class	1	Practical training	
Experimental work		Research		Independent work	2
Essay		Report		Exercises	0.5
Preparations for exercises	1.5	Seminar essay		Preliminary exam	
Project		Written exam	0.5	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Continuous assessment of the work of all students during the semester includes:					
1. Attendance and activity in class (the percentage of the grade is 10%),					
2. Active participation in exercises through independent problem solving and preparation (the percentage of the grade is 10%),					
3. Two written colloquiums (the percentage of the grade is 80%, each 40%).					
The collected minimum of 50% of the points during the continuous assessment exempts the student from the classical examination, which is organised during the examination period. The classical exam is taken by students who have fulfilled their obligations but have collected less than 50% of the points during the continuous assessment.					

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<p>To pass the colloquium, the student must achieve at least 50% of total points.</p> <p>Students, who do not participate in the class and do not pass colloquiums during regular classes or part-time students will have to take final exam.</p> <p>Success in the exam and other knowledge tests is expressed in grades according to the Study and Examination Regulations of the University of Dubrovnik.</p>
<p>Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes</p>
<p>The methods of quality and performance control of courses that ensure the acquisition of the specified learning outcomes are carried out in accordance with the regulations of the University of Dubrovnik.</p>
<p>Other information (according to the proponent's opinion)</p>
<p>-</p>



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Code									
Course name		Mathematics							
Study programme		Business							
Field of study		IT management, Marketing, Tourism							
Level of the study programme		Undergraduate				Graduate		X	
		Postgraduate specialist				Postgraduate doctoral			
Head lecturer		Ivan Jelić, PhD, Assistant Professor							
Associate									
Year of study		1			Semester		1 (winter)		
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study		
ECTS student workload coefficient		6		Percentage of e-learning			0%		
Number of semester hours		Lectures: 30		Seminars:		Exercises: 30			
Course objectives									
<p>The main goal of the course is to present mathematics as a science with important applications in economy, technology and other fields. We present fundamental concepts such as numbers, sets and functions (primarily trigonometric, logarithmic or exponential and polynomial functions) as dynamic mathematical objects. We introduce natural numbers through Peano's axioms, and then integers and rationales as equivalence classes. On the other hand, we introduce real numbers through the concept of limes (limit values). Limes is the fundamental concept on which we base other important concepts, namely series, derivatives and integrals. Standard theorems in this part of mathematics are presented in details, through motivational examples, analysis and proofs.</p>									
Course prerequisites and competency requirements									
Course content									
I Sets and functions, II. Calculus, III. Financial mathematics, IV. Matrix calculus.									
Learning outcomes at the level of the study programme to which the course contributes									

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To select and apply appropriate mathematical methods to problems in the economy and the other fields.			
Expected learning outcomes at the level of the course (4-10 learning outcomes)			
After successfully completing the course, students will be able to: 1. Graphically describe, analyse and systematise the relationship between two or more quantities. 2. Recognise and classify elementary functions. 3. Use and apply differential calculus of elementary functions. 4. Use and apply the integral calculus of elementary functions. 5. Calculate simple and compound interest account. 6. Use matrices to model data.			
Mandatory literature (at the time of the submission of the study programme proposal)			
	Title	Number of copies in the library	Availability via other media
1.	Basic Linear Algebra, 2 nd edition, T. S. Blyth, E. F. Robertson, Springer, 2002.	sufficient	online
2.	Calculus: Early Transcendentals; J. Stewart; online: http://www.stewartcalculus.com/media/4_home.php	sufficient	online
3.	Giuseppe Campolieti, Roman N. Makarov, Financial Mathematics: A Comprehensive Treatment, ? Chapman and Hall, CRC, 2018.	sufficient	online
Optional literature (at the time of the submission of the study programme proposal)			
1.	Calculus for Business, Economics, and the Social and Life Sciences, 9th edition; L. D. Hoffmann, G. L. Bradley; McGraw-Hill, Inc.; 2006; ISBN: 978-0073309279		
Structure of classes:			
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>	
Comments			

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Student obligations					
Active participation in classes, lectures and exercises.					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	3
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam		Oral exam	3
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
The student's work during the semester is monitored through colloquia. The exam consists of a written and an oral part.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
Other information (according to the proponent's opinion)					



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Code							
Course name		Statistics					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	X		Graduate		
		Postgraduate specialist			Postgraduate doctoral		
Head lecturer		Anita Čeh Časni, PhD, Associate professor					
Associate		Dragica Lončar, Lecturer					
Year of study		1			Semester		
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		Elective course of the study programme	Elective course of the field of study	
ECTS student workload coefficient		6		Percentage of e-learning			
Number of semester hours		Lectures: 30		Seminars:		Exercises: 30	
Course objectives							
Course prerequisites and competency requirements							
Course content							
<p>Basic statistical terms and definitions. Statistical series of qualitative data. Numeric series. Mean values of a numerical sequence. Measures of dispersion. A standardised feature. Measures of asymmetry. Measures of shape. Linear correlation. Spearman's rank correlation coefficient. Descriptive-statistical analysis of the simple linear regression model. Analysis of variance. Basic graphical and numerical analysis time series. Statistical indexes (individual and collective). Linear trend model. Statistical asymptotic trend models.</p>							
Learning outcomes at the level of the study programme to which the course contributes							

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

1. estimate population parameters by number and interval,
2. test statistical assumptions about population parameters,
3. select variables and define their status and
4. set up a simple and multiple linear regression model,
5. examine the assumptions of the application of the multiple linear regression model,
6. evaluate the representativeness of the estimated regression model,
7. valorise its usability for prognostic purposes,
8. analyse and critically valorise the results of the regression analysis of the time series,
9. use statistical software correctly and
10. interpret the obtained results of computer processing.

Expected learning outcomes at the level of the course (4-10 learning outcomes)

Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications.

Analyse internal and external environment.

Systematically analyse and interpret the role of the tourism industry.

Recognise and analyse the links and relations of the tourism industry with its environment.

Master the techniques and models of analysing the impacts of the tourism industry to the current and future development.

Link the basic principles of economic theory and analysis with the economic processes initiated by the tourism industry.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Newbold P. et al., Statistics for Business and Economics. 9th Ed., Upper Saddle River. Pearson, 2020.	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)



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1.	McClave T.J. et al. (2014), Statistics for Business and Economics. 12th Ed. , Upper Saddle River: Pearson, 2014.				
Structure of classes:					
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other _____			
Comments					
Student obligations					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam	6	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					



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Other information (according to the proponent's opinion)

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Code								
Course name		Business Informatics						
Study programme		Business						
Field of study		IT Management						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Mario Spremić, PhD, Full Professor Božidar Jaković, PhD, Full Professor						
Associate								
Year of study					Semester			
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study	
ECTS student workload coefficient		6		Percentage of e-learning application				
Number of semester hours		Lectures:	30	Seminars:	30	Exercises:		
Course objectives								
<p>Students acquire general knowledge about the application of information and communication technologies in business. They get acquainted with the function of information and communication technologies in the decision-making process and their strategic role in the conditions of electronic business. The course enables students to acquire knowledge about the role of information and knowledge as fundamental resources for successful business, and various forms of using information technology for business management. Students get acquainted with the tools of the MS Office software package and how to use it in solving business problems, especially office business, and business of small and medium enterprises.</p>								
Course prerequisites and competency requirements								
No								
Course content								



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1. Introduction to the course. The concept of digital economy
2. Basic components of IT - hardware. Understand aspects of decision-making on investing in computer systems in the conditions of modern economy, social responsibility and environmental protection.
3. Software. Explain the basic concepts related to computer processing, digital data and logical operations. Understand the definition and structure of computer programmes, programming and programming languages, and algorithms. Understand the most important applications of software in business.
4. Data. Explain the concept of data and its importance in business. Organise data within the computer, recognize the importance of using an adequate form of data organisation (file, database, data warehouse).
5. Computer Networks and IT. Recognising and analysing tasks and types of computer networks and connecting computers in business communication. Understanding the terms internet, intranet and extranet and their role in business.
6. Recognition of characteristics and development of Web 2.0 and Web 3.0 technology in business. Introduction to development and understanding of basic web design techniques.
7. World Wide Web. Understand the concepts and use of HTML, XML and CSS. Understanding the basic principles of website design, design methods and tools used in website design. Understanding methods of measuring performance and auditing websites. Getting to know the goals, tasks and ways of creating a company website.
8. Information system in business and administration. Understanding information and communication technology as a necessary support to business and administration. Understanding the business information system as part of the business system. Understanding the place and importance of a modern information system in business operations and the functioning of management.
9. Smart companies. Defining the environment in which smart companies operate. Conceptual definition of smart cities. Basic knowledge of information and communication technologies on which smart companies and smart cities are based.
10. Decision support and modelling systems. Explain the basic concepts related to computer aided decision making. Introduce students to the decision-making process. Modelling and different types of models. An overview of software tools used for different types of models. Master the concept and structure of general decision support systems. Get acquainted with the basics of selected decision support methods.
11. Introduction to digital business. Conceptual definition of digital business. Explanation of the concept of digital business of the company. Defining and describing business models of digital business.
12. Management of information and communication technologies. The role of information technology in business - the evolution of the application of IT in business - from 'technical servant' to 'strategic partner and innovator of the business model'. Ways of organising the function of information technology.
13. Risks of using information and communication technologies in business. The most common abuses of information and communication technologies and an explanation of protective measures. Information and communication technology risk management.
14. Business ethics and information and communication technologies. Explain the concepts of ethics, business ethics and business ethics in IT. Describe the legal aspects of business ethics from the perspective of privacy, freedom of

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expression and intellectual property. Understand the specifics of business ethics in the IT industry. Apply the principles of business ethics in the field of social networks and disclosure of knowledge from databases

Learning outcomes at the level of the study programme to which the course contributes

- Correctly explain and interpret the basic concepts of management and IT,
- Explain, interpret and differentiate the features of IT in modern management,
- Understand the role and importance of information systems in business,
- Acquire the basic knowledge about information system components (data, hardware, software, procedures, network, users),
- Understand the technical basis of information systems and acquire an understanding of the principles of functioning of information systems and their support to business transactions,
- Understand the topic of ethics in business and the importance of implementing corporate social responsibility,
- Develop their own entrepreneurial ideas with the support of experts, and be able to use the possibilities enabled by various software solutions,
- Design, develop, organise and economically valorise IT,
- Systematically adjust the general principles of IT and of management to specific features of various economic activities

Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. Students will be able to demonstrate their understanding of the application of information technology in business,
2. demonstrate understanding of the differences between the terms information technology and information systems,
3. be able to explain the term information system and show its applications in business,
4. demonstrate an understanding of technological support (IT support) for the development of business processes,
5. become familiar with the function of information technology in the decision-making process and its strategic role in the conditions of electronic business and globalisation,
6. acquire specific competencies in the use of specific software tools, ready-made software solutions and how to use them in solving business problems.
7. Use ERS (ethical, responsibility and sustainability) principles in the selection and use of IT in the business and be able to develop alternative scenarios for the impact of IT on society and business.

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Mandatory literature (at the time of the submission of the study programme proposal)					
	Title	Number of copies in the library	Availability via other media		
1.	Spremić, M. (2018): Enterprise information systems in digital economy, Ekonomski fakultet Zagreb.	20	e-book		
Optional literature (at the time of the submission of the study programme proposal)					
1.	Laudon, J., Laudon, K. (2018): Essentials of Management Information Systems, Prentice Hall, Inc., London, 2018				
2.	Chaffey, (2018): Supporting and Transforming Business, John Wiley and Sons, New York.				
3.	Rogers D.L. (2017): The Digital Transformation Playbook, Columbia Business School Publishing, 2017				
Structure of classes:					
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr style="width: 100%;"/>			
Comments					
Student obligations					
Active class participation, pre-reading the literature, critical thinking					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	X	Activity in class	X	Practical training	X
Experimental work		Research		Independent work	
Essay		Report		Exercises	X

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Preparations for exercises	X	Seminar essay		Preliminary exam	X
Project		Written exam	X	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
exam (tests, colloquiums) 70%, class assignments and case studies 20%, proactively following classes 10%					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
<p>Acquisition of learning outcomes will be carried out during the pedagogical work with students (activities at the lecture, discussion, critical thinking, student presentations and individual and team work). The final grade will be formed on the basis of these knowledge tests as well as through a written exam.</p> <p>Assessment of the quality of teaching will be carried out through an anonymous student survey at the end of the class.</p> <p>The quality of the programme, the teaching process, teaching skills and the level of mastery of the material will be established by conducting a written evaluation based on questionnaires and other standardised methods in accordance with the acts of the University of Dubrovnik. Evaluation by professional colleagues (corporate representatives). Self-observation, analysis and corrections.</p>					
Other information (according to the proponent's opinion)					

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Code							
Course name		Physical and Health Education					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	x		Graduate		
		Postgraduate specialist			Postgraduate doctoral		
Head lecturer		Aleksandar Selmanović, PhD, Associate Professor					
Associate		Dean Kontić, PhD, Associate Professor; Đivo Ban, Lecturer					
Year of study		1		Semester	I. and II.		
Course status	Compulsory course of the study programme	x	Compulsory course of the field of study	x	Elective course of the study programme		Elective course of the field of study
ECTS student workload coefficient		1		Percentage of e-learning		0	
Number of semester hours		Lectures:		0	Seminars:		Exercises: 30
Course objectives							
Positive influence on students' anthropological characteristics (motor and functional abilities, anthropometric attributes). Improvement in students' acquired fitness level and sports knowledge with the aim of further development of physical skills. Short-term help and support in overcoming the student's intellectual struggles.							
Course prerequisites and competency requirements							
The course is within mandatory field of requirements for all full-time students. No prerequisites and competency requirements.							
In exceptional cases, the student may be allowed a modified form of attendance, with a valid justification approved by the course teacher.							
Course content							
Maintaining and upgrading the health status of students by regular application of kinesiological activities. The course comprises curriculums of 10 physical activities which students electively select. The activities are: football, basketball,							

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volleyball, table tennis, badminton, swimming, rowing, hiking, aerobics and fitness. Additionally, students meet the course obligations by regular attendance in supplementary forms of teaching (theoretical lectures, seminars).

Learning outcomes at the level of the study programme to which the course contributes

Students' future occupation in the field of economy is based on sedentary lifestyle and heavy workloads.

Students learn which critical areas of the body are most affected by long-term sedentary lifestyle. By promoting good habits and regular exercise, students will be able to retain a fit physical shape, protect it from physical traumas and overcome mental and emotional stress more easily.

Expected learning outcomes at the level of the course (4-10 learning outcomes)

- Creating fitness awareness, persistent habits, and necessities of involvement in regular kinesiological activities
- Learn to exercise individually
- Upgrading students' motor and functional abilities
- Develop skills in different sports and physical activities

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	/	/	/

Optional literature (at the time of the submission of the study programme proposal)

1.	Hoffman, S. (2013) Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity. Book with online resource ISBN-13: 9781450434324
2.	Nutrition and Diet Therapy (2000), Mahan LK, Escott-Stump S., ured., 10 izd. Saunders Company, Philadelphia

Structure of classes:

<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Work with the mentor <input type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>
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Comments					
The subject comprises a repertoire of kinesiological activities supplemented by theoretical lectures and extracurricular activities. Each kinesiological activity contains a specific curriculum.					
Student obligations					
Students are obligated to participate in 80% of the subject classes.					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	0,5	Activity in class		Practical training	0,2
Experimental work		Research		Independent work	
Essay		Report		Exercises	0,3
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam		Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
ECTS are earned by passing the course. The subject is not numerically graded. A mark (P) pass or (0) fail is determined by the student's class participation.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
The quality of the programme, teaching skills and level of learning will be determined by conducting a written evaluation based on questionnaires and other standardised methods, in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching activities, self-analysis of teachers, etc.) in accordance with the Standards and quality assurance guidelines in the European Higher Education Area and the requirements of ISO 9001.					
Other information (according to the proponent's opinion)					

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Code									
Course name		Linear Algebra * u mirovanju u 2025./2026.							
Study programme		Business							
Field of study		IT management, Marketing, Tourism							
Level of the study programme		Undergraduate				Graduate		X	
		Postgraduate specialist				Postgraduate doctoral			
Head lecturer									
Associate									
Year of study		1			Semester		2 (summer)		
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study		
ECTS student workload coefficient		6		Percentage of e-learning		0%			
Number of semester hours		Lectures:		30	Seminars:			Exercises:	30
Course objectives									
The notion of matrices and operations with them. Determinants. Rank and inverse of a matrix. Linear equations system. Classical algebra of vectors. Elements of analytical geometry. Vector spaces. Base and dimension. Linear operators. Matrix representation of operators. Eigenvalues i eigenvectors. Diagonalization of operators. Scalar product. Orthonormal bases.									
Course prerequisites and competency requirements									
Course content									
Vectors in plane and space. Linear dependence and independence. Gaussian elimination. Cayley-Hamilton theorem. Inverse of a matrix by means of Gaussian method. General vector space. Base and dimension of a space. Homogeneous and inhomogeneous system solution. Kronecker-Capelli theorem. Regular and singular matrices. Gramm-Schmidt process. Elements of analytic geometry.									
Learning outcomes at the level of the study programme to which the course contributes									
To select and apply appropriate engineering principles, mathematical and computer methods to problems in the field of									

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computing.			
Expected learning outcomes at the level of the course (4-10 learning outcomes)			
After successfully completing the course, students will be able to: 1. Use and apply the matrix calculation. 2. Solve systems of linear equations. 3. Find eigenvalues and eigenvectors. 4. Diagonalise the operator, that is, the matrix.			
Mandatory literature (at the time of the submission of the study programme proposal)			
	Title	Number of copies in the library	Availability via other media
1.	Basic Linear Algebra, 2 nd edition, T. S. Blyth, E. F. Robertson, Springer, 2002.	sufficient	online
2.	Linear algebra and geometry, D. Smart, Cambridge Univ. Press., Cambridge, 1988.	sufficient	online
Optional literature (at the time of the submission of the study programme proposal)			
1.	Gilbert Strang, Introduction to Linear Algebra, 5th edition, Wellesley-Cambridge Press, 2016		
Structure of classes:			
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>	
Comments			
Student obligations			
Active participation in classes, lectures and exercises.			
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):			

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Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	3
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam		Oral exam	3
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
The student's work during the semester is monitored through colloquia. The exam consists of a written and an oral part.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
Other information (according to the proponent's opinion)					

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	OPIS KOLEGIJA U IZVEDBENOM PLANU NASTAVE	F04-15

Code							
Course name		Retail Management					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	X		Graduate		
		Postgraduate specialist	Assoc. Prof.		Postgraduate doctoral		
Head lecturer		Katija Vojvodić, PhD, Full Professor Ana Ivandić, PhD, Assistant professor					
Associate		-					
Year of study		1st		Semester	Winter		
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study
ECTS student workload coefficient		6		Percentage of e-learning			
Number of semester hours		Lectures:	30	Seminars:	0	Exercises:	30
Course objectives							
The aim of the course is to familiarise students with the world of retailing in general, and in particular with store and non-store retailing, strategic issues in retailing, retail internalisation, strategic marketing in retailing, marketing mix in retailing, smart retailing and emerging issues in retailing.							
Course prerequisites and competency requirements							
None							
Course content							
Introduction - definitions and functions of trade. Distributive trade within economy. Retailing in the distribution channel. Factors of trade development. The emergence and development of trade. Trade institutions in the context of buying and selling goods. Retail and wholesale formats. Market facilitators. Typical retail business processes. Procurement. Warehousing. Selling. Contemporary developments in retailing. Retail internationalization and globalization. Retail concentration. Concepts of development of retail formats. Retailing in the EU. Retail planning process. Retail management development. Marketing in retailing. Marketing research. Assortment of goods. Selling methods. Retailer							



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customer relationship. Customer relationship management. Retail location. The concept of location. Theoretical approaches to location. Types of locations. Location research methodology. Ethical norms and legal forms of trade. Ethics in contemporary retailing. The impact of modern ICTs on retail trade development. Relationship between retailing and ICTs. E-commerce. The concept and historical development of e-commerce. Basic models in e-commerce. Contemporary trends in e-commerce.

Learning outcomes at the level of the study programme to which the course contributes

- Identify ways and circumstances in which managers make decisions
- Systematically adjust general marketing principles to specific features of various economic activities
- Analyse the importance implementing marketing strategies
- Define, describe and compare the impact of marketing on supply and demand synergies for certain products/services on the market
- Identify ways and circumstances in which managers make decisions
- Gain a basic insight into the perspectives and possibilities of implementing the e-business concept as a modern form of business organisation with an intensive use of the internet technology

Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. To specify and define basic functions of trade and to classify and differentiate different retail and wholesale formats.
2. To explain the importance of distributive trade within economy and retailing in distribution channel.
3. To discuss the emergence and development of trade and to discern theoretical approaches to trade and market.
4. To identify, discern and compare typical retail business processes and to identify, discern and discuss contemporary developments in retailing.
5. To identify, discern and discuss contemporary developments in retailing and to determine, explain and present the basic features of retailing in the EU.
6. To define, explain and apply retail planning process.
7. To explain the importance of marketing in retailing and its role in retail business, to explain retailer customer relationships and to determine and consider the main factors influencing retail location.
8. To explain the importance of marketing in retailing and its role in retail business and to explain retailer customer relationships.
9. To discuss ethics in contemporary retailing and legal forms of trade.
10. To explain the impact of modern ICTs on retail trade development and the basic features of e-commerce and present contemporary trends in e-commerce.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media

	Sveučilište u Dubrovniku	Obrazac
	OPIS KOLEGIJA U IZVEDBENOM PLANU NASTAVE	F04-15

1.	Levy, M., Weitz, B. A., Grewal, D., Retailing Management, McGraw-Hill, 2018.	3	online
2.	Pantano, E., Dennis, C., Smart Retailing: Technologies and Strategies, Palgrave Macmillan, 2019.	0	

Optional literature (at the time of the submission of the study programme proposal)

1.	Ferne, J., Sparks, L., Logistics and Retail Management, Kogan Page, 2019.
2.	Vedamani, G. G., Retail Management, Pearson, 2017.
3.	Nie, W., Greeven, M. J., Feng, Y., Wang, J., The Future of Global Retail, Routledge, 2022.

Structure of classes:

<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>
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Comments

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Student obligations

Attendance in class.

Active participation in class.

Preparation and presentation of assignments.

Study of literature and preparation for exam.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	1.0
Essay		Report		Exercises	1.0
Preparations for exercises	1.0	Seminar essay		Preliminary exam	1.0

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Project		Written exam	2.0	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Class attendance Student activity in class Work on the assignment Taking a colloquium or written exam.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
The quality of the programme, the teaching process, teaching skills and the level of mastery of the material is determined by conducting written evaluations based on questionnaires and in other standardised ways in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching, self-analysis of teachers, etc.).					
Other information (according to the proponent's opinion)					
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	OPIS KOLEGIJA U IZVEDBENOM PLANU NASTAVE	F04-15

Code							
Course name		Fundamentals of Econometrics					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	X		Graduate		
		Postgraduate specialist			Postgraduate doctoral		
Head lecturer		Merima Orlić, PhD, Associate professor					
Associate		Edvard Orlić, PhD, Lecturer					
Year of study		1			Semester		
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study
ECTS student workload coefficient		7		Percentage of e-learning			
Number of semester hours		Lectures:	30	Seminars:		Exercises:	30
Course objectives							
Course prerequisites and competency requirements							
Course content							
<p>Probability. Random variables and probability distributions. Theoretical probability distributions. Basic concepts of inferential statistics. Estimates of population parameters. Hypothesis testing of assumed values of population parameters. Inferential statistical analysis of simple linear regression models. Inferential statistical analysis of multiple linear regression models.</p> <p>Nonlinear regression models. Regression diagnostics. Econometric analysis of time series: basic concept and forecasting. Analysis of non-stationarity (UR test). Cointegration. VAR model. Statistical program support.</p>							



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Learning outcomes at the level of the study programme to which the course contributes

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

1. estimate population parameters by number and interval,
2. test statistical assumptions about population parameters,
3. select variables and define their status
4. set up a simple and multiple linear regression model,
5. examine the assumptions of the application of the multiple linear regression model,
6. evaluate the representativeness of the estimated regression model,
7. valorise its usability for prognostic purposes,
8. analyse and critically valorise the results of the regression analysis of the time series,
9. correctly use statistical software and
10. interpret the obtained results of computer processing.

Expected learning outcomes at the level of the course (4-10 learning outcomes)

Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications.

Analyse internal and external environment.

Systematically analyse and interpret the role of the tourism industry.

Recognise and analyse the links and relations of the tourism industry with its environment.

Master the techniques and models of analysing the impacts of the tourism industry to the current and future development.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Wooldridge, J. M., Introductory Econometrics, A Modern Approach, 6th Ed, Thomson, 2016.	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

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1.	Maddala, G. S., Lahiri, K. , Introduction to Econometrics, 4th Edition, John Wiley and Sons, 2009.
2.	Newbold P. et al., Statistics for Business and Economics. 8th Ed., Upper Saddle River. Pearson, 2012.

Structure of classes:

<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr style="width: 100%;"/>
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Comments

Student obligations

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam	7	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam

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Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
Other information (according to the proponent's opinion)

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Code							
Course name		Enterprise Organisation					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	x		Graduate		
		Postgraduate specialist			Postgraduate doctoral		
Head lecturer		Zorica Krželj, PhD, Associate Professor					
Associate		Ivan Jelčić, MA, Teaching and Research Assistant					
Year of study		1			Semester	2	
Course status	Compulsory course of the study programme		Compulsory course of the field of study	x	Elective course of the study programme		Elective course of the field of study
ECTS student workload coefficient		6		Percentage of e-learning		0%	
Number of semester hours		Lectures:	30	Seminars:		Exercises:	30
Course objectives							
The aim of this course is to train students to be able to explain the basic concepts from organisational theory as well as to classify contemporary trends in organisation.							
Course prerequisites and competency requirements							
-							
Course content							
The course analyses organisational theories, factors influencing the formation of an organisation, types of organisational structures, organisational changes, organisational culture, organisational conflicts, organisational learning, and organisational development.							
Learning outcomes at the level of the study programme to which the course contributes							

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1. Define, describe and compare the impact of marketing on supply and demand synergies for certain products/services on the market
2. Evaluate and develop a line of arguments about a marketing policy defined for the placement of an entrepreneurial idea on the target market
3. Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications

Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. Students will be able to distinguish and compare the ways of shaping organisational structures
2. Students will be able to identify all the key elements for building an organisation
3. Students will be able to predict changes in the environment
4. Students will be able to distinguish different forms of change in the organisation

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Galbraith, J. R. (2014) Designing Organizations: Strategy, Structure, and Process at the Business Unit and Enterprise Levels, Jossey-Bass	sufficient	online
2.	Draft, L. R., Murphy, J. & Wilimott, H. (2020) Organization Theory & Design: An International Perspective, Cengage Learning	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1. Morgan, G. (2006) Images of Organization, Sage Publications
2. Senge, P. M. (2010) The Fifth Discipline: The Art and Practice of the Learning Organization, Random House

Structure of classes:

<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Work with the mentor <input type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>
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Comments

Student obligations

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study program, and the curriculum, and are explained in detail in the introductory lecture. To fulfil their obligations, full-time students must:

1. attend at least 75% of the classes and that is a prerequisite for taking exam,
2. by the end of the semester choose, make, present, and defend their student project.

The obligations of part-time students differ from those of full-time students in that part-time students are not required to attend lectures. Part-time students may compensate for the points that full-time students can earn in lectures by completing assignments in additional deadlines.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	1.5
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam	4.5	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Continuous assessment of the work of all students during the semester includes:

1. Attendance and activity in class (prerequisite),
2. Development, presentation, and defence of student's project (the percentage of the grade is 25%),
3. Two written midterm exams or a final written exam (the percentage of the grade is 75%).

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The methods of quality and performance control of courses that ensure the acquisition of the specified learning outcomes are carried out in accordance with the regulations of the University of Dubrovnik.

Other information (according to the proponent's opinion)

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Code											
Course name		Basics of Finance									
Study programme		IT management, Marketing, Tourism									
Field of study		Business Economics									
Level of the study programme		Undergraduate	X		Graduate						
		Postgraduate specialist			Postgraduate doctoral						
Head lecturer		Meri Šuman Tolić, PhD, Associate Professor									
Associate		Melko Dragojević, MA, Teaching and Research Assistant									
Year of study		1.				Semester		2.			
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		X	Elective course of the study programme		Elective course of the field of study			
ECTS student workload coefficient		6		Percentage of e-learning		0%					
Number of semester hours		Lectures:		30		Seminars:		10		Exercises: 20	
Course objectives											
The goal is to acquaint students with the complex modern financial system and the intertwining of relationships and stakeholders in segment of public finance, corporate finance and personal finance.											
Course prerequisites and competency requirements											
No prerequisites are required											
Course content											
1. INTRODUCTION TO THE BASICS OF FINANCE											
2. THE ROLE OF MONEY IN THE FINANCIAL SYSTEM - Definition of money, functions of money, origin of money, value of fiat money (exchange rate, theories explaining exchange rate movements, balance of payments)											



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3. THE ROLE OF MONEY IN THE FINANCIAL SYSTEM - Change in the purchasing power of money, measuring inflation, types of inflation, deflation, benefits of price stability, nominal vs. real size, time value of money (interest, discounting), equilibrium on the market

4. THE ROLE OF MONEY IN THE FINANCIAL SYSTEM - Money creation and multipliers, balance sheet of commercial and central banks, historical development of monetary systems and foreign exchange regimes - classical gold standard, gold bullion standard, Bretton Woods system, free system

5. FINANCIAL INSTITUTIONS AND MARKETS - Financial system; concept, role and classification of financial markets (money market, capital market), money market instruments (T-bills, commercial bills, REPO contracts, transferable certificates of deposit

6. FINANCIAL INSTITUTIONS AND MARKETS - Capital market instruments (shares, bonds), new money market and capital market instruments (futures contracts, option contracts, securitization)

7. FINANCIAL INSTITUTIONS AND MARKETS - Financial market participants (commercial banks, central bank, institutional investors (insurance companies, investment and pension fund management companies), other participants (Ministry of Finance)

8. FINANCIAL ANALYSIS – Balance Sheet, Profit and Loss Account, Cash Flow Statement

9. FINANCIAL ANALYSIS - Horizontal, vertical and trend analysis of financial statements

10. FINANCIAL ANALYSIS - Indicators of liquidity, indebtedness, activity, profitability, investment valuation

11. PUBLIC FINANCE - Public sector, economic functions of the public sector (allocation, redistribution, stabilization)

12. PUBLIC FINANCE - Public expenditures, taxes, tax glossary, goals and effects of taxation, special sales taxes

13. PUBLIC FINANCE - Contributions, fees or charges, customs, parafiscals

14. PUBLIC FINANCE - Public debt (conceptual definitions, instruments of public borrowing, problems and limitations of public borrowing)

15. PUBLIC FINANCE - Budget (budget principles, structure of the state budget, budget process)

Learning outcomes at the level of the study programme to which the course contributes

After completing the course students will:

- increase their financial literacy: become proficient in financial language and terminology,
- build a financial knowledge base by understanding essential topics in modern finance
- analyse complex modern financial sector as important factor of firm's environment
- be ready to conduct financial statements analysis
- understand and apply the time value of money in order to value financial and real asset investments and to make investment decisions.
- learn how to apply finance principles in the real world to make financially rational decisions and add value



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Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. Ability to identify the importance of finance from a macro perspective
2. Knowledge of the role of money, the role of credit and the interest rate in the economy
3. Knowledge of how financial institutions and markets function, and how fiscal and monetary policy work within a given framework
4. Ability to identify the basic tools of monetary policy, obstacles that monetary policy encounters in practice
5. Knowledge to conduct basic financial statements analysis
6. Knowledge of the way of financing public expenditures, and the mechanisms of fiscal policy
7. Knowledge of how taxes and public debt can be used as levers of the economic policy of the public sector or the state
8. Ability to perceive the latest technological changes in the financial sector

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Frederic S. Mishkin, Apostolos Serletis, The economics of money, banking, and financial markets, 4th Canadian ed., ISBN 978-0-321-58471-7	sufficient	http://bibliotheque.pssfp.net/livres/THE_ECONOMICS_OF_MONKEYS_BANKING_AND_FINANCIAL_MARKETS.pdf
2.	Subramanyam, R., Financial statement analysis , 11 th ed, ISBN 978-0-07-811096-2	sufficient	https://omidfa.ir/uploads/files/K.R._Subramanyam_-_Financial_Statement_Analysis-McGraw_Hill_(2014).pdf
3.	Hyman David N., Public finance: A Contemporary Application of Theory to Policy, 10 th Edition, 2010.	sufficient	PDF available at: https://www.uv.mx/personal/clel/anda/files/2014/09/Hyman-David-2011-Public-Finance.pdf

Optional literature (at the time of the submission of the study programme proposal)

1. <https://www.investopedia.com/guide-to-financial-literacy-4800530>



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2.	https://www.youtube.com/channel/UCvwFhI0mrIWDiZUabRapS5Q
3.	https://www.investopedia.com/terms/f/finance.asp
4.	http://aei.pitt.edu/62607/1/Money_Finance_Real_economy.pdf

Structure of classes:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lectures | <input type="checkbox"/> Laboratory |
| <input checked="" type="checkbox"/> Seminars and workshops | <input type="checkbox"/> Field work |
| <input checked="" type="checkbox"/> Exercises | <input checked="" type="checkbox"/> Work with the mentor |
| <input checked="" type="checkbox"/> Independent assignments | <input checked="" type="checkbox"/> Knowledge tests |
| <input checked="" type="checkbox"/> Multimedia and internet | <input type="checkbox"/> Other |
| <input checked="" type="checkbox"/> Distance learning | _____ |

Comments

Student obligations

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study program, and the curriculum, and are explained in detail in the introductory lecture. To fulfil their obligations, full-time students must:

1. attend class regularly (at least 75%) and they will receive 5 % of their final grade
2. actively participate in lectures and exercises; if they contribute to the discussions they can gain additional 5% of their final grade
3. actively participate in lectures and exercises by development of research, report, seminar essay or consulting project, which must be submitted in written form and presented orally and they can receive 20% of the final grade
4. pass two written midterm exams:
First midterm exam (35% of total grade)
Second midterm exam (35% of total grade)

The exam is written, and it tests the student's theoretical and practical knowledge. The collected minimum of 50% of the points during the continuous assessment exempts the student from the classical examination, which is organised during the examination period. Passing only one midterm exam is not enough for a passing grade.

5. Classical written exam:
The classical exam is taken by students who have fulfilled their obligations but have collected less than 50% of the points during the continuous assessment. The exam is written, and it tests the student's theoretical and practical knowledge. To pass the exam, the student must achieve at least 50% of the exam.
Students can choose to answer orally if there is a valid reason.



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The obligations of part-time students differ from those of full-time students in that part-time students are not required to attend lectures. Part-time students may compensate for the points that full-time students can earn in lectures by completing assignments in additional deadlines.

Students who do not meet the required obligations will lose the right to take the exam.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.3	Activity in class	0.3	Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	
Preparations for exercises		Seminar essay	0.5	Preliminary exam (2)	4.2
Project	0.7	Written exam	✓	Oral exam	✓
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Continuous assessment of the work of all students during the semester includes:

1. Attendance and activity in class (the percentage of the grade is 10%, 0.6 ECTS points),
2. Active participation in lectures and exercises through independent problem solving, preparation and delivering of seminars and presentations (the percentage of grade is 20%, maximum 1.2 ECTS),
3. Two written midterm exams (70%), each 2.1 ECTS points.

Success in the exam and other knowledge tests is expressed in grades according to the Study and Examination Regulations of the University of Dubrovnik.

Performance and grade

- 50-59% - basic criteria met- grade: sufficient (2)
- 60-70% average performance with some errors - grade: good (3)
- 71%-89% above average performance with minor errors- grade: very good (4)
- 90%- 100% outstanding performance - grade: outstanding/excellent (5)

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The methods of quality and performance control of courses that ensure the acquisition of the specified learning outcomes are carried out in accordance with the regulations of the University of Dubrovnik

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Other information (according to the proponent's opinion)

Teaching materials for students, current information and all other data are available by Merlin e-learning system to all students.

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Code							
Course name		Economic History of Croatia					
Study programme		Business					
Field of study		IT management, Marketing, Tourism					
Level of the study programme		Undergraduate	X		Graduate		
		Postgraduate specialist			Postgraduate doctoral		
Head lecturer		Marija Benić Penava, PhD, Full Professor					
Associate							
Year of study		1			Semester	Summer (2. sem.)	
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study
ECTS student workload coefficient		5		Percentage of e-learning		20%	
Number of semester hours		Lectures:	30		Seminars:		Exercises: 30
Course objectives							
Students will gain an understanding of the economic history of Croatia, its development and will be able to interpret the basics of economic history.							
Course prerequisites and competency requirements							
Course content							
<p>1. Economic disintegration of the Croatian territory in the Habsburg Monarchy. 2. Manufacturing machines in the pre-industrial Croatian society. 3. Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade. 4. Agrarian and owners' relations in the Croatian provinces (Croatia proper and Slavonia, Istria and Dalmatia). Characteristics of the military feudalism of Krajina. Economic importance of Dubrovnik. 5. Development of railways on the Croatian territory until the First World War. Austrian and Hungarian traffic policy. 6. Development of technology, shipping, and shipbuilding crisis. Viticulture crisis and emigration. 7. Formation of monetary institutes in Croatia. Activities of chambers of trade and economy. Industrialisation of Croatia until the First World War. 8. Economic changes in Croatia caused by joining the Kingdom of SHS. 9. Impact of the world economic crisis on the Croatian economy. 10.</p>							

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Agrarian policy in the interwar period and its consequences. Development of the industry and the service industry. Croatian banking in the Kingdom of SHS and the Kingdom of Yugoslavia. 11. Croatian economy before and during the Second World War. 12. Planned economy and industrial development of Croatia after 1945. 13. Economy of the Socialist Republic of Croatia and economic policy of the socialist Yugoslavia. 14. International economic position of Croatia.

Learning outcomes at the level of the study programme to which the course contributes

- Correctly explain and interpret the basic concepts of the economic history,
- Explain, interpret, and differentiate the characteristics of positioning of Croatian economy in the European framework,
- Systematically analyse and interpret the role of economic history,
- Recognise and analyse the past and present links and relations of the economic history with its environment,
- Critically review economic development of Croatia from its beginnings and implement its principles,
- Discuss the inter-dependence of transport history and the economy and review their positive implications.

Expected learning outcomes at the level of the course (4-10 learning outcomes)

- critically review economic history of Croatia and implement its principles,
- interpret the impact of the historical inheritance on the structure of the Croatian economy,
- interpret, compare, and critically consider individual phases of the historical development of economy and put them into wider contexts within the European framework,
- be able to analyse and critically use primary and secondary written and visual sources, and argumentatively critically discuss the important events of the economic history,
- understand and interpret the influence of the past experiences on the shaping of modern economy.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Berend, Ivan T. <i>An economic history of twentieth-century Europe: economic regimes from laissez-faire to globalization</i> . New York: Cambridge University Press, 2006. (Selected chapters)	sufficient	Merlin
2.	Fuerst-Bjeliš, Borna; Glamuzina, Nikola. <i>The Historical Geography of Croatia Territorial Change and Cultural Landscapes</i> (Selected chapters)	sufficient	Merlin

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3.	Stipetić, Vladimir, <i>Two Centuries of Croatian Economy Development (1820-2005)</i> , Croatian Academy of Sciences and Arts, 2012. (Selected chapters in Croatian)	5	Merlin
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Optional literature (at the time of the submission of the study programme proposal)

1.	Havrylyshyn, Oleh; Srzentic, Nora. <i>Economy of Ragusa, 1300-1800 The Tiger of Mediaeval Mediterranean</i> . Zagreb: Croatian national bank, 2014. (Selected chapters)
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Structure of classes:

<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Work with the mentor <input checked="" type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>
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Comments

Part-time students who attend classes together with full-time students will be evaluated the same as full-time students.

Student obligations

Full-time students are obliged to: attend lectures in the amount of at least 70% of the scheduled hourly rate, actively participate in classes, perform individual and group assignments independently, regularly participate in the preliminary exam that are taken during classes and consult with teachers about literature, independent work, etc. Passing the preliminary exam exempts the student from the final written exam, which is organised during the exam period. The obligations of part-time students differ from the obligations of full-time students only in the following items: attendance at lectures in the amount of at least 50% of the scheduled hourly rate - possibility of taking preliminary exam in agreement with the course teacher if the student, for justified reasons, could not take the exam in the time provided for it.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.25	Activity in class	0.25	Practical training	
Experimental work		Research		Independent work	0.25
Essay		Report		Exercises	0.25
Preparations for exercises		Seminar essay		Preliminary exam	2
Project		Written exam	2	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

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Grading and evaluation of student work over the course of instruction and at the exam
Success in the preliminary and written exams are expressed by the following grades: from 90 to 100% - excellent (5), from 80 to 89% - very good (4), from 65 to 79% - good (3), from 50 to 64 % - sufficient (2), from 0 to 49 % - insufficient (1)
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
The quality of the programme, the teaching process, teaching skills and the level of mastery of the material will be established by conducting a written evaluation based on questionnaires and other standardised methods in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching activities, teacher self-analysis, etc.) aligned with the Standards and guidelines for quality assurance in the European Higher Education Area and the requirements of the ISO 9001 standard.
Other information (according to the proponent's opinion)
Although there are no copies of the literature available in the library, the literature (digitised selected chapters) will be available to students through Merlin. Self-observation, analysis, and corrections.

	Sveučilište u Dubrovniku	Obrazac
	OPIS KOLEGIJA U IZVEDBENOM PLANU NASTAVE	F04-15

Code								
Course name		The Economy of Croatia						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Nebojša Stojčić, PhD, Full Professor						
Associate		Ante Zdilar, PhD, Teaching and Research Assistant						
Year of study		1.			Semester	2.		
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study	
ECTS student workload coefficient		5		Percentage of e-learning		10		
Number of semester hours		Lectures:	30	Seminars:		Exercises:	30	
Course objectives								
knowledge regarding the subject matter								
Course prerequisites and competency requirements								
Enrolment at the University of Dubrovnik								
Course content								
<p>The Economy of Croatia, with the application of economic analysis, analyses the changes of macroeconomic variables such as prices, employment, economic growth and economic relations with foreign countries. Furthermore, the course explains the causes and consequences of structural changes in the economy of the Republic of Croatia and key economic sectors.</p>								
Learning outcomes at the level of the study programme to which the course contributes								

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After attending the course and passing the exam, students are trained to: critically analyse and reflect on national economic development while acquiring knowledge about the processes regarding economic sectors in the Republic of Croatia (which includes correctly explaining and interpreting the basic concepts of management and IT, marketing, and tourism industry).

Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. learning important things about the explained course
2. critically analyse and reflect on national economic development
3. acquiring knowledge about the processes regarding economic sectors in the Republic of Croatia
4. explaining and interpreting the basic concepts of management and IT, marketing, and tourism industry

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Macroeconomic Issues in Eastern Europe // Macroeconomic Management / Sharma, Soumitra (ed.). London, New York: Macmillan Press, St. Martin's Press, 1995. str. 221-238	sufficient	online
2.	Druzic, Ivo A Journey through Transition Time - With Special Reference to Croatia. Zagreb: Politicka kultura, 2006 (monography)	sufficient	online
3.	Druzic, I. (2007). „Progress and Regress Symmetry of the Croatian Economy.“. Ekonomski pregled, 58(3–4), 131-157.	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1.	Organisation for Economic Co-operation and Development. (2007). The role of foreign direct investment in the Croatian economy. OECD Publishing.
2.	Blanchard, O. and Johnson, D.R. (2013), Macroeconomics, Sixth Edition, Prentice Hall, Pearson Education
3.	Franicevic, V., & Kraft, E. (1997). Croatia's economy after stabilisation. Europe-Asia Studies, 49(4), 669-691.
4.	Feletar, D., & Stiperski, Z. (1996). The development and structure of the Croatian economy. GeoJournal, 38(4), 437-444.



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5. Deskar-Skrbic, M., & Simovic, H. (2017). The effectiveness of fiscal spending in Croatia, Slovenia and Serbia: the role of trade openness and public debt level. *Post-communist economies*, 29(3), 336-358.

Structure of classes:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Lectures | <input type="checkbox"/> Laboratory |
| <input checked="" type="checkbox"/> Seminars and workshops | <input type="checkbox"/> Field work |
| <input checked="" type="checkbox"/> Exercises | <input type="checkbox"/> Work with the mentor |
| <input type="checkbox"/> Independent assignments | <input type="checkbox"/> Knowledge tests |
| <input type="checkbox"/> Multimedia and internet | <input type="checkbox"/> Other |
| <input type="checkbox"/> Distance learning | _____ |

Comments

Student obligations

Seminars, practical work

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	Activity in class	Practical training
Experimental work	Research	Independent work
Essay	Report	Exercises
Preparations for exercises	Seminar essay	Preliminary exam
Project	Written exam	Oral exam
(Other - describe)	(Other - describe)	(Other - describe)

Grading and evaluation of student work over the course of instruction and at the exam

COURSE STUDENTS TBA

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

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Prof. judgement, knowledge along with teaching experience and institution protocols
Other information (according to the proponent's opinion)
COURSE STUDENTS TBA

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Code								
Course name		Banking						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Tonći Svilokos, PhD, Full Professor						
Associate		Tonći Vicelić, MA						
Year of study		1			Semester	2.		
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study	
ECTS student workload coefficient		6		Percentage of e-learning		0%		
Number of semester hours		Lectures:	X		Seminars:		Exercises:	X
Course objectives								
To acquaint students with the principles of banking operations and risks in banking business.								
Course prerequisites and competency requirements								
No prerequisites are required								
Course content								
<p>1. INTRODUCTION – Banking and the financial service (financial crisis, organisational structure, ‘too big to fail’ banks),</p> <p>2. ANALYZING BANK PERFORMANCE - Bank financial statements, relationship between the balance sheet and income statement, return on equity model, managing risk and returns, financial statement manipulation</p> <p>3. PRICING FIXED-INCOME SECURITIES - Mathematics of interest rates, Relationship between interest rates and option free bond prices, duration and price volatility</p>								

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4. MANAGING INTEREST RATE RISK - GAP and earnings sensitivity, measuring interest rate risk with gap, earnings sensitivity analysis, income statement gap, managing the gap and earnings sensitivity risk, economic value of equity, measuring interest rate risk with duration gap, economic value of equity sensitivity analysis
5. USING DERIVATIVES TO MANAGE INTEREST RATE RISK - Characteristics of financial futures, speculation versus hedging, basic interest rate swaps as a risk management tool, interest rate caps and floors
6. MANAGING LIQUIDITY - Meeting liquidity needs, reserve balances at the central bank, required reserves and monetary policy, meeting legal reserve requirements, liquidity planning, traditional aggregate measures of liquidity risk, Basel III and the liquidity coverage, longer-term liquidity planning
7. BANK CAPITAL – Risk based capital standards, the function of bank capital, the capital adequacy, external capital sources, capital planning
8. EVALUATING COMMERCIAL LOAN REQUESTS AND MANAGING CREDIT RISK - Fundamental credit issues, evaluating credit requests, credit analysis application, managing risk with loan sales and credit derivatives
9. EVALUATING CONSUMER LOANS - types of consumer loans, credit analysis, risk and return characteristics of consumer loans
10. MANAGING THE INVESTMENT PORTFOLIO - Objectives of the investment portfolio, composition of the investment portfolio, characteristics of municipal securities, what are suitable investment securities?

Learning outcomes at the level of the study programme to which the course contributes

- Understand the role and importance of information systems in business
- Differentiate managerial functions in terms of various perspectives and management levels
- Analyse internal and external environment
- Make and implement a portfolio analysis in management

Expected learning outcomes at the level of the course (4-10 learning outcomes)

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

1. Analyse bank financial statements and evaluate bank performance
2. Measure the level of interest rates risk by gap and duration gap
3. Use derivatives to manage interest rate risk
4. Understand the importance of bank liquidity and methods that are used to meet liquidity requirements
5. Assess the bank capital adequacy
6. Evaluate commercial and consumer loan requests within credit risk conditions
7. Assess suitable investment securities in banking business

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of	Availability via
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	Sveučilište u Dubrovniku	Obrazac
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		copies in the library	other media		
1.	Wernz, J., Bank Management and Control: Strategy, Pricing, Capital and Risk Management, 2nd edition, Springer, 2020	sufficient	online		
2.	Koch, T., W., MacDonald, S. S., Bank Management, Eighth Edition, Thomson South-Western, Mason, Ohio, 2015.	2	online		
Optional literature (at the time of the submission of the study programme proposal)					
1.	Allen, L., & Saunders, A. (2015). Risk management in banking (pp. 161-183). Oxford University Press: London, UK.				
2.	Rikhardsson, P., Rohde, C., Christensen, L., & Batt, C. E. (2021). Management controls and crisis: evidence from the banking sector. Accounting, Auditing & Accountability Journal.				
3.	Delis, M. D., Iosifidi, M., & Tsionas, M. (2020). Management estimation in banking. European Journal of Operational Research, 284(1), 355-372.				
Structure of classes:					
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Work with the mentor <input type="checkbox"/> Knowledge tests <input type="checkbox"/> Other <hr/>			
Comments					
Student obligations					
Active participation in classes					
Student has the obligation to attend at least 70% of the classes in order to access the colloquiums and the final exam					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	0.5	Activity in class	0.5	Practical training	
Experimental work		Research		Independent work	



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Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	4
Project		Written exam		Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Two preliminary exams are alternative to final written exam					
The achieved number of total points (in %) corresponds to following grades:					
0-49 insufficient (1)					
50-64 sufficient (2)					
64-79 good (3)					
80-89 very good (4)					
90-100 excellent (5)					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
<ul style="list-style-type: none">• Class attendance records and documentation about students' activity in the class• All course learning outcomes are to be verified by the course teacher in the final exam.• Student poll on lecturer and class efficacy					
Other information (according to the proponent's opinion)					