	Sveučilište u Dubrovniku Ekonomski fakultet Lapadska obala generala Nojka Marinovića 7, 20000 Dubrovnik tel: 00 385 20 445 901, e-mail: ekonomija@unidu.hr	Obrazac
	IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2026./2027.	**F04-12**

Ovjera Dekanice

Ekonomski fakultet

izv. prof. dr. sc. Barbara Puh, v.d. dekanice

Potpis: B. P.

Datum: 27. 5. 2026.

Ovjera Rektora

Sveučilišta u Dubrovniku

prof. dr. sc. Nebojša Stojčić

Potpis:

Datum: 27.05.2026.

Doctoral programme:

Business Economics in Digital Environment

Semester	Activity	Workload	ECTS
1	Compulsory courses	4 courses x 6 ECTS	24
	Workshop *Research Methodology for Writing PhD Thesis*	**5 ECTS**	**5**
	Workshop*Plagiarism and Ethics in Research*	**5 ECTS**	**5**
	TOTAL FIRST SEMESTER		**34**
2	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**
3	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**
4	Work on PhD thesis		**20**
	TOTAL FOURTH SEMESTER		**20**
TOTAL SECOND YEAR OF PROGRAMME			**60**
5	Work on PhD thesis		20
	TOTAL FIFTH SEMESTER		**20**
6	Work on PhD thesis		20
	Defence of PhD thesis		20
	TOTAL SIXTH SEMESTER		**40**
TOTAL THIRD YEAR			**60**
	TOTAL ECTS		**180**

Year of study 1

List of compulsory and elective courses with number of teaching hours and ECTS credits allocated Doctoral study

	COURSE CO-ORDINATOR	COMPULSORY COURSE	L	E	S	ECTS
1	Mario Spremić, PhD, Full Prof. Božidar Jaković, PhD, Full Prof.	Digital transformation in business	7.5 7.5	7.5 7.5	0 0	6
2	JosipTica, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.	Selected topics in macroeconomics	7.5 7.5	7.5 7.5	0 0	6
3	Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Full Prof.	Selected topics in microeconomics	7.5 7.5	7.5 7.5	0 0	6
4	Nataša Erjavec, PhD, Full Prof. Petar Sorić, PhD, Associate Prof.	Statistical research methods in economics	7.5 7.5	7.5 7.5	0 0	6
5		Workshop *Research Methodology for Writing PhD Thesis*				5
6		Workshop *Plagiarism and Ethics in Research*				5

Doctoral programme:

Business Economics in Digital Environment

LIST OF COURSES – Module TOURISM
Year of study 1

Semester 2

	COURSE CO-ORDINATOR	COMPULSORY COURSE	L	E	S	ECTS
1	Mislav Ante Omazić, PhD, Full Prof. Ingeborg Matečić, PhD, Associate Prof.	Strategic management in tourism and digital transformation	7.5 7.5	5 5	0 0	5
2	Oliver Kesar, PhD, Full Prof. Ana Portolan, PhD, Associate Prof.	Economics of tourism destination management	7.5 7.5	5 5	0 0	5
		ELECTIVE COURSES				
1	Marija Benić Penava, PhD, Full Prof. Vanja Krajinović, PhD, Associate Prof.	Creative industries and sustainable development in tourism	5 5	5 5	0 0	3
2	Darko Prebežac, PhD, Full Prof. Barbara Puh, PhD, Associate Prof	Tourism destination brand management	5 5	5 5	0 0	3
3	Ivana Pavlić, PhD, Full Prof. Petra Barišić, PhD, Associate Prof.	Research methods in tourism	5 5	5 5	0 0	3
4	Marija Benić Penava, PhD, Full Prof. Antonio Vlahov, PhD, Associate Prof.	Economic valorisation of cultural/historical heritage in the digital environment	5 5	5 5	0 0	3
5	Iris Mihajlović, PhD, Full Prof. Danijela Ferjanić Hodak, PhD, Associate Prof.	Sharing economy in tourism	5 5	5 5	0 0	3
6		Presentation at scientific conference				7

LIST OF COURSES – Module MARKETING

Year of study 1

Semester 2

	COURSE CO-ORDINATOR	COMPULSORY COURSE	L	E	S	ECTS
1	Jurica Pavičić, PhD, Full Prof. Iris Mihajlović, PhD, Full Prof.	Modern marketing theories	7.5 7.5	5 5	0 0	5
2	Mirko Palić, PhD, Full Prof. Marija Dragičević, PhD, Associate Prof.	Marketing channels and modern technologies	7.5 7.5	5 5	0 0	5
		ELECTIVE COURSES				
1	Ivana Pavlić, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.	Neuromarketing	5 5	5 5	0 0	3
2	Lajoš Žager, PhD, Full Prof. Sanja Sever Mališ, PhD, Full Prof.	Accounting policies and sales management	5 5	5 5	0 0	3
3	Dubravka Sinčić, PhD, Full Prof.	Customer relations management in the digital environment	5 5	5 5	0 0	3
4	Goran Vlašić, PhD, Full Prof.	Digital marketing and social media theory	5 5	5 5	0 0	3
5	Jurica Pavičić, PhD, Full Prof. Goran Vlašić, PhD, Full Prof.	Strategy in the context of marketing interactivity	5 5	5 5	0 0	3
6	Zoran Krupka, PhD, Full Prof. Sandra Horvat, PhD, Associate Prof.	Research directions in brand management	5 5	5 5	0 0	3
		Presentation at scientific conference				7

LIST OF COURSES – Module MANAGEMENT
Year of study 1

Semester 2

	COURSE CO-ORDINATOR	COMPULSORY COURSE	L	E	S	ECTS
1	Sanda Rašić Jelavić, PhD, Full Prof. Tomislav Hernaus, PhD, Full Prof.	Organisation and management theories	7.5 7.5	5 5	0 0	5
2	Ivona Vrdoljak Raguž, PhD, Full Prof. DarkoTipurić, PhD, Full Prof.	Corporate governance	7.5 7.5	5 5	0 0	5
		ELECTIVE COURSES				
1	Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.	Intellectual property management	5 2.5 2.5	5 2.5 2.5	0 0 0	3
2	Ivona Vrdoljak Raguž, PhD, Full Prof. Zorica Krželj, PhD, Associate Prof.	Human resources management	5 5	5 5	0 0	3
3	Lajoš Žager, PhD, Full Prof. Iris Lončar, PhD, Associate Prof.	Financial report analysis	5 5	5 5	0 0	3
4	Anita Pavković, PhD, Full Prof. Iris Lončar, PhD, Associate Prof.	Financial management in digital economy	5 5	5 5	0 0	3
5	Lovorka Galetić, PhD, Professor emeritus Marija Martinović, PhD, Full Prof.	Compensation Management	5 5	5 5	0 0	3
6	Najla Podrug, PhD, Full Prof. Ana Aleksić Fredotović, PhD, Associate Prof.	International organisational behaviour	5 5	5 5	0 0	3
		Presentation at scientific conference				7

LIST OF COURSES – Module INTERNATIONAL BUSINESS
Year of study 1

Semester 2

	COURSE CO-ORDINATOR	COMPULSORY COURSE	L	E	S	ECTS
1	Ivo Šperanda, PhD, Associate Prof. Marija Bečić, PhD, Associate Prof.	International business and digital transformation	7.5 7.5	5 5	0 0	5
2	Lorena Škuflić, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.	Industrial policy and globalisation	7.5 7.5	5 5	0 0	5
	ELECTIVE COURSES					
1	Tonći Svilokos, PhD, Full Prof. Meri ŠumanTolić, PhD, Associate Prof.	Regulation of financial market in the digital environment	5 5	5 5	0 0	3
2	Tomislav Baković, PhD, Full Prof. Marija Dragičević, PhD, Associate Prof.	Quality management	5 5	5 5	0 0	3
3	Katija Vojvodić, PhD, Full Prof. Marija Tomašević Lišanin, PhD, Full Prof.	International business negotiation	5 5	5 5	0 0	3
4	Marijana Musladin, PhD, Associate Prof.	National and international security	5 5	5 5	0 0	3
5	Katija Vojvodić, PhD, Full Prof. Sanda Renko, PhD, Full Prof.	Logistics chains management in the digital environment	5 5	5 5	0 0	3
6	Tonći Svilokos, PhD, Full Prof. Meri ŠumanTolić, PhD, Associate Prof.	Digital transformation of financial sector	5 5	5 5	0 0	3
		Presentation at scientific conference				7

LIST OF COURSES – Module DIGITAL ECONOMY
Year of study 1

Semester 2

	COURSE CO-ORDINATOR	COMPULSORY COURSE	L	E	S	ECTS
1	Mario Spremić, PhD, Full Prof. Božidar Jaković, PhD, Full Prof.	Digital business models	7.5 7.5	5 5	0 0	5
2	Nebojša Stojčić, PhD, Full Prof. Tomislav Herceg, PhD, Associate Prof.	Innovations, technology and industrial policy	7.5 7.5	5 5	0 0	5
ELECTIVE COURSES						
1	Vesna Bosilj Vukšić, PhD, Full Prof. Ljubica Milanović, PhD, Associate Prof.	Business process management in the digital environment	5 5	5 5	0 0	3
2	Katarina Ćurko, PhD, Full Prof. Nikola Vlahović, PhD, Full Prof.	Intelligent data analytics	5 5	5 5	0 0	3
3	Ivan Strugar, PhD, Full Prof. Božidar Jaković, PhD, Full Prof.	Collaborative technologies and networks	5 5	5 5	0 0	3
4	Mirjana Pejić Bach, PhD, Full Prof. Jovana Zoroja, PhD, Associate Prof.	Knowledge discovery in data bases	5 5	5 5	0 0	3
5	Mario Spremić, PhD, Full Prof.	Cybersecurity	5 5	5 5	0 0	3
		Presentation at scientific conference				7

Year of study 2

Doctoral programme:

Business Economics in Digital Environment

Year of study 2

Semester 3
Semester 4

Semester	Activity	Workload	ECTS
3	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**
4	Work on PhD thesis		**20**
	TOTAL FOURTH SEMESTER		**20**
TOTAL SECOND YEAR OF PROGRAMME			**60**

Year of study 3

Doctoral programme:

Business Economics in Digital Environment

Year of study 3

Semester 5

Semester 6

Semester	Activity	Workload	ECTS
5	Work on PhD thesis	20 ECTS	20
	TOTAL FIFTH SEMESTER		**20**
6	Work on PhD thesis	20 ECTS	20
	Defence of PhD thesis	20 ECTS	20
	TOTAL SIXTH SEMESTER		**40**
TOTAL THIRD YEAR			**60**

COURSE INFORMATION	
Course name	**Digital Transformation in Business**
Degree	PhD
Semester	Winter (1. sem)
ECTS points	6 ECTS
Course status	Compulsory
Course leader	**Mario Spremić, PhD, Full Prof.** **Božidar Jaković, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	mspremic@net.efzg.hr; bjakovic@net.efzg.hr

COURSE DESCRIPTION
Course content
The course introduces students to the latest trends in the development of information and communication, especially digital technologies, as well as the social, technological, organizational, and business aspects of its application in a dynamic business environment. The trends of the digital economy will be explained and frameworks and models will be analyzed by which basic and advanced digital technologies enable organizations to increase productivity, efficiency, and competitiveness and influence changes in business. The aforementioned will be processed in the context of scientific research in the field of business economics, and the research frameworks of change management and information and digital technology will be presented. The subject provides a holistic understanding of how modern digital technology affects business and by which methods it is possible to implement organizational changes, especially in the area of digital business transformation. Factors that influence the success of digital business transformation will be researched and analyzed, as a consciously guided transformation of business with the help of strategic application of digital technologies.

Learning outcomes	
1. Understand, interpret and critically judge the influence of factors of digital business transformation on successful business management 2. Critically evaluate the application of theoretical frameworks of change management and technology acceptance in the context of research work 3. Apply knowledge about models and methods by which changes in business are implemented using information and digital technologies 4. Critically review the various options of digital business transformation strategies, learn how to think critically about the scope, reach, and ways of implementing digital business transformation 5. Evaluate the influence of current trends in the digital economy on the need and opportunities for implementing organizational changes in the context of scientific research in the field of business economics 6. Choose a digital business transformation strategy that will enable successful and sustainable company operations, argue the choice, evaluate the effects of the choice, compare the achieved results, and set goals 7. Create, present, and critically argue a strategic plan for the digital transformation of business	
TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☐ Oral exam ☒ Written exam ☒ Colloquium	Other:
READING	
Compulsory reading	

1.	Kane, G.C., Palmer, D., Philips, A.N., Kiron, D. and Buckley, N., Aligning the Organization for Its Digital Future, MIT Sloan Management Review and Deloitte University Press, 2016.
2.	Hess, T., Matt, C., Benlian, A., Wisboeck, F. , Options for formulating digital transformation strategy, MIS Quarterly Executive, 2016.
3.	G. C. Kane, D. Palmer, A. N. Phillips, D. Kiron and N. Buckley, Strategy, Not Technology, Drives Digital Transformation, MIT Sloan Management Review and Deloitte University Press, 2015.
4.	Turel O, Bart , Board-level IT governance and organizational performance, European Journal of Information Systems , 2014, p.p. 223-239.
5.	Weill, P. ROSS, JW , IT Governance: How Top Performers Manage it Decision Rights for Superior Results, Harvard Business School Press, Boston, MA, 2004.
6.	Pejić Bach, M., Spremić, M., & Suša Vugec, D. , 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, 2018.
Optional reading	
1.	Bharadwaj A, El Sawy OA, Pavlou PA, Venkatraman N, Digital business strategy: toward a next generation of insights., MIS Q 37(2), 2013, p.p. 471-482.
2.	Spremić, M, Governing Digital Technology – how Mature IT Governance can help in Digital Transformation?, International Journal of Economics and Management Systems, 2, 2021, p.p. 214-223.
3.	Johnson AM, Lederer AL , CEO/CIO mutual understanding, strategic alignment, and the contribution of IS to the organization, Inf Manag 47(3), 2010, p.p. 138-149.
4.	Susa Vugec, D., Spremic, M., Pejic Bach. M , IT governance adoption in banking and insurance sector: longitudinal case study of COBIT use, International Journal for Quality Research 11(3) , 2021, p.p. 691-716.
5.	Henderson JC, Venkatraman N , Strategic alignment: leveraging information technology for transforming organizations, IBM Syst J 32(1), 1993, p.p. 4-16.
6.	Spremić, M., Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb, 2017.

LIST OF TOPICS

No.	**TOPIC**	**Hours**		
		L	**E**	**S**

1.	Trends in the digital economy, an overview of the concept of the digital economy, and the most important digital technologies used in it. Case studies and an overview of the most important research directions	5	0	0
2.	Explanation of the concepts of digitization and digital transformation. Case studies and review of scientific papers in the field	0	5	0
3.	The use of bibliometric analysis in the field of digitization and digital transformation of business. Practical work and discussion of possible research directions	0	5	0
4.	Success factors of digital business transformation. Overview of scientific knowledge in the field	5	0	0
5.	Explanation of the impact of digital transformation on the development of the digital economy. Overview of research directions in the field of digital economy	0	5	0
6.	Critical thinking and scientific directions on the reach and way of implementing digital transformation	5	0	0
	TOTAL HOURS	**15**	**15**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Selected topics in macroeconomics**
Degree	PhD
Semester	Winter (1. sem)
ECTS points	6 ECTS
Course status	Compulsory
Course leader	**Josip Tica, PhD, Full Prof.** **Marija Bečić, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C6 - II kat
Phone	+385 20 445 932;
e-mail	marija.becic@unidu.hr; jtica@net.efzg.hr

COURSE DESCRIPTION
Course content
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
1. 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

TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING	
Compulsory reading	
1.	Benić, Đ. Jehle, G. A., Reny, P. J. Muñoz-Garcia, F. , Mikroekonomija: menadžerski pristup, II. izdanje Advanced Microeconomic Theory Advanced Microeconomic Theory: An Intuitive Approach with Examples , Školska knjiga, Zagreb, 2017 Pearson, 2011 The MIT Press, 2017, 2024.
Optional reading	
1.	Perloff, J., M. Pindyck, R.S., Rubinfeld, D.L. Varian, H., R, Microeconomics, 8th Edition Microeconomics, 9th Edition Intermediate Microeconomics – A Modern Approach, 9th Edition, Pearson, 2017 Pearson, 2018 W.W. Norton & Company, 2014 , 2024.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	1. Liquidity trap, consumption puzzle, financial frictions, monetary accelerator and monetary yielding 2. Aiming inflation, obligatory monetary policy, IS-MR-PC model, IS-	15	15	0

	MP-IA model 3. Mundell-Fleming-Tobin model and foreign currency exposure of a country 4. Internal and external equilibrium, stability and sustainability of debt 5. Globalization, inequality and open Solow-Swan growth model 6. Unemployment, work force fluctuations, Diamond-Mortensen-Pissarides model			
TOTAL HOURS		**15**	**15**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Selected topics in microeconomics**
Degree	PhD
Semester	Winter (1. sem)
ECTS points	6 ECTS
Course status	Compulsory
Course leader	**Nebojša Stojčić, PhD, Full Prof.** **Perica Vojinić, PhD, Full Prof.**
Faculty, room no.	Rector's office, Branitelja Dubrovnika 41, Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C6
Phone	+385 20 445 700; +385 20 445 933
e-mail	nebojsa.stojcic@unidu.hr; perica.vojinic@unidu.hr

COURSE DESCRIPTION

Course content

REDEFINING CONSUMER BEHAVIOUR MODEL: demand for features and choice in time dimension. REDEFINING PRODUCER BEHAVIOUR MODEL: firmequilibriumin 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 ofinformation availability onto market outcomes ECONOMY OF WELLBEING, Social choice and Arrow'stheorem, Pareto efficiency, static and dynamic general equilibrium.

Learning outcomes	
1. Upon completion of this course students will be able to: • Relate and critically assess theories and models from microeconomics • Demonstrate ability to create theoretical or empirical framework of microeconomic analysis • Independently research consumer and producer behaviour • Apply acquired knowledge from the field of microeconomics for decision-making under risk, uncertainy, asymmetric information and in case of welfare economics in static and dynamic context.	
TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☐ Oral exam ☒ Written exam ☒ Colloquium	Other:
READING	
Compulsory reading	
1.	Benić, Đ; Jehle, G. A., Reny, P. J. ; Muñoz-Garcia, F. , Mikroekonomija: menadžerski pristup, II. izdnje Advanced Microeconomic Theory Advanced Microeconomic Theory: An Intuitive Approach with Examples, Školska knjiga, Zagreb, 2017 Pearson, 2011 The MIT Press, 2017 The MIT Press, 2017, 2024.
Optional reading	
1.	Perof, J., M Pindyck, R.S., Rubinfeld, D.L. Varian, H., R., , Microemconoics, 8th Edition; Microeconomics, 9th Edition; Intermediate Microeconomics – A Modern

	Approach, 8th Edition, Pearson, 2017 Pearson, 2018 W.W. Norton & Company, 2014 , 2024.			
LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	REDEFINING CONSUMER BEHAVIOUR MODEL: demand for features and choice in time dimension. REDEFINING PRODUCER BEHAVIOUR MODEL: firmequilibriumin 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. RISK, UNCERTAINTY, MARKET IMPERFECTIONS AND FAILURES INFORMATION ECONOMY Unfavourable selection, asymmetric information, signalling and probing, principal agent problem and risk of misuse, effect ofinformation availability onto market outcomes ECONOMY OF WELLBEING, Social choice and Arrow'stheorem, Pareto efficiency, static and dynamic general equilibrium.	15	0	15
	TOTAL HOURS	**15**	**0**	**15**
OTHER RELEVANT INFORMATION				
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.				

COURSE INFORMATION	
Course name	**Statistical research methods in economics**
Degree	PhD
Semester	Winter (1. sem)
ECTS points	6 ECTS
Course status	Compulsory
Course leader	**Nataša Erjavec, PhD, Full Prof.** **Petar Sorić, PhD, Associate Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	petar.soric@net.efzg.hr; nerjavec@net.efzg.hr
COURSE DESCRIPTION	
Course content	
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 andtobit 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	

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

TEACHING MODE

☒ Lectures	☐ Office hours
☐ Seminars and workshops	☒ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☐ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Greene, W. H. Gujarati, D. I Porter, D. Wooldridge, J. M. , Econometric Analysis, 8th Ed., Basic Econometrics, 6th Edt., Introductory Econometrics: A Modern Approach, 6th ed., Prentice Hall, New York (2018) McGraw-Hill Education, Europe (2016) Cengage Learning, Boston, USA (2016), 2024.

Optional reading	
1.	Wooldridge, J. M.; Enders, W.; Čižmešija, M.; Sorić, P. I Lolić, I. ; Sorić, P., Lolić, I. I Čižmešija, M. Erjavec, N., Sorić, P. i Čižmešija, Erjavec, N. & Jakšić, S. M.Kline, R.B. Econometric Analysis of Cross Section and Panel Data, 2nd Ed Applied Econometric Time Series 3rd ed., Uloga ekonomskog sentimenta u tumačenju makroekonomskih trendova: metodološka unapređenja i nova područja primjene u Hrvatskoj European Economic Sentiment Indicator: An Empirical Reappraisal Predicting The Probability Of Recession In Croatia: Is Economic Sentiment The Missing Link Regional Unemployment in Croatia: Evidence from Dynamic Panel Model Principles and Practice of Structural Equation Modeling (Methodology in the Social Sciences, 4th Edt , MIT Press (2010) John Wiley & Sons, Inc., New. Jersey (2009) (2018) Zagreb : Ekonomski Fakultet Zagreb (2018) Quality & Quantity (2016) Zbornik radova Ekonomskog Fakulteta u Rijeci: Časopis za ekonomsku teoriju i Praksu, 34 (2) U: Zadnik Stirn, L., Žerovnik, J., Kljajić Borštnar, M. & Drobne, S. (ur.) Proceedings of the 13th International Symposium on Operational Research SOR'15. Ljubljana, Slovenian Society Informatika, Section for Operational Research (2015) Taylor & Francis Ltd, New York (2016), 2024.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	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 andtobit 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.	15		15

	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.			
	TOTAL HOURS	**15**	**0**	**15**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Workshop Plagiarism and Ethics in Research**
Degree	PhD
Semester	Winter (1. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	
Faculty, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	

Course content	
Learning outcomes	
TEACHING MODE	
☐ Lectures ☐ Seminars and workshops ☐ Exercises ☐ Independent tasks ☐ Multimedia and internet ☐ Distance education	☐ Office hours ☐ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☐ Oral exam ☐ Written exam ☐ Colloquium	Other:
READING	
Compulsory reading	
Optional reading	

LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**
	TOTAL HOURS	**0**	**0**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Workshop Research Methodology for Writing PhD Thesis**
Degree	PhD
Semester	Winter (1. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	
Faculty, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
Course content	
Learning outcomes	
TEACHING MODE	
☐ Lectures ☐ Seminars and workshops	☐ Office hours ☐ Laboratory

☐ Exercises ☐ Independent tasks ☐ Multimedia and internet ☐ Distance education	☐ Field work ☐ Mentoring work ☐ Knowledge test

EXAMINATION METHOD

☐ Oral exam ☐ Written exam ☐ Colloquium	Other:

READING

Compulsory reading

Optional reading

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
	TOTAL HOURS	**0**	**0**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

Summer semester

COURSE INFORMATION	
Course name	**Accounting Policies and Sales Management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Lajoš Žager, PhD, Full Prof.** **Sanja Sever Mališ, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	lzager@net.efzg.hr; ssever@net.efzg.hr

COURSE DESCRIPTION
Course content
1. Accounting principles and policies as a starting point for the development of financial reporting standards 2. The role of financial and non-financial information in sales management 3. The most important accounting policies in the context of product valuation 4. The issue of valuation of intangible assets of a company with an emphasis on the brand 5. Recognition of revenue from product sales and provision of services; Income from contracts with customers 6. Classification of expenses; Treatment of research and development costs and marketing costs 7. Breakeven point in the function of business decision-making about the future of the product 8. Profit and cash flow depending on the life cycle of the product 9. Measuring the profitability of the company and the significance of the profit margin; Differentiation of different measures of profitability (EBIT, EBITDA, profitability of assets, profitability of capital) 10. Revision of the cycle of sales and collection of receivables
Learning outcomes
1. learn the importance of accounting information in sales management 2. understand the connection between the choice of accounting policies and the company's

business goals 3. discuss the advantages, disadvantages and possibilities of accounting valuation of an intangible asset such as a brand 4. become familiar with the accounting treatment of costs specific to the sales function 5. apply analytical procedures in the capacity of considering the influence of selected accounting policies on the profitability of the company 6. analyze the key questions that auditors focus on when auditing the sales cycle.

TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☒ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☐ Colloquium	Other:

READING	
Compulsory reading	
1.	Žager, K. et al., Analiza financijskih izvještaja: načela, postupci, slučajevi, HZRiFD, Zagreb, 2017.
2.	Drury, C, Management Accounting for Business. Fifth Edition, Cengage Learning, Boston, 2013.
3.	Arens, A.A., Elder, R. J. & Beasley, M. S. , Auditing and Assurance Sevices. Sixteenth Edition, Pearson, Harlow, UK, 2017.
4.	Aerts, W. & Walton, P, Global Financial Accounting and Reporting: Principles and Analysis. third Edition, Cengage Learning, Boston, 2013.
Optional reading	

1.	Dyson, J. R. & Franklin, E, Accounting for non-accounting students. Ninth Edition, Pearson, Harlow, UK, 2017.
2.	Wahlen, J. M., Baginski, S. P. & Bradshaw, M, Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective, Cengage Learning, Boston, 2017.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Basic accounting principles as a basis for creating financial reporting standards	2	2	0
2.	Basic accounting principles as a basis for creating financial reporting standards	2	2	0
3.	The role and significance of accounting policies in sales	2	2	0
4.	The role and significance of accounting policies in sales	2	2	0
5.	Revizija prihoda od prodaje i potraživanja od kupaca	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Business Process Management in the Digital Environment**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Vesna Bosilj Vukšić, PhD, Full Prof.** **Ljubica Milanović, PhD, Associate Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	ljmilanovic@net.efzg.hr; vesna.bosilj@net.efzg.hr

COURSE DESCRIPTION
Course content
• The goal of the course is to develop students' knowledge of the concept of business process management (BPM) and the application of information technology in a digital environment, as well as the skills of applying this concept. • The focus of the course is on the application of conceptual methods for analysis, transformation and digitization of business processes and improvement of process and organization performance. • Models and frameworks of maturity of BPM and digital transformation (Digital Transformation – DT) are considered. • The dimensions of BPM as a platform for performance management and digital transformation of the organization are explored. • The effects (benefits and challenges) of the joint application of BPM and digital transformation through the stages of the BPM life cycle are explored and questioned.
Learning outcomes
1. understand the role of BPM as an important factor in a company's ability to do business successfully; interpret and evaluate the effects of BPM implementation in the organization 2. critically evaluate the key success factors of BPM (such as: connection with the strategy,

management, employees, culture) and base the development of the BPM project methodology on the results of this evaluation 3. apply BPM frameworks and maturity models in business practice and in scientific research of the field 4. to acquire the knowledge needed to develop a BPM strategy and a digital strategy, as well as to connect these strategies with the organization's strategy 5. explore the evolution of BPM and digital transformation recognize the current state and trends that will influence further research on BPM and digital transformation from the perspective of business and economics.

TEACHING MODE	
☒ Lectures ☒ Seminars and workshops ☐ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☐ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING	
Compulsory reading	
1.	Dumas, M., La Rosa, M., Mendling, J., Reijers, H.A, Fundamentals of Business Process Management,, Springer, 2018.
2.	Moore, C., Finn, K., Khoshafian, S., Winkler, K., Ward-Dutton, N., Kowalkowski, F., Swenson, K.D., Palmer, N, Digital Transformation with Business Process Management: BPM Transformation and Real-World Execution, Future Strategies, Incorporated, 2017.

3.	Hernaus, T., Bosilj-Vuksic, V., Indihar Stemberger, M., ow to go from strategy to results? Institutionalising BPM governance within organisations, Business Proc. Manag. Journal 22(1),, 2016, p.p. 173-195.
4.	Grubljesic, T., Jaklic, J., Indihar Stemberger, M., The Effect of Alignment between Corporate Performance Management and Business Process Management on Process Performance, AMCIS., 2017.
5.	ndihar Stemberger, M., Buh, B., Milanovic Glavan, Lj., Mendling, J. , Propositions on the interaction of organizational culture with other factors in the context of BPM adoption, Business Proc. Manag. Journal 24(2), 2018, p.p. 425-445.
Optional reading	
1.	Bosilj Vukšić, V., Pejić Bach, M., Tomičić-Pupek, K., Utilization of Discrete Event Simulation in Business Processes Management Projects: a Literature Review, Journal of Information and Organizational Sciences, Volume 41, Issue 2,, 2017, p.p. 137-159.
2.	Milanović Glavan, L., Bosilj Vukšić, V., Examining the impact of business process orientation on organizational performance: the case of Croatia. , Croatian Operational Research Review, 8(1), 2017, p.p. 137-165.
3.	Valdez-De-Leon, O., A Digital Maturity Model for Telecommunications Service Providers, Technology Innovation Management Review, 6(8), 2018, p.p. 19-32.
4.	Sebastian, I. M., Ross, J. W., Beath, C., Mocker, M., Moloney, K. G., How big old companies navigate digital transformation, MIS Quarterly Executive, 16(3), 2017, p.p. 197-213.
5.	Suša Vugec, D., Tomičić-Pupek, K., Bosilj Vukšić, V., Social business process management in practice: Overcoming the limitations of the traditional business process management, International Journal of Engineering Business Management, Vol.10, , 2018, p.p. 1-10.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	The concept of BPM: definition, development, trends. Overview of conceptual methods for analysis, transformation and digitization of business processes. Analysis of their	2	1	0

	application for the purpose of improving process and organizational performance.			
2.	Project approach to BPM and the life cycle of BPM: methodology, case studies, synthesis of scientific research results in the field of BPM implementation.	1	1	0
3.	The concept of digital transformation (DT). Synthesis and analysis of the effects (benefits and challenges) of joint application of BPM and digital transformation through the stages of the BPM life cycle, analysis of synergistic effects of coordination of these initiatives and potential risks according to recent scientific literature.	2	1	0
4.	Linking digital transformation strategy and BPM. The role of ecosystems on BPM strategy. Overview of recent research on BPM and digital transformation from the perspective of business and economics; guidelines for further research.	1	1	0
5.	Elements of BPMa. BPMa measurement. Development of BPMa project methodology. The concept of process maturity. Models and frameworks of process maturity and digital transformation. Comparison of maturity models of process orientation. Analysis of relevant scientific papers in this area and review of business practice.	2	3	0
6.	Key performance indicators of BPMa for moving to higher levels of process maturity: analysis of different types of methodologies. The impact of BPMa on financial and non-financial business performance. Analysis and synthesis of research papers.	2	3	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized

methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.	
COURSE INFORMATION	
Course name	**Collaborative Technologies and Networks**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Ivan Strugar, PhD, Full Prof.** **Božidar Jaković, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	bjakovic@net.efzg.hr; istrugar@net.efzg.hr
COURSE DESCRIPTION	
Course content	
• The course introduces students to the development and application of computer networks and collaborative technologies in business systems. • It will be explained how the development of network, mobile and information communication technologies influenced the development of human-machine communication, what are the consequences for the development and changes of individual and group communication in society and in business systems. • Collaborative technologies and networks provide great opportunities for the development of new communication and collaboration models in both business and social systems. • They represent completely new opportunities for creating new values, they are the basis of the digital transformation of companies and the development of new organizational and business models and Industry 4.0.	
Learning outcomes	

1. understand, interpret and critically judge the impact of the development of information communication and mobile technologies on business models and business practice and recognize the most important trends in this area 2. critically evaluate the possibilities of applying collaborative technologies and models in the context of research work, evaluate the possible impact of the development and application of different models on individual and social communication, social and business organizations and processes 3. critically review options for the application of collaborative technologies and models in business practice, critically think about the reach, consequences and methods of application 4. evaluate the influence of current trends in the development of collaborative technologies and models in the context of scientific research in the field of business economics 5. choose a management strategy for collaborative technologies and models that will enable successful and sustainable company operations, argue the choice, evaluate the effects of the choice, and compare the achieved results and set goals.

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Okada Kenichi, Hoshi Tohru, Inoue Tomoo, Communication and Collaboration Support Systems (Advanced Information Technology), IOS Press, ISBN: 1586035142, 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, 2008.
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, Januaryy 25, 2016.
6.	Shrier David, Pentland Alex, rontiers 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.
Optional reading	
1.	Barabasi Albert-Laszlo, 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.

LIST OF TOPICS

No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	Role and development of collaborative systems, generations of collaborative systems, collaboration and teamwork, business system and team technologies, collaborative technologies and digital transformation	2	2	0

2.	Groupware and collaborative technologies, classification and assumptions for the implementation of collaborative technologies, organization and formal and informal communication and collaborative technologies, virtual teams and organization, the role of collaborative technologies in digital transformation	2	2	0
3.	Development and implementation of collaborative systems in the business information system, obstacles in the use of collaborative technologies in business systems, problems of credibility in electronic communication, electronic signature of e-mail communication, possibilities, advantages and disadvantages, systems for exchanging direct messages in business	2	2	0
4.	Video conferences in business, systems to support meetings and group decision-making, internal portals,	2	2	0
5.	Content management, types and role of portals in the company's information system, origin, development of company portals, advantages of using company portals, portal architecture, construction problems	2	2	0
6.	The role of intelligent agents, the scope of the portal, data sources, structured and unstructured information and the role of the portal, content management.- Content Management Systems (CMS)	2	2	0
	TOTAL HOURS	**12**	**12**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Compensation Management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Lovorka Galetić, PhD, Professor emeritus** **Marija Martinović, PhD, Full Prof**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala, Dubrovnik C8
Phone	+385 20 445 938;
e-mail	marija.martinovic@unidu.hr; lgaletic@net.efzg.hr
COURSE DESCRIPTION	
Course content	
• Objectives, policy and strategy of compensation management; • Compensatory and motivational character of salary; • Analysis and job description; Job evaluation as the starting point of the reward system; Pay structure; • Time, performance and performance-based payment systems; • Group incentives: gain-sharing, profit-sharing, employee share ownership, ESOP; • Benefits; • Remuneration of managers;	
Learning outcomes	
1. Understand, interpret and critically reflect on compensation goals and policies 2. Demonstrate the ability to analyze and evaluate jobs 3. Understand and know how to apply individual and group reward models 4. Independently investigate the issue of managerial compensation	
TEACHING MODE	

☒ Lectures ☒ Seminars and workshops ☐ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD

☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING

Compulsory reading	
1.	Galetić Lovorka, Kompenzacijski menadžment: upravljanje nagrađivanjem u poduzeću, Sinergija, Zagreb, 2015.
2.	Milkovich, G. T., Newman, J. M, Plaće i modeli nagrađivanja,, Masmedia, Zagreb, 2006.
3.	Milkovich George, Newman Jerry, Gerhart Barry, Compensation, 12th edition, McGraw Hill, 2017.
Optional reading	
1.	Berger, Lance A., Berger, Dorothy R., The Compensation Handbook, 6th ed, Mc.Graw-Hill Education, New York, 2015.
2.	Armstrong, Michael, Armstrong's handbook of reward management practice, Kogan Page London, 4th edition, 2012.
3.	Martocchio, Joseph J., Strategic compensation: a human resource management approach, 3rd ed, Upper Saddle River, NJ : Pearson Prentice Hall, 2004.
4.	Buble Marin, Bakotić Danica, Kompenzacijski Menadžment , , Sveučilište u Splitu, Ekonomski fakultet,, 2013.

5.	Galetić Lovorka, Izabrane teme iz kompenzacijskog menadžmenta, Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb, 2013.
6.	Shielda, John, Managing Employee Performance and Reward, 2nd ed., Cambridge University Press, 2016.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Objectives, policy and strategy of compensation management	2	2	0
2.	Analysis, description and evaluation of work, structure and calculation of salary and legal regulations	2	2	0
3.	Time, performance and performance-based payment systems	2	2	0
4.	Group incentives and benefits	2	2	0
5.	Rewarding managers	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Corporate Governance**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Ivona Vrdoljak Raguž, PhD, Full Prof.** **DarkoTipurić, PhD, Full Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, EK - 6
Phone	+385 20 445 925
e-mail	ivona.vrdoljak@unidu.hr; dtipuric@net.efzg.hr

COURSE DESCRIPTION
Course content
1. MODERN CORPORATION AND CORPORATE MANAGEMENT Characteristics of modern corporations; evolution of corporations; goals and performance measures; legal frame; business transparency; evolution of the discipline of corporate governance. 2. THEORETICAL APPROACHES TO CORPORATE MANAGEMENT Research discourses and fundamental research questions of corporate management and related disciplines; Agency theory; Serviceability theory; Theory of resource dependence; Institutional theory; Social network theory; Upper echelon theory; interdisciplinary and transdisciplinary research. 3. CONTEXT AND EXTERNAL MECHANISMS OF CORPORATE MANAGEMENT Systems of corporate management; corporate governance in transition countries; market for corporate control; legislative and regulatory frameworks; competitive conditions; the role of the capital market in corporate governance; privatization and corporate governance. 4. INTERNAL MECHANISMS OF CORPORATE MANAGEMENT Ownership structure: small and large shareholders; rights of shareholders; role and responsibility of the board; board structure: audit committee, remuneration committee, nomination committee; subsequent management; concentration of ownership; power relations in management structures, interests and

conflicts. 5. CORPORATE MANAGEMENT AND SOCIAL RESPONSIBILITY OF THE COMPANY Stakeholder versus shareholder approach; corporate social responsibility; environmental responsibility of companies; ethical aspects of corporate governance.
Learning outcomes
1. Highlight the basic problems in the scientific approach to corporate management 2. Critically evaluate the quality of published research in the field of corporate management and related disciplines 3. Understand how market conditions and regulations in different countries affect corporate governance 4. Explain the company's responsibilities towards different types of interest-influence groups 5. Evaluate the quality of corporate governance practices from the perspective of social and environmental responsibility

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☐ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☒ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☐ Colloquium	

READING

Compulsory reading

1.	Monks, R., A.G., Minow, N., Corporate governance, 5ed., Wiley-Blackwel publishing., 2011.
2.	Tipurić, D., ur., Korporativno upravljanje,, Zagreb: Sinergija, 2008.

3.	Mallin, C. A. , Corporate Governance, 5ed., Oxford: Oxford University Press., 2016.
4.	Jensen MC. i Meckling WH. , Theory of the firm: Managerial behavior, agency costs and ownership structure, ournal of Financial Economics, (3):4, 1976, p.p. 305-360.
5.	Hambrick, DC. i Mason, PA, Upper Echelons: The Organization as a Reflection of Its Top Managers, he Academy of Management Review, (9): 2, 1984, p.p. 193-206.
6.	Aguilera, R.V. i G. Jackson, The Cross-National Diversity of Corporate Governance: Dimensions and Determinants", The Academy of Management Review, 3, 2003, p.p. 447-465.
7.	Shleifer, A. i Vishny R.V, Large shareholders and corporate control,, Journal of Political Economy, 94(3), 1986, p.p. 291-334.
8.	Zahra, S. A., & Pearce, J. A, Boards of Directors and Corporate Financial Performance: A Review and Integrative Model, Journal of Management, 15(2), 1989, p.p. 291-334.
Optional reading	
1.	Larcker DF, Tayan B., Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences, (2nd edition), New Jersey: Pearson Education, 2015.
2.	Tipurić, D., ur, Korporativno upravljanje u Hrvatskoj - Ocjena kvalitete korporativnog upravljanja hrvatskih dionički, Zagreb: Sinergija., 2016.
3.	Tipurić, D., Vrdoljak Raguž, I., Podrug, N., Rethinking Corporate Governance, Harlow. England: Pearson Education., 2014.
4.	Tipurić, D., ur., Promjene vrhovnog menadžmenta i korporativno upravljanje, Zagreb: Sinergija., 2011.
5.	Tipurić, D, Nadzorni odbor i korporativno upravljanje., Zagreb: Sinergija, 2006.
6.	Khan, A., Muttakin, BD., Siddiqui,J, Corporate Governance and Corporate Social Responsibility Disclosures: Evidence from an Emerging Econ, Journal of Business Ethics. (114):2, 2013, p.p. 207-223.
7.	Coles, JW., McWilliams VB. i Sen, N., An examination of the relationship of governance mechanisms to performance, Journal of Management. (27):1, 2001, p.p. 23-50.
8.	Westphal, J. D., & Zajac, E. J, The Symbolic Management of Stockholders: Corporate Governance Reforms and Shareholder Reactions, Administrative Science Quarterly, 43(1), 1998, p.p. 127-153.
9.	Van Ees H. , Gabrielsson J., Huse M., Toward a behavioral theory of boards and corporate governance,, Corporate Governance: An International Review, 17, 2009, p.p. 307-319.

LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	MODERN CORPORATION AND CORPORATE MANAGEMENT - Characteristics of modern corporations; evolution of corporations; goals and performance measures; legal frame; business transparency; evolution of the discipline of corporate governance.	2	1	0
2.	MODERN CORPORATION AND CORPORATE MANAGEMENT - Characteristics of modern corporations; evolution of corporations; goals and performance measures; legal frame; business transparency; evolution of the discipline of corporate governance.	1	1	0
3.	THEORETICAL APPROACHES TO CORPORATE MANAGEMENT - Research discourses and fundamental research questions of corporate management and related disciplines; Agency theory; Serviceability theory; Theory of resource dependence; Institutional theory; Social network theory; Upper echelon theory; interdisciplinary and transdisciplinary research.	2	1	0
4.	THEORETICAL APPROACHES TO CORPORATE MANAGEMENT - Research discourses and fundamental research questions of corporate management and related disciplines; Agency theory; Serviceability theory; Theory of resource dependence; Institutional theory; Social network theory; Upper echelon theory; interdisciplinary and transdisciplinary research.	1	1	0
5.	CONTEXT AND EXTERNAL MECHANISMS OF CORPORATE MANAGEMENT - Systems of corporate management; corporate governance in transition countries; market for corporate control; legislative and regulatory	2	1	0

	frameworks; competitive conditions; the role of the capital market in corporate governance; privatization and corporate governance.			
6.	CONTEXT AND EXTERNAL MECHANISMS OF CORPORATE MANAGEMENT - Systems of corporate management; corporate governance in transition countries; market for corporate control; legislative and regulatory frameworks; competitive conditions; the role of the capital market in corporate governance; privatization and corporate governance.	1	1	0
7.	INTERNAL MECHANISMS OF CORPORATE MANAGEMENT - Ownership structure: small and large shareholders; rights of shareholders; role and responsibility of the board; board structure: audit committee, remuneration committee, nomination committee; subsequent management; concentration of ownership; power relations in management structures, interests and conflicts.	2	1	0
8.	INTERNAL MECHANISMS OF CORPORATE MANAGEMENT - Ownership structure: small and large shareholders; rights of shareholders; role and responsibility of the board; board structure: audit committee, remuneration committee, nomination committee; subsequent management; concentration of ownership; power relations in management structures, interests and conflicts.	1	1	0
9.	CORPORATE MANAGEMENT AND SOCIAL RESPONSIBILITY - Stakeholder versus shareholder approach; corporate social responsibility; environmental responsibility of companies; ethical aspects of corporate governance	2	1	0
10.	CORPORATE MANAGEMENT AND SOCIAL RESPONSIBILITY - Stakeholder versus shareholder approach; corporate social responsibility; environmental	1	1	0

	responsibility of companies; ethical aspects of corporate governance			
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Creative industries and sustainable development in tourism -**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Marija Benić Penava, PhD, Full Prof.** **Vanja Krajinović, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, EK - 8
Phone	+385 20 445 927
e-mail	marija.benic-penava@unidu.hr; vkrajinovic@net.efzg.hr

COURSE DESCRIPTION
Course content
From cultural to creative sustainable tourism development ● Distinction of correlation of creative industries and sustainable tourism in relation to geographical areas ● Creative industries and tourist experience ● Characteristics of creative tourists and creative experiences ● Creative tourism supply – basis for sustainable development in tourism ● Role of the local community in making creative experience ● Digital technology in the function of creative industries and sustainable tourism
Learning outcomes
1. Understand, interpret and offer critical thinking on theories and models in creative industries and sustainable development in tourism 2. Understand the material published in English in professional and scientific literature in the area of creative industries and sustainable development in tourism 3. Apply principles of ethics, social responsibility and sustainable development in tourism 4. Understand and implement analytical research methods in creative industries and sustainable

development in tourism
5. Provide critical analysis, evaluation and synthesize new research ideas in creative industries and sustainable development in tourism
6. Implement the knowledge acquired in creative industries and sustainable development in tourism to make development policies on local, regional and national level.

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☒ Independent tasks	☐ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☐ Colloquium	

READING

Compulsory reading

1.	Richards, G., Wilson, J. (eds), Tourism, Creativity and Development, Oxon: Routledge., 2007.
2.	Mowforth, M., Munt, I. , Tourism and Sustainability – Development and New Tourism in the Third World, London and New York: Routledge, 2003.
3.	Swarbrooke, J., Sustainable Tourism Management, CABI Publishing, 1999.
4.	Marques, L., Borba, C., Co-creating the city: Digital technology and creative tourism, Tourism Management Perspectives. Vol. 24., 2017, p.p. 86-93.

Optional reading

1.	Flew, T. , The Creative Industries, Culture and Policy. Sage, 2012.

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

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	From cultural to creative sustainable tourism development	2	2	0
2.	Distinction of correlation of creative industries and sustainable tourism in relation to geographical areas	2	2	0
3.	Creative industries and tourist experience	2	2	0
4.	Characteristics of creative tourists and creative experiences	2	0	0
5.	Creative tourism supply – basis for sustainable development in tourism	0	2	0
6.	Role of the local community in making creative experience Digital technology in the function of creative industries and sustainable tourism	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Customer Relations Management in the Digital Environment**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Dubravka Sinčić, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	dsincic@net.efzg.hr

COURSE DESCRIPTION
Course content
1. Maximizing the value of relationships with existing and potential clients in the context of the digital environment 2. Social networks and client relationship management 3. The process of measuring value in the minds of clients 4. Researching the value for clients 5. The concept of satisfaction vs the concept of value for clients 6. Building a model measuring client satisfaction 7. Systematic management of client relationships 8. Client orientation as a company culture
Learning outcomes
1. Apply the acquired knowledge in order to build and maintain a unique relationship with clients in the context of the digital environment 2. Connect and critically analyze techniques specific to the digital environment in order to improve relationships and interactions with clients 3. Apply the acquired knowledge for the purpose of building a model for measuring user satisfaction in the digital environment

4. Independently research the overall satisfaction and value of the client in the context of the digital environment
5. Demonstrate the ability to systematically manage client relationships in a digital environment

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☐ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Kotler, P., Kartajaya, H., Setiawan, I, Marketing 4.0, Moving from traditional to digital, John Wiley & Sons, Inc., Hoboken, New Jersey, 2017.
2.	Vranešević, T., Pandža Bajs, I., Mandić, M, Upravljanje zadovoljstvom klijenata, 2. izdanje, AccenT, 2018.
3.	Ružić, D., Biloš, A., Turkalj, D, e-Marketing, 3. izdanje, Sveučilište Josipa Jurja Strossmayera, Ekonomski fakultet u Osijeku, 2014.
4.	Frick, T., Return on engagement Content, Strategy, and Design Techniques for Digital Marketing, Elsevier Inc, 2010.
5.	Damian, R., Calvin, J, Understanding digital marketing : marketing strategies for engaging the digital generation, Kogan Page Limited, 2009.
6.	Flores, L, How to Measure Digital Marketing, Palgrave Macmillan, 2014.

Optional reading

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

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	The role of customer relations in the context of the digital environment	1	1	0
2.	Managing customer relations on social media (including social networks)	1	1	0
3.	Creating value in the minds of clients	2	2	0
4.	The relationship between the concept of satisfaction and the concept of value for clients	2	2	0
5.	Research and measurement of customer value	2	2	0
6.	Customer satisfaction measurement model	1	1	0
7.	Client orientation as a prerequisite for success	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections., which is carried out through an anonymous student survey at the end of the class. • All learning outcomes of the subject are checked by the exam conducted by the teacher

COURSE INFORMATION	
Course name	**Cybersecurity**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Mario Spremić, PhD, Full Prof.**
Faculty, room no.	,
Phone	
e-mail	mspremic@net.efzg.hr

COURSE DESCRIPTION
Course content
• The aim of the course is to familiarize students with potential forms of abuse of information and other technologies in order to endanger information systems, to point out potential security risks, the possibilities of their realization and the methods of acting in such situations. • The differences between the terms information and cyber security will be explained. • Given that people and human behavior when using information and digital technology are the greatest vulnerabilities in cyber security (in relation to technology, in the "era" of information security), holistic approaches to cyber security management will be presented and analyzed, which, in addition to technological ones, include organizational and social factors.
Learning outcomes
1. understand, interpret and critically judge the impact of cyber security factors and present the most important research frameworks in this area 2. critically evaluate the application of theoretical frameworks of cyber security management in the

context of research work and apply knowledge about models and methods from this field
3. critically review the various options for implementing the cyber security management plan, think critically about the scope, reach and methods of its implementation
4. evaluate the impact of current cyber security trends in the context of scientific research in the field of business economics
5. choose a cyber security management strategy that will enable successful and sustainable company operations, argue the choice, evaluate the effects of the choice, and compare the achieved results and set goals

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Amoroso, E.G, Cyber attacks: Protecting national infrastructure, Bh, Elsevier, 2010.
2.	Spremić, M., Šimunic, A. , Cyber security challenges in digital economy, Lecture Notes in Engineering and Computer Science, Proceedings of The World Congress on Engineering WCE 2018, IAENG, Hong Kong, 2018, p.p. 341-347.
3.	Atoum I, Otoom A., Abu Ali A. , A holistic cyber security implementation framework, Information Management & Computer Security Vol. 22 No. 3, 2014, 2014, p.p. 251-264.

4.	Spremić, M. Turulja, L., Bajgorić, N., Two Approaches in Assessing Business Continuity Management Attitudes in the Organizational Context, Always-On Enterprise Information Systems for Modern Organization, IGI Publishing, 2018, p.p. 159-183.
5.	Cheng, Y., Groysberg, B, Why Boards Aren't Dealing with Cyberthreats, Harvard Business Review, February 2017, 2017.
6.	European Union Agency for Network and Information Security - ENISA, Threat Landscape Report 2017, European Union Agency for Network and Information Security - ENISA January, 2018, 2018.
7.	Bailey, T., Kaplan J.M., Rezek, C., Repelling the cyberattackers, McKinsey Quarterly, July 2015, 2015.
8.	Boehm J., Merrath, P., Poppeksieker, T., Riemenschnitter, R., Stahle, T.,, Cyber risk measurement and holistic cybersecurity approach, McKinsey Quarterly, November 2018., 2018.
Optional reading	
1.	Spremić, M. , Sigurnost i revizija informacijskih sustava u okruženju digitalne ekonomije, Ekonomski fakultet Zagreb, 2017.
2.	Werlinger, R., Hawkey, K., Beznosov, K., "An integrated view of human, organizational, and technological challenges of IT security management", Information Management & Computer Security, Vol. 17 Iss: 1, 2021, p.p. 4-19.
3.	Hajdarevic, K., Allen, P., Spremic, M., Proactive security metrics for Bring Your Own Device (BYOD) in ISO 27001 supported environments, Telecommunications Forum (TELFOR), 2016 24th,, IEEEExplore 2016, 2016, p.p. 41-44.
4.	Siponen, M.T., Oinas-Kukkonen, H., "A review of information security issues and respective research contributions", The Database for Advances in Information Systems, Vol.38 No.1, 2007, p.p. 60-81.
5.	ISACA, State of Cyber Security 2017, ISACA, Rolling Meadows, Illinois,USA, 2017.
6.	Klahr, R., Shah, J.N., Sheriffs, P, et. al, Cyber Security Breaches Survey 2017, UK Department for Media, Culture and Sport, 2017.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**

1.	An overview of the concept of cyber security and the most important research directions. Case studies, overview of the most important and recent scientific works in the field	5	0	0
2.	The evolution of the concept of cyber security, the scientific basis of the development of the concept. The most important factors of cyber security	0	5	0
3.	Evaluating the impact of cyber security. Cyber security management strategies. Examples and case studies	0	5	0
4.	Key components of cyber security, the most important scientific and research directions of future development	5	0	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Digital Business Models**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Mario Spremić, PhD, Full Prof.** **Božidar Jaković, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	bjakovic@net.efzg.hr; mspremic@net.efzg.hr
COURSE DESCRIPTION	
Course content	
The aim of this course is to: • acquaint students with the latest trends in the functioning of business models in a dynamic (digital) business environment. • Intensive application of basic and advanced digital technologies enables changes in business methods and models, creating prerequisites for changes in existing and creation of new business models. Innovative business models rely almost entirely on information and digital infrastructure, so the course will use a holistic approach in explaining and analyzing the technological, social and organizational aspects of changing business models. • The above will be processed in the context of scientific research in the field of business economics, and research frameworks that are relevant in the field of digital business models will be presented. • The concept of an innovative and digital business model, which implies the integration of 'advanced' digital technology and a 'background', appropriately designed and logically conceived business model, will be discussed.	
Learning outcomes	

1. Understand, interpret and critically judge the components of the business model and critically analyze the impact of factors of change and innovation of the business model on successful business management and better business results 2. Critically evaluate the application of theoretical frameworks of digital business models in the context of research work 3. Apply knowledge about the frameworks and methods used to implement changes in the business model using digital technologies 4. To think critically about the scope, reach and ways of innovating the business model with the help of digital technologies 5. evaluate the impact of current trends in the digital economy on the need and opportunities for implementing business model changes in the context of scientific research in the field of business economics 6. analyze the existing business model, evaluate the effects and identify opportunities for improvement and innovation with the help of digital technologies, choose and argue for a change strategy 7. create, present and critically argue a business model innovation plan

TEACHING MODE	
☒ Lectures ☒ Seminars and workshops ☐ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☒ Oral exam ☐ Written exam ☒ Colloquium	Other:

READING
Compulsory reading

1.	Loebbecke, C., Picot, A, Reflection on societal and business model transformation arising from digitization and Big Data analytics: A research agenda, Journal of Strategic Information Systems Vol. 24, 2015, p.p. 149-157.
2.	Härting, R.C. Reichstein, C., Schad, M., Potentials of Digital Business Models – Empirical investigation of data driven impacts in industry, Procedia Computer Science 126, 2018, p.p. 1495-1506.
3.	Ibarra, D., Ganzarain, J., Igartua, J.I., Business model innovation through Industry 4.0, a review, Procedia Manufacturing 22, 2018, p.p. 4-10.
4.	Mark W. Johnson, Clayton M. Christensen, Henning Kagermann, Reinventing Your Business Model, Harvard Business Review, Summer, 1996, p.p. 57-66.
5.	Teece, D.J. , Business models, business strategy and innovation, Long Range Plan. 43, 2010, p.p. 172-194.
6.	Ritter, T., Lettl, C., The wider implications of business-model research,, Long Range Planning 51, 2018, p.p. 1-8.
Optional reading	
1.	Venkatraman N., Strategic alignment: leveraging information technology for transforming organizations, IBM Syst J 32(1),, 1993, p.p. 4-16.
2.	Pejić Bach, M., Spremić, M., & Suša Vugec, D., 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.Henderson JC, 2018.
3.	Kane, G.C., Palmer, D., Philips, A.N., Kiron, D. and Buckley, N., Aligning the Organization for Its Digital Future,, IT Sloan Management Review and Deloitte University Press, 2016.
4.	Spremić, M., Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb, 2017.
5.	Casadesus-Masanell, R., Tarzij_an, J., When one business model isn't enough, Harv. Bus., Rev. 90 (1),, 2012, p.p. 132-137.
6.	Massa, L., Tucci, C.L., Afuah, A., A critical assessment of business model research, Acad. Manag. Ann. 11 (1), 2017, p.p. 73-104.
7.	Massa, L., Tucci, C.L., Business model innovation, In: Dodgson, M., Gann, D.M., Phillips, N. (Eds.), The Oxford Handbook of Innovation Management. Oxford University Press, Oxford, 2013, p.p. 420-439.
LIST OF TOPICS	

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Digital business model concept. The most important components and frameworks for analysis, the most important research directions. Discussion of the most important research methods and directions	5	0	0
2.	Technological, business, organizational and other success factors of digital business models. Overview of case studies and discussions	5	0	0
3.	An overview of the most important research and research frameworks in the field of digital business models	0	5	0
4.	Explanation of the framework and methods for analyzing digital business models. Research directions	0	5	0
5.	Success Factors for Digital Business Models, Research Review, Case Studies, Discussion	5	0	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Digital Marketing and Social Media Theory**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Goran Vlašić, PhD, Full Prof.**
Faculty, room no.	,
Phone	
e-mail	gvlasic@net.efzg.hr

COURSE DESCRIPTION
Course content
1. Digital transformation of marketing and development of digital marketing theory 2. Identification of relevant scientific debates and topics in the field of digital marketing (MSI Research Priorities Initiative) 3. Structure of digital media 4. The Big Tech and consequences for digital marketing 5. Characteristics of social media and role digital content 6. The influence of digital technologies on the theory of consumer behavior (consumer decision-making path, user experience and user interface, consumer engagement, personalization, co-reaction) 7. The role of digital technologies in the organization and implementation of marketing activities (Martech) 8. Consequences of the integration of all of marketing channels 9. Leading scientific publications and research centers in the field of digital marketing and social media 10. Designing a research proposal in the field of digital marketing and social media
Learning outcomes
1. Understand, interpret and critically reflect on the phenomenon of digital transformation from the aspect of marketing 2. Understand and interpret the theory and models of digital marketing and social media

3. Demonstrate the ability to conceive, design, implement and adapt scientific research processes in the field of digital marketing and social media
4. Independently research issues in the areas of digital marketing and social media and publish original research results
5. Critically analyze, evaluate and synthesize new research ideas in the areas of digital marketing and social media

TEACHING MODE

☐ Lectures	☒ Office hours
☐ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Kannan, P. K., Li, A, Digital marketing: A framework, review and research agenda, International Journal of Research in Marketing. 34, 2017, p.p. 22-45.
2.	Deighton, J., Kornfeld, L, Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23 (1), 2009, p.p. 4-10.
3.	Malthouse, E., & Hofacker, C, Looking back and looking forward with interactive marketing, Journal of Interactive Marketing, 24(3), 2010, p.p. 181-184.
4.	Constantinides, E, Foundations of Social Media Marketing, Procedia - Social and Behavioral Sciences 148, 2014, p.p. 40-57.
5.	Lee, I, Big data: Dimensions, evolution, impacts, and challenges, Business Horizons, 60(3) , 2017, p.p. 293-303.

6.	Fudurić, M., Malthouse, E. C., & Viswanathan, V, Keep it, shave it, cut it: A closer look into consumers' video viewing behavior, Business Horizons, 61(1), 2018, p.p. 85-93.
7.	Erdem, T., Keller, K.L., Kuksov, D., Pieters, R, Understanding branding in a digitally empowered world, International Journal of Research in Marketing, 33(1), 2016, p.p. 3-10.
8.	Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C., Managing Brands in the Social Media Environment, Journal of Interactive Marketing, 27, 2013, p.p. 242-256.
9.	P. A. , Marketing in computer-mediated environments: Research synthesis and new directions, Journal of Marketing, 78(1), 2014, p.p. 20-40.
10.	Felix, R., Rauschnabel P.A., Hinsch C. , Elements of strategic social media marketing: A holistic framework, Journal of Business Research, 70, 2016, p.p. 118-126.
Optional reading	
1.	Chaffey, D., Smith, P.R. , Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th Edition, Routledge, 2017.
2.	Tuten, T.L., Solomon, M.R, Social Media Marketing, 2nd Edition, SAGE Publications Ltd, 2014.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Digital transformation of marketing and development of digital marketing theory	2	0	0
2.	Identification of relevant scientific discussions and topics in the field of digital marketing (MSI Research Priorities Initiative)	0	2	0
3.	Structure of digital media	1	0	0
4.	The Big Tech and its consequences for digital marketing	1	0	0
5.	Characteristics of social media and the role of digital content	1	0	0

6.	he influence of digital technologies on the theory of consumer behavior (consumer decision-making path, user experience and user interface, consumer engagement, personalization, co-reaction)	2	0	0
7.	The role of digital technologies in the organization and implementation of marketing activities (Martech)	1	0	0
8.	Consequences of integration of all marketing channels	1	0	0
9.	Leading scientific publications and research centers in the field of digital marketing and social media	1	0	0
10.	Designing a research proposal in the field of digital marketing and social media	0	8	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Digital Transformation of Financial Sector**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Tonći Svilokos, PhD, Full Prof.** **Meri ŠumanTolić, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK – 10, C8
Phone	+385 20 445 938; +385 20 445 929
e-mail	meri.suman-tolic@unidu.hr; tonci.svilokos@unidu.hr

COURSE DESCRIPTION
Course content
Digital transformation of the financial system (FinTech) is present in all domains of financial business. Therefore, the following topics will be covered in this course: • Digital transformation in payment transactions • Digital transformation in the insurance sector (InsurTech) • Modern technological alternatives to borrowing • Digital transformation in managing personal finances • Digital transformation of the regulatory framework of the financial system (RegTech) • Digital capital market transformation • Blockchain technology and cryptocurrencies • Digital transformation of investment management
Learning outcomes
1. understand, interpret and critically judge the latest technological changes within the modern financial system 2. By analyzing concrete examples from practice, they will be able to valorize technological innovations in the financial sector

3. by comparing the trends of digital transformation in various aspects of the modern financial sector, they will be able to critically evaluate the various achievements, opportunities and limitations of digital transformation 4. Apply the latest financial technological solutions in business and managing both personal and business finances 5. critically evaluate the impact of current trends in the digital transformation of the financial system on the economy in the Republic of Croatia and other EU member states

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☐ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading	
1.	Scardovi, Claudio, Digital Transformation in Financial Services, Springer, 2017.
Optional reading	
1.	Luigi Wewege, Michael C. Thomsett, The Digital Banking Revolution, DE GRUYTER, 2020.
2.	Perry H. Beaumont,, Digital finance, Big Data, Start-ups, and the future of financial services, Routledge, 2020.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Digital transformation in payment transactions	1	1	0
2.	Digital transformation in the insurance sector (InsurTech)	1	1	0
3.	Contemporary technological alternatives to borrowing	1	1	0
4.	Digital transformation in managing personal finances	1	1	0
5.	Digital transformation of the regulatory framework of the financial system (RegTech)	1	1	0
6.	Digital transformation of the capital market	2	2	0
7.	Blockchain technology and cryptocurrencies	2	2	0
8.	Digital transformation of investment management	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Economic valorisation of cultural/historical heritage in the digital environment**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Marija Benić Penava, PhD, Full Prof.** **Antonio Vlahov, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK - 8
Phone	+385 20 445 927;
e-mail	marija.benic-penava@unidu.hr; avlahov@net.efzg.hr

COURSE DESCRIPTION
Course content
Importance of cultural-historical heritage in tourism development in the past Valorisation of heritage in the context of local community development UNESCO and world cultural-historical heritage Treasury of Croatian heritage Revitalisation and preservation of cultural-historical heritage Models of cultural-historical heritage management Valorisation of heritage by creating new tourism products Implementation of technology in interpretation of heritage and creating tourist experience
Learning outcomes
1. Understand, interpret and critically assess theoretical insights about economic valorization of cultural-historical heritage 2. Compare and critically assess case studies of tourism valorization of cultural heritage 3. Apply knowledge about models of cultural and historical heritage management and their implementation through digital technologies

4. Value the impact of well of Croatian heritage on needs and opportunities for creation of novel tourist products.
5. Present and critically argument strategic management plan for cultural and historical heritage in tourism.

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☒ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	UNESCO (2013) , Managing Cultural Heritage, World Heritage Resource Manual, Paris; https://whc.unesco.org/en/managing-cultural-world-heritage/, 2013.
2.	Antolović, J. , Menadžment u kulturi, Zagreb: Hadrian, 2013.
3.	Antolović, J. , Zaštita i očuvanje kulturnih dobara , Zagreb: Hadrian, 2009.

Optional reading

1.	Domijan, M. (ed) , World heritage sites in Croatia, Zagreb: Ministry of Culture of the Republic of Croatia, 2018.
2.	Jelinčić, D.A., Abeceda kulturnog turizma, Zagreb: Meandarmedi, 2009.

LIST OF TOPICS

No.	**TOPIC**	**Hours**

		L	**E**	**S**
1.	Importance of cultural-historical heritage in tourism development in the past Valorisation of heritage in the context of local community development	3	3	0
2.	UNESCO and world cultural-historical heritage Treasury of Croatian heritage	2	2	0
3.	Revitalisation and preservation of cultural-historical heritage	0	3	0
4.	Models of cultural-historical heritage management	3	0	0
5.	Valorisation of heritage by creating new tourism products	0	2	0
6.	Implementation of technology in interpretation of heritage and creating tourist experience	2	0	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Economics of tourism destination management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Oliver Kesar, PhD, Full Prof.** **Ana Portolan, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK - 4
Phone	+385 20 445 923;
e-mail	ana.portolan@unidu.hr; okesar@net.efzg.hr

COURSE DESCRIPTION
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	
1. Understand the basics and special requirements of tourism destination management as a system 2. Implement knowledge acquired to choose optimal tourism destination management model including competitiveness 3. Define and give critical analysis of tourism destination development indicator trends 4. Make, present and offer arguments on strategic determinants of tourism destination management 5. Demonstrate critical thinking on the consequences and corrective actions due to inadequate tourism destination management 6. Propose destination crisis management model	
TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☐ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☐ Oral exam ☒ Written exam ☒ Colloquium	Other:
READING	
Compulsory reading	
1.	Magaš, D., Vodeb, K., Zadel, Z. , Menadžment turističke organizacije i destinacije, Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu, 2018.
2.	Petrić, L. , Upravljanje turističkom destinacijom: načela i praksa, Split: Ekonomski fakultet, 2011.
3.	Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i suradnici , Turizam – ekonomske osnove i organizacijski sustav, Zagreb: Školska knjiga, 2011.

Optional reading	
1.	Vanhove, N., The Economics of Tourism Destinations: Theory and PracticeThe Economics of Tourism Destinations: Theory and Practice, London: Routledge, 2018.
2.	Candela, G., Figini, P., The Economics of Tourism Destination, Bologna: Springer, 2012.
3.	Morrison, A. M., Marketing and Managing Tourism Destinations, Oxon: Routledge., 2013.
4.	World Tourism Organization, World Tourism Organization, A Practical Guide to Tourism Destination Management, 2007.
5.	Čorak, S., Trezner, Ž. (ur.), Destinacijske menadžment kompanije DMK: Priručnik za uspješno poslovanje i marketing u turizmu posebnih interesa, Zagreb: Hrvatska turistička zajednica., 2014.
6.	Horwath HTL, Operativni priručnik za primjenu modela destinacijske menadžment organizacije (DMO), Zagreb: Glavni ured Hrvatske turističke zajednice, 2013.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Understand the basics and special requirements of tourism destination management as a system	5	0	0
2.	Implement knowledge acquired to choose optimal tourism destination management model including competitiveness	0	2	0
3.	Define and give critical analysis of tourism destination development indicator trends	0	3	0
4.	Make, present and offer arguments on strategic determinants of tourism destination management	5	0	0
5.	Demonstrate critical thinking on the consequences and corrective actions due to inadequate tourism destination management	0	5	0

6.	Propose destination crisis management model	5	0	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Financial Management in Digital Economy**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Anita Pavković, PhD, Full Prof.** **Iris Lončar, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK - 5
Phone	+385 20 445 924
e-mail	iris.loncar@unidu.hr; apavkovic3@net.efzg.hr

COURSE DESCRIPTION
Course content
• Bank-centric and market-based financial systems, characteristic financial flows in the economy • Contemporary phenomena and trends in finance, interdisciplinarity and intradisciplinarity of financial management • Value analysis and management of financial and real investments • Management of debt and equity portfolios, "classic" and derivative securities ("complex derivatives") as modern financial instruments • Modern forms of financing (venture capital, crowdfunding...) • Theoretical and practical overview of the target capital structure • Performance measurement of financial institutions and markets • Reform of the regulatory and supervisory infrastructure in the European Union and Croatia • Securitization and structural financing • Financial institutions, techniques and services in the digital economy
Learning outcomes
1. Understanding, interpreting and critically observing theory and models in the field of the financial service industry

2. Training for scientific research processes independently or as part of scientific research groups in the field of finance
3. Understanding and practical application of advanced analytical methods in social science research
4. Independent research of problems in the field of business economics and digital transformation in the broadest sense and publication of the original research results
5. Critical analysis, evaluation and synthesis of new research ideas in the field of finance and digital business

TEACHING MODE

☒ Lectures	☒ Office hours
☐ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☒ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☐ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Brigham, E. F. & Houston, J. F., Fundamentals of Financial Management, 13th Edition,, South-Western Cengage Learning, USA, 2013.
2.	Ushakov, D, Global Trends of Modernization in Budgeting and Finance, IGI Global, USA, 2019.
3.	Baker, H. K. & Martin, G. S, Capital Structure and Corporate Financing Decisions: Theory, Evidence and Practice, John Wiley & Sons, Inc. New Jersey, 2011.
4.	Orsag, S. & Dedi, L, Budžetiranje kapitala: Procjena investicijskih projekata, Masmedia, Zagreb, 2011.

5.	Rose, P. S. & Hudgins, S. C. , Upravljanje bankama i financijske usluge, 8. izdanje, odabrana poglavlja, MATE d.o.o., Zagreb, 2015.
6.	Greuning, H. & Brajovic Bratanovic, S. , Analiza i upravljanje bankovnim rizicima: Pristupi za ocjenu organizacije upravljanja rizicima i izloženosti financijskom riziku, 2. izdanje, odabrana poglavlja, Mate d.o.o., Zagreb, 2006.
Optional reading	
1.	Culp, C. L, The ART of Risk Management: Alternative Risk Transfer, Capital Structure and the Convergence of Insurance and Capital Markets, John Wiley & Sons, Inc., New York, 2002.
2.	Vassallo, W. , Crowdfunding for Sustainable Entrepreneurship and Innovation, GI Global, USA, 2017.
3.	Vinturella, J. B. & Erickson, S. M, Raising Entrepreneurial Capital, 2nd Edition, Elsevier Inc., London, 2013.
4.	Armour, J. et al, Principles of Financial Regulation, odabrana poglavlja, Oxford University Press, Oxford,, 2016.
5.	Nicoletti, B, The Future of Fintech: Integrating Finance and Technology in Financial Services, odabrana poglavlj, Palgrave Macmillan, Cham, 2017.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Bank-centric and market-based financial systems. Characteristic financial flows in the economy	1	1	0
2.	Contemporary phenomena and trends in finance Interdisciplinarity and intradisciplinarity of financial management	1	1	0
3.	Value analysis and management of financial and real investments	1	1	0
4.	Theoretical and practical overview of the target capital structure	1	1	0

5.	Debt and equity portfolio management "Classic" and derivative securities ("complex derivatives") as modern financial instruments	1	1	0
6.	Modern forms of financing (venture capital, crowdfunding...)	1	1	0
7.	Securitization and structural financing	1	1	0
8.	Financial institutions, techniques and services in the digital economy	1	1	0
9.	Measuring the performance of financial institutions and markets	1	1	0
10.	Reform of the regulatory and supervisory infrastructure in the European Union and Croatia	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Financial Report Analysis**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Lajoš Žager, PhD, Full Prof.** **Iris Lončar, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK - 5
Phone	+385 20 445 924
e-mail	iris.loncar@unidu.hr; lzager@net.efzg.hr
COURSE DESCRIPTION	
Course content	
• Institutional and conceptual framework of financial reporting • Endogenous and exogenous influencing factors on the financial reporting system • Systematization of basic instruments and procedures of financial statement analysis • Vertical and horizontal analysis of financial statements • Analysis of business security of the company based on financial indicators of liquidity, indebtedness and activity • Analysis of business performance companies based on financial indicators of activity, economy and profitability • Impact of accounting policies and assessments on the security and success of company operations • Locating problem areas and predicting future trends based on the results of financial statement analysis • The problem of financial reporting standardization and comparability of the reporting framework during analysis • A system of non-financial indicators as addition to the analysis of financial statements • The role of financial statement analysis in the detection and prevention of fraud	

Learning outcomes	
1. Explanation and application of basic concepts and principles of financial statement analysis 2. Critical analysis and interpretation of the connection between financial statements and the financial indicators derived from them 3. Designing and implementing a complete analysis based on the available financial statements and drawing conclusions on the quality of business based on the results obtained 4. Diagnosing business problems and predicting future trends 5. Based on the overall acquired knowledge, making rational decisions related to business, i.e. economic trends as a whole, i.e. conducting scientific research in the respective field of business economics	
TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☒ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:
READING	
Compulsory reading	
1.	Žager, K. et al., Analiza financijskih izvještaja: načela, postupci, slučajevi, HZRiFD, Zagreb,, 2017.
2.	Gibson, C. H, Financial Reporting and Analysis: Using Financial Accounting Information, South Western Cengage Learning, Mason, 2013.
3.	Bhattacharyya, A. K., Corporate Financial Reporting and Analysis, PHI Learning Pvt. Ltd., Delhi, 2018.

4.	Wahlen, J. M., Baginski, S. P. & Bradshaw, M., Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective, Cengage Learning, Boston, 2017.			
Optional reading				
1.	Gulin, D. et al, Poslovno planiranje, kontrola i analiza; drugo, izmijenjeno i dopunjeno izdanje, HZRiFD, Zagreb,, 2012.			
2.	Miller-Nobles, T., Mattison, B. & Matsumura, E. M., Horngren's Financial & Managerial Accounting: The Financial Chapters; Sixth Edition,, Pearson Education Ltd., Harlow, 2018.			
3.	Melville, A., International Financial Reporting: A Practical Guide; Sixth Edition, Pearson Education Ltd., Harlow, 2017.			
LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	Institutional and conceptual framework of financial reporting Endogenous and exogenous influencing factors on the financial reporting system	1	1	0
2.	Systematization of basic instruments and procedures for financial statement analysis	1	1	0
3.	The problem of standardization of financial reporting and the comparability of reporting frameworks during analysis	1	1	0
4.	A system of non-financial indicators as a supplement to the analysis of financial statements	1	1	0
5.	The impact of accounting policies and assessments on the safety and success of the company's operations	1	1	0
6.	Vertical and horizontal analysis of financial statements with examples from practice	1	1	0

7.	Liquidity indicators Indebtedness indicators Activity indicators Analysis of business security of the company based on prominent financial indicators	1	1	0
8.	Economic indicators Profitability indicators Analysis of the company's business success based on prominent financial indicators	1	1	0
9.	Locating problem areas and predicting future trends based on the results of financial statement analysis	1	1	0
10.	The role of financial statement analysis in fraud detection and prevention	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Human Resources Management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Compulsory
Course leader	**Ivona Vrdoljak Raguž, PhD, Full Prof.** **Zorica Krželj, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK-6
Phone	+385 20 445 925; +385 20 445 925
e-mail	zorica.krzelj@unidu.hr; ivona.vrdoljak@unidu.hr
COURSE DESCRIPTION	
Course content	
- The concept, significance, goals, activities, roles and position of human resources management in modern management - Concepts and models of strategic human resources management - The effectiveness of the application of human resources management strategies in the context of changes in the environment - Strategic development of human resources and the learning organization - Global dimension of management human resources in the context of industry 4.0 - Labor market and measures of active employment policy - Forecasting of human resource needs and strategic planning of human resources - Job analysis, acquisition, selection and orientation of human resources (mentoring and coaching) - Evaluation of work performance for the purpose of strategic control - Motivating as a managerial process and material and non-material rewarding of employees and managers - Knowledge, education and development of human resources as factors in the position of employees in the workplace in modern management - Management and career development of employees and managers - Up dealing with direct and indirect compensations of employees and managers - Labor relations and the future of workplaces in the context of Industry 4.0 (digital environment, new technologies and innovations) - Time management at the employee level in the	

context of efficient company operations - Stress management - effects and consequences for the employee and the company (burnout syndrome and workplace mobbing)
Learning outcomes
1. Understand the role of human resources in a strategic context. 2. Apply human resource management strategies that will best reflect the company's corporate, business and functional strategy. 3. To respond to numerous global challenges, trends and changes in the digital environment in the context of Industry 4.0 that reflect on workplaces and their future. 4. Understand and apply job analytics related to planning, acquisition and selection of human resources. 5. Evaluate the work performance of employees and managers for the purpose of implementing strategic control in the company. 6. Apply motivational techniques for rewarding employees and managers in everyday business practice. 7. Understand and apply numerous educational approaches as well as work experience with the purpose of developing human resources in the company. 8. Manage the compensation of employees and managers in the company. 9. Understand the impact of new technologies and innovations on labor relations and the future of workplaces.
TEACHING MODE

☒ Lectures	☒ Office hours
☐ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☐ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☒ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☐ Oral exam ☒ Written exam ☐ Colloquium	Other:

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

LIST OF TOPICS

No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	The concept, significance, goals, activities, roles and position of human resources management in modern management	1	1	0

2.	Concepts and models of strategic human resource management with reference to contemporary management.	1	1	0
3.	The effectiveness of the application of human resource management strategies in the context of changes in the environment. Labor relations and the future of jobs in the context of Industry 4.0 (digital environment, new technologies and innovations)	1	1	0
4.	Strategic development of human resources and learning organization	1	1	0
5.	The global dimension of human resource management in the context of Industry 4.0	1	1	0
6.	Labor market and measures of active employment policy	1	1	0
7.	Forecasting human resource needs and strategic human resource planning. Job analysis, acquisition, selection and orientation of human resources (mentoring and coaching). Evaluation of work performance for the purpose of strategic control	1	1	0
8.	Motivating as a managerial process and material and non-material rewarding of employees and managers. Management of direct and indirect compensation of employees and managers	1	1	0
9.	Knowledge, education and development of human resources as factors in the position of employees at the workplace in modern management. Management and career development of employees and managers.	1	1	0
10.	Upravljanje vremenom na razini zaposlenika u kontekstu učinkovitog poslovanja poduzeća. Stres menadžment – efekti i posljedice za zaposlenika i poduzeće (burnout sindrom i mobbing na radnom mjestu	1	1	0

TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Industrial Policy and Globalisation**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Lorena Škuflić, PhD, Full Prof.** **Marija Bečić, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C6 - II kat
Phone	+385 20 445 932
e-mail	marija.becic@unidu.hr; lskuflic@net.efzg.hr

COURSE DESCRIPTION
Course content
• FUNDAMENTAL CHARACTERISTICS OF CONTEMPORARY INDUSTRIAL POLICY o Theoretical foundations of contemporary industrial policy; Restrictions on industrial growth and development; Production-spatial approach; New structural economy; Neo-Schumpeterian approach; Evolutionary view of industrial policy; Smart specialization policies; • MANAGEMENT OF ECONOMIC POLICY o design, management and evaluation of economic policy; interdependence of

economic policies and the economic policy matrix approach; compliance and coordination as prerequisites for the effectiveness of economic policies • CHANGES IN BUSINESS MODELS AND INDUSTRIAL POLICY o network effects and bilateral platforms; concept of network and platforms; positive and negative network effects; economic well-being and platforms; market power, price discrimination and platforms; competition among platforms; • LOCAL DIMENSION OF INDUSTRIAL DEVELOPMENT o systematic approach to industrial development; agglomeration externalities and social capital; regional innovation systems; industry clusters; industrial districts; industrial policy in the local and regional context • FOREIGN DIRECT INVESTMENT AS AN INITIATOR OF INDUSTRIAL DEVELOPMENT o forms of foreign direct investment; investment motives of foreign investors; OLI paradigm; transfer of knowledge, technology and skills through foreign investments; absorption capacity; policies to attract foreign investors • GLOBAL VALUE ADDED CHAINS AND GLOBAL PRODUCTION NETWORKS o concept of global value added chain and global production network; segmentation of production in conditions of globalization; global value added chains as a tool for technological catch-up; strategies for entering international production flows; industry lifespan and entry opportunities; industrial policies to maximize the benefits of the global value added chain • EU INDUSTRIAL POLICY o Contemporary EU industrial policy; Reindustrialization strategies; Industrial policy and Industry 4.0; Possibilities of traditional industrial policy measures in the conditions of the fourth industrial revolution; Effectiveness of foreign direct investment, global value added chains in stimulating industrial growth and development
Learning outcomes
1. Understand the foundations of contemporary industrial policy 2. Analyze and critically evaluate interdependencies in the global production system 3. Analyze and interpret key drivers of technological change, innovation and growth in a globalized economy 4. Apply knowledge of methods and frameworks for formulating and evaluating industrial policy 5. Critically reflect on the scope, reach and ways of implementing industrial policy in the conditions of globalization and the fourth industrial revolution 6. Understand the importance of harmonization and coordination of economic policies for the effectiveness of industrial policy
TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work

☐ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD

☐ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING

Compulsory reading

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

Optional reading

LIST OF TOPICS

No.	TOPIC	Hours		
		L	E	S
1.	Theoretical foundations of contemporary industrial policy; Restrictions on industrial growth and development; Production-spatial approach	1	0	0

2.	New structural economy; Neo-Schumpeterian approach	1	1	0
3.	Evolutionary view of industrial policy; Smart specialization policies	1	1	0
4.	Design, management and evaluation of economic policy; interdependence of economic policies and the economic policy matrix approach; compliance and coordination as prerequisites for the effectiveness of economic policies	1	1	0
5.	Network effects and two-sided platforms; concept of network and platforms; positive and negative network effects; economic well-being and platforms; market power, price discrimination and platforms; competition between platforms	1	1	0
6.	Systematic approach to industrial development; agglomeration externalities and social capital	1	1	0
7.	Regional innovation systems; industry clusters; industrial districts; industrial policy in the local and regional context	1	1	0
8.	Forms of foreign direct investment; investment motives of foreign investors; OLI paradigm	1	0	0
9.	Transfer of knowledge, technology and skills through foreign investments; absorption capacity; policies to attract foreign investors	1	1	0
10.	The concept of global value added chain and global production network; segmentation of production in conditions of globalization	1	0	0
11.	Global value added chains as a tool for technological catch-up; strategies for entering international production flows	1	1	0
12.	Industry lifespan and entry opportunities; industrial policies to maximize the benefits of the global value chain	1	0	0

13.	Contemporary industrial policy of the EU; Reindustrialization strategies	1	1	0
14.	Industrial policy and Industry 4.0; Possibilities of traditional industrial policy measures in the conditions of the fourth industrial revolution	1	0	0
15.	Effectiveness of foreign direct investment, global value added chains in stimulating industrial growth and development	1	1	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Innovations, Technology and Industrial Policy**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Nebojša Stojčić, PhD, Full Prof.** **Tomislav Herceg, PhD, Associate Prof.**
Faculty, room no.	Rector's office, Branitelja Dubrovnika 41,

Phone	+385 20 445 700
e-mail	nebojsa.stojcic@unidu.hr; therceg@net.efzg.hr

COURSE DESCRIPTION

Course content

• TECHNOLOGY AND TECHNOLOGICAL CHANGES o Evolutionary approach to economics; Neo-Schumpeterian approach to technology; New structural economy; Technological paradigms; Technological cycles; Waves of industrial evolution; • CONCEPT OF INNOVATION o Patterns of industrial innovations and the level of economic development; Supply (pull) and demand (push) as sources of innovation; The concept of open innovation; Diffusion of innovations • DISRUPTIVE INNOVATIONS o Technological competencies; Technological inertia; Schumpeterian concept of the company; Start-ups, spin-off companies and innovations; Cooperation between science and economy in the development of innovations; • MANAGEMENT OF TECHNOLOGICAL CHANGES o Dynamic nature of technological competences; Measurement of dynamic competences; Complementarity of resources and absorption capacities; • PUBLIC TECHNOLOGY AND INNOVATION POLICIES o Innovation systems and institutions; Market failures and technology; Public support for technological development and innovation • ECONOMIC CATCH-UP AND TECHNOLOGICAL OPPORTUNITIES o Concept of technological catch-up; Patterns of technological catch-up; Gradual catch-up pattern; Disruptive technologies and technological catch-up; Technological windows of opportunity; Life cycle of industries and opportunities to catch up • TECHNOLOGY AND INNOVATION POLICY IN EU o Evolution of technology and innovation policy in EU; Theoretical foundations of technology and innovation policy in the EU. Industrial policy at the level of member countries; smart specialization; Industry 4.0

Learning outcomes

1. Understand, interpret and critically judge the concept of technological change and critically analyze the impact of technological change on business operations, industrial development and economic development as a whole
2. Critically evaluate the application of theoretical frameworks of technological change and innovation in the context of research work
3. Apply knowledge about the methods and frameworks used to create preconditions for the process of economic catch-up with the help of innovation and technological policies
4. To think critically about the scope, reach and ways of doing business in the conditions of disruptive technological change

5. Evaluate the impact of public economic policies on business operations, industrial, regional and national development in conditions of technological change
6. Analyze industrial cycles and other characteristics, assess the possibilities of technological catch-up and see the possibilities of improving the company's operations through the development of innovations
7. Create, present and critically argue public policies in the field of technology and innovation

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Dosi G., Technological paradigms and technological trajectories, Research Policy, 11, 1982, p.p. 147-162.
2.	Abernathy WJ, Utterback JM., Patterns of Industrial Innovation, Technology Review, June-July, 1978, p.p. 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 , Research Policy 41, 1978, p.p. 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 Redondo M., Integrative capabilities, vertical integration and innovation over successive technology lifecycles, Organization Science, 27, 2017, p.p. 249-264.
7.	Czarnistzi D. and Delanote J., Young Innovative Companies: the new high-growth firms?, Industrial and Corporate Change, 2013, p.p. 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 27, 2016, p.p. 18-35.
9.	Kim J. and Lee C. Y., Technological regimes and firm survival, Research Policy 45, 2016, p.p. 232-243.
10.	Moeen M. and Agarwal R., Incubation of an Industry: Heterogeneous Knowledge Bases and Modes of Value Capture, Strategic Management Journal 38, 2016, p.p. 566-587.
11.	Malerba F., Nelson R., Orsenigo L., Winter S, Innovation and industry evolution, Cambridge University Press, 2016.
12.	Baldwin C. Von Hippel E., Modeling a Paradigm Shift: From Producer Innovation to User and Open Collaborative Innovation, Management Science, 2011, p.p. 1399-1417.
13.	Geroski P., Models of technology diffusion, Research Policy 29, 2000, p.p. 4-5.
14.	Aharonson B. Schilling M., Mapping the technological landscape: measuring technology distance, technological footprint and technology evolution, Research Policy 45, 2016, p.p. 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, p.p. 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 41, 2, 2017, p.p. 431-446.
18.	Lee K., Schumpeterian analyses of economic catch up, Cambridge University Press, Ch. 3 and Ch.5, 2013.
19.	Hidalgo C.A., Klinger B. Barabasi A. Hausmann R, The product space conditions and the development of nations, Science 27, 317, 2007, p.p. 428-487.
20.	Lee K., Malerba F., Toward a theory of catch-up cycles: Windows of opportunity in the evolution of sectoral systems, Research Policy 41, 2, 2017, p.p. 338-351.
21.	Bleda M. Del Rio P, The market failure and the system failure rationale in technological innovation, Research Policy 42, 2013, p.p. 1035-1052.

Optional reading	
1.	von Hippel, E, The dominant role of users in the scientific instrument innovation process, Research Policy, 5 (3), 1976, p.p. 212-239.
2.	Henderson R, Clark KB., Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms, Administrative Science Quarterly 35, 2021, p.p. 9-30.
3.	Benner MJ., Securities Analysts and Incumbent Response to Radical Technological Change: Evidence from Digital Photography and Internet Telephony, Organization Science 21 (1), 2010, p.p. 42-62.
4.	Tripsas M, Gavetti G. , Capabilities, Cognition, and Inertia: Evidence from Digital Imaging., Strategic Management Journal, 21 (10/11), 2000, p.p. 1147-1161.
5.	Peteraf M., Di Stefano G., Verona G., he elephant in the room of dynamic capabilities: Bringing two diverging conversations together, Strategic Management Journal, 34(12), 2013, p.p. 1389-1410.
6.	Teece DJ., Explicating dynamic capabilities: The nature and micro foundations of (sustainable) enterprise performance, Strategic Management Journal, 28 (13), 2007, p.p. 1319-1350.
7.	Cohen WM, Levinthal DA, Absorptive Capacity: A New Perspective on Learning and Innovation., Administrative Science Quarterly, 35, 1990, p.p. 128-152.

LIST OF TOPICS

No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	Evolutionary approach to economics; Neo-Schumpeterian approach to technology	1	1	0
2.	New structural economy; Technological paradigms; Technological cycles; Waves of industrial evolution	1	1	0
3.	Patterns of industrial innovation and level of economic development; Supply (pull) and demand (push) as sources of innovation;	1	1	0

4.	The concept of open innovation; Diffusion of innovations	1	1	0
5.	Technological competences; Technological inertia; Schumpeterian concept of the company	1	1	0
6.	Start-ups, spin-off companies and innovations; Cooperation between science and economy in the development of innovations	1	1	0
7.	Dynamic nature of technological competences; Measurement of dynamic competences; Resource complementarity and absorption capacity;	1	1	0
8.	Innovation systems and institutions; Market failures and technology; Public support for technological development and innovation	1	1	0
9.	Public support for technological development and innovation	1	1	0
10.	The concept of technological catch-up; Patterns of technological catch-up; Gradual catch-up pattern;	1	1	0
11.	Disruptive technologies and technological catch-up;	1	0	0
12.	Technological windows of opportunity; Industry life cycle and catch-up opportunities	1	0	0
13.	Evolution of technological and innovation policy in the EU; Theoretical foundations of technology and innovation policy in the EU.	1	0	0
14.	Industrial policy at the level of member countries; smart specialization	1	0	0
15.	Industry 4.0	1	0	0

TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Intellectual Property Management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Nebojša Stojčić, PhD, Full Prof.** **Perica Vojinić, PhD, Full Prof.** **Marija Bečić, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C6; Rector's office, Branitelja Dubrovnika 41, Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C6 - II kat
Phone	+385 20 445 933; +385 20 445 700; +385 20 445 932
e-mail	perica.vojinic@unidu.hr; nebojsa.stojcic@unidu.hr; marija.becic@unidu.hr

COURSE DESCRIPTION
Course content
• Basic concepts related to the use of intellectual property in the context of companies and institutions: creativity and learning, intellectual capital, different forms of intellectual property, innovation models; • Intellectual property and product development; • Intellectual capital and innovation management of the company: operation of innovation management, innovative organization and acquisition of technology; • Intellectual property in a global environment: innovation strategies of companies and their participation in global added value chains • Possibilities of financing intellectual capital within an innovative project: global and macro characteristics of innovation financing, innovation project financing and financing instruments of different forms of intellectual property; • Determinants of innovation policy development as a prerequisite for greater use of intellectual property; • Analysis, planning, evaluation and procurement of technologies: analysis of technology needs, the most

important forms of technology - global level, technology procurement procedure, technology evaluation, and protection of intellectual property; • The future of intellectual property in the context of digital transformation of global, national and local communities;
Learning outcomes
1. Understand and critically judge concepts related to the use of knowledge and technology in business operations; 2. Critically evaluate the application of the theoretical framework related to product development in the context of research work; 3. Critically review different forms of business innovation strategies, think critically about the scope and ways of implementing the inclusion of companies in global added value chains; 4. Understand, interpret and critically judge the impact of factors that influence the financing of intellectual property 5. Evaluate the impact of current trends related to the analysis, planning, procurement and evaluation of technologies in the context of research work; 6. Create, present and critically argue a strategic plan for the protection of intellectual property within the company; 7. Critically review various factors in the context of digital transformation that may affect the future of intellectual property within companies and institutions;

TEACHING MODE	
☒ Lectures ☒ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☐ Oral exam ☐ Written exam ☐ Colloquium	Other:

READING	
Compulsory reading	
1.	Tidd, J., and Bessant, J, Managing Innovation: Integrating Technological, Market and Organizational Change, 5th edition, Chichester: John Wiley & Sons Ltd, 2013.
2.	Fagerberg, J., Mowery, D., C., Nelson , The Oxford Handbook of Innovation, Oxford University Press, 2003.
3.	WIPO, Intellectual Property Handbook, World Intellectual Property Organization, Geneva, Switzerland, 2004.
4.	Day, G. S., Schoemaker, P. J. H., and Gunther, R. E, Wharton on Managing Emerging Technologies, New York: Wiley, 2000.
5.	Chesbrough, H., The logic of open innovation: managing intellectual property, California Management Review, 45(3), 2003, p.p. 33-58.
6.	Edvinson, L., Sullivan, P., Developing a model for managing intellectual capital, European Management Journal, Vol 14, (4), 1996, p.p. 356-364.
7.	Ferenčić, A. i Kraljeta, V, Pribavljanje tehnologije, Zagreb: Informator, 1987.
Optional reading	
1.	Marinova, D., Philimore, J., Models of Innovation, Chapter in Part II of The International Handbook on Innovation, 2003, p.p. 44-53.
2.	Brekić J., Inovativni menadžment, Zagreb NIP Alinea, 1984.
3.	Ferenčić, A. i Kraljeta, V, Pribavljanje tehnologije, Zagreb: Informator., 1987.
4.	Anton, J., J., Yao. A., D., Little Patents and Big Secrets: Managing Intellectual Property, RAND Journal of Economic, Vol. 35, 2004, p.p. 1-22.
5.	Nelson, R., R, National Innovation System, A Comparative Analysis, Oxford University Press, 1993.
6.	Malerba, F., Caloghirou,Y., McKelvey, M., Radoševic, Dynamics of Knowledge Intensive Entrepreneurship: Business Strategy and Innovation Policy, Routledge, 2015.

LIST OF TOPICS

No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	Basic concepts related to the use of intellectual property in the context of companies and institutions: creativity and	1	1	0

	learning, intellectual capital, different forms of intellectual property, innovation models			
2.	Intellectual property and product development	1	1	0
3.	Intellectual capital and innovation management of the company: operation of innovation management, innovative organization and acquisition of technology;	1	1	0
4.	Intellectual property in a global environment: innovation strategies of companies and their participation in global value added chains;	1	1	0
5.	Possibilities of financing intellectual capital within an innovative project: global and macro features of innovation financing, innovation project financing;	1	1	0
6.	Financing instruments of various forms of intellectual property;	1	1	0
7.	Determinants of innovation policy development as a prerequisite for greater use of intellectual property;	1	1	0
8.	Analysis, planning, evaluation and procurement of technologies: analysis of technology needs, the most important forms of technology - global level, technology procurement procedure, technology evaluation;	1	1	0
9.	Protection of intellectual property;	1	1	0
10.	The future of intellectual property in the context of digital transformation of global, national and local communities;	1	1	0
	TOTAL HOURS	**10**	**10**	**0**
OTHER RELEVANT INFORMATION				

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Intelligent Data Analytics**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Katarina Ćurko, PhD, Full Prof.** **Nikola Vlahović, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	kcurko@net.efzg.hr; nvlahovic@net.efzg.hr

COURSE DESCRIPTION

Course content

• Introduction to data management and intelligent data processing • Digital data in a transactional and analytical environment: From data to knowledge and wisdom. • Relational data model: structure, development and use. Characteristics of transaction processing. Static reporting on business execution. • Dimensional data model: data storage system. Structure, development and operations. • Analytical data processing and business analytics. Iterative and interactive data analysis. Methods of dynamic reporting on business results/effects. Diagnostics of the business situation/problem. • Concept and technologies of Big Data. • Integration of data warehouse and Big Data. Characteristics and specifics. • Data collection and data extraction. Ontologies for big data. Tools and languages for creating ontologies. • Basics of artificial intelligence and the role of intelligent methods in data processing. Logic programming. Fundamentals of machine learning. Ethics in the application of intelligent data analysis. • Analysis of textual data using artificial intelligence. Analysis of multimedia data using artificial intelligence. • Software agents and multi-agent systems for data processing and analysis. Applications in the Web environment: feedback processing and recommendation systems. • Creation of quality information for decision-making. Neural networks. Self-organizing folders. Genetic algorithms. Discovering knowledge in data. • Methods and approaches for working with

incomplete, unreliable and imprecise data and knowledge. • Management of information resources in business decision-making and management.
Learning outcomes
1. Understand and interpret the transactional and analytical environment. 2. Think critically, analyze and know how to apply different data models for a specific business situation/problem. 3. Recognize, interpret, analyze, evaluate and synthesize the problems of managing the company's information resources. 4. Understand and recognize the possibilities of artificial intelligence methods in data processing 5. Critically reflect on ethical challenges and assess the appropriateness of the application of intelligent data processing. 6. Understand and know how to apply different intelligent data processing methods and correctly interpret the obtained results in different business problem situations.

TEACHING MODE

☒ Lectures	☐ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

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

2.	Ralph Kimball, Margy Ross , The Data Warehouse Toolkit, 3rd Edition, John Wiley& Sons Inc., New York, US, 2013.
3.	Intel IT Center, 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, 2013.
4.	Deshpande, A., Kumar, M., Artificial Intelligence for Big Data, Packt Publishing, 2018.
5.	Ricardo Baeza-Yates, Berthier Ribeiro-Neto, Modern Information Retrieval: The Concepts and Technology behind Search, 2nd Edition, ACM Press Books, 2011.
6.	Jerry Kaplan, Artificial intelligence: What everyone needs to know, Oxford University Press, 2016.
Optional reading	
1.	Bill Inmon , Turning Spreadsheets into Corporate Data, Technics Publications, 2017.
2.	McKinsey Global Institute (MGI): Henke N., Bughin J., Chui M., Manyika J., Saleh J., Wiseman T., Sethupathy G., 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, , 2016.
3.	Matthew Kinsey, Machine Learning For Beginners: Guide To Understand Machine Learning, 2018.
4.	Kochenderfer, M. J., Decision Making Under Uncertainty: Theory and Application, MIT Press, 2018.
5.	Wooldredge, M., An Introduction to Multi Agent Systems, 2nd edition, Wiley, 2009.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Digital data in a transactional and analytical environment. Characteristics of transaction processing. Static reporting on business execution.	1	3	0
2.	Data storage system. Dimensional model, analytical data processing and business analytics. Iterative and interactive	2	2	0

	data analysis. Dynamic reporting – analysis and presentation of business process results			
3.	The concept of Big Data. Scope of Big Data. Data lakes. NoSQL databases. Hybrid data warehouses.	2	2	0
4.	The role of intelligent methods in data processing. Decision trees and genetic algorithms. Foundations of machine learning. Neural networks. Self-organizing folders	2	1	0
5.	Software agents and multi-agent systems for data processing and analysis. Applications in the Web environment: feedback processing and recommendation systems. Ethics in the application of intelligent data analysis.	2	1	0
6.	Discovering knowledge in data. Methods and approaches for working with incomplete, unreliable and imprecise data and knowledge. Analysis and synthesis of relevant scientific papers and guidelines for further research	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**International Business and Digital Transformation**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Ivo Šperanda, PhD, Associate Prof.** **Marija Bečić, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C6 - II kat; Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK-7
Phone	+385 20 445 932; +385 20 445 921
e-mail	marija.becic@unidu.hr; tzsperanda@gmail.com
COURSE DESCRIPTION	
Course content	
The course will cover the following topics: Economy of scale-neoliberal foreign trade policy; globalization process and digital transformation; Internationalization of companies; Internationalization theories; New trends in research - Internationalization in the digital environment; Internationalization through digitization; Advanced analysis of foreign market entry strategies; Export as a strategy for entering the foreign market; The role of innovation in the strategy of entering the foreign market; New trends in the digital environment; Trade policy; Customs and non-customs barriers to foreign market entry; Tariffs as an instrument of trade policy and the economic effects of tariffs on the economy; New protectionism? Strategic trade policy and current US foreign trade policy. New trends in the world economy - the impact of digitization; Foreign direct investments; Influence of location on foreign direct investments; Foreign direct investments and technological progress;	

Analysis of trading strategy on futures markets; The relationship between monetary policy and international exchange and common currency policy.
Learning outcomes
1. Understand, interpret and critically analyze advanced models and theories in the field of international business and internationalization of companies in conditions of digitization; 2. Critically judge, evaluate and synthesize new research ideas in the field of international business in a digital environment 3. Understand and apply advanced analytical methods in scientific research in the field of international business 4. Independently research processes in international business and publish original research results

TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING	
Compulsory reading	
1.	Collinson, Simon; Narula, Rajneesh; Rugman, Alan M, International Business, 7/E, Pearson United Kingdom, 2017.
2.	Krugman, P. R., Obstfeld, M., & Melitz, M., International Trade: Theory and Policy, Prentice Hall, 2015.

3.	Krugman, P. R., Obstfeld, M, Međunrodna ekonomija, (7.izdanje), Mate d.o.o. Zagreb, 2009.
4.	Krugman P., Doba smanjenih očekvanja, Masmedia, Zagreb, 2002.
5.	Stiglitz J, Euro, Pofil, Zagreb, 2017.
Optional reading	
1.	Hill, C.; Hult, G., International Business: Competing in the Gglobal Market Place, McGraw-Hill Education, 2019.
2.	Gandolfo, G., International Trade Theory and Policy, Springer Science & Business Media, 2013.
3.	Krugman P., (et.al), Strategic Trade Policy and the New International Economics, The MIT Press, 1986.
4.	Stiglitz, J. E, Globalization and its Discontents, Norton: New York, London, 2002.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Economy of scale-neoliberal foreign trade policy	1	1	0
2.	Globalization process and digital transformation	2	1	0
3.	Internationalization of companies; Internationalization in the digital environment; Internationalization through digitization	2	1	0
4.	Advanced analysis of foreign market entry strategies; The role of innovation in the strategy of entering the foreign market; New trends in the digital environment	2	1	0
5.	Trade policy; Trade policy instruments	1	1	0
6.	Barriers to entering the foreign market; New protectionism	1	1	0

7.	Foreign direct investments	1	1	0
8.	Influence of location on foreign direct investments; Foreign direct investments and technological progress	2	1	0
9.	Analysis of trading strategy in futures markets	2	1	0
10.	The relationship between monetary policy, international exchange and common currency policy	1	1	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	International Business Negotiation
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Katija Vojvodić, PhD, Full Prof.** **Marija Tomašević Lišanin, PhD, Full Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, C-8
Phone	+385 20 445 935
e-mail	katija.vojvodic@unidu.hr; mtomasevic@net.efzg.hr

COURSE DESCRIPTION
Course content
• The nature and characteristics of negotiation in a classic and digital business context • Principles of a distributive and integrative negotiation approach • The dual interest model as a determinant of negotiation strategy • The importance of information and dealing with the information dilemma in domestic and international negotiation • Determination of negotiation power and successful use of negotiation leverage • Understanding and the application of BATNA and ZOPA concepts in the domestic and foreign market context • Communication personality and emotional intelligence of the negotiator • Cross-cultural intelligence as an important element of international negotiation • Effective management of the international negotiation process • Composition and functioning of negotiation teams when concluding international deals • Ethical challenges of international negotiation - legal aspects and mediation in resolving conflict situations
Learning outcomes

1. Plan and prepare the negotiation process and choose appropriate negotiation strategies
2. Predict the impact of cultural dimensions and information and communication technologies on the negotiation process
3. Analyze negotiation in different types of international business
4. Integrate theoretical and practical knowledge about business negotiations in different parts of the world
5. Optimize negotiation outcomes in classic and digital business contexts

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Lewicky, R.J., Saunders, D., Barry, B. Education, 9th ed., 2024., Negotiation, McGraw-Hill, 2024.
2.	Tomašević Lišanin, M., Kadić-Maglajlić, S., Drašković, N., Principi prodaje i pregovaranja, Ekonomski fakultet Zagreb, 2019.
3.	Tom Khan, M.A., Ebner, N. (Eds.), The Palgrave Handbook of Cross-Cultural Business Negotiation, Palgrave Macmillan, 2019.
4.	Grubišić, L, Tomašević Lišanin, M., Palić, M., Comparison of Negotiation Behavior of Croatian Negotiators in Relations to Selected EU Trade Partners, Proceedings of FEB Zagreb 13th International Odyssey Conference on Economics and Business Dubrovnik, FEB Zagreb, 2022.

Optional reading	
1.	Baber, W.V., Fletcher-Chen, C., Practical Business Negotiation, Routledge, 2020.
2.	Morrison-Smith, S., Ruiz, J., Challenges and barriers in virtual teams: a literature review, SN Applied Sciences, 2020, p.p. 1-33.
3.	Tomašević Lišanin, M., Profesionalna prodaja i pregovaranje, HUPUP, Zagreb, 2010.
4.	Vojvodić, K., Martinović, M., Pušić, A., The relevance of business negotiation in building competitive advantage for Croatian micro enterprises, InterEULawEast, Vol. 7 No. 1, 2020, p.p. 47-63.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Nature and features of negotiation in classic and digital business contexts. Principles of distributive and integrative negotiation approach	1	1	0
2.	The dual interest model as a determinant of negotiation strategy	1	1	0
3.	The importance of information and dealing with the information dilemma in domestic and international negotiations.	1	1	0
4.	Determination of bargaining power and successful use of bargaining leverage.	1	1	0
5.	Understanding and applying the concepts of BATNA and ZOPA in the domestic and foreign market context.	1	1	0
6.	Communication personality and emotional intelligence of negotiators.	1	1	0
7.	Cross-cultural intelligence as an important element of international negotiation.	1	1	0

8.	Effective management of the international negotiation process.	1	1	0
9.	Virtual teams in the context of international business negotiations.	1	1	0
10.	Resolving conflicts in international business negotiations.	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**International Organisational Behaviour**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Najla Podrug, PhD, Full Prof.** **Ana Aleksić Fredotović, PhD, Associate Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	aaleksic@net.efzg.hr; npodrug@net.efzg.hr
COURSE DESCRIPTION	
Course content	
• Introduction to international organizational behavior • Cultural variability and organizational behavior • International specificities of management functions • Basics of individual behavior and diversity management • Basics of group behavior and team management in an international environment • Basics of designing organizations in an international context • Contemporary challenges of organizational behavior in an international context	
Learning outcomes	
1. Understand theories and models of organizational behavior in international organizations 2. Understand the peculiarities of management and organizational behavior in an international environment 3. Determine the fundamental forms and causes of differences in the behavior of individuals and groups in the international environment 4. Understand, interpret and critically valorize the importance of individual organizational elements in shaping individual and group behavior in international organizations	

5. Familiarize yourself with the necessary managerial knowledge and skills for successful management and leadership of organizations in international business conditions
6. Recognize global trends in organizational design and management of diversity and individuals at all organizational levels

TEACHING MODE

☒ Lectures	☐ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☐ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Rahimić, Z., Podrug, N, Međunarodni menadžment, Sveučilište u Sarajevu, Sarajevo, 2013.
2.	McFarlin, D., Sweeney, P, International Organizational Behavior: Transcending Borders and Cultures, 2nd ed., Routledge, London, 2017.
3.	Luthans, F. , Organizational behavior, An evidence-based approach, McGraw-Hill, New York,, 2011.

Optional reading

1.	Browaeys, M.-J., Price, R, Understanding cross-cultural management, 3rd ed, Pearson, Harlow, 2016.
2.	Hofstede, G., Hofstede, G. J., Minkov, M., Cultures and Organizations: Software of the Mind, 3rd ed., McGraw-Hill Education, New York, 2010.

3.	Adler, N. J., International Dimensions of Organizational Behavior, 5th ed., South Western Cengage, Cincinnati, Ohio, 2008.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	The importance and specifics of organizational behavior in the international environment	1	1	0
2.	Dimensions of national culture and influence on organizational behavior	2	2	0
3.	The influence of cultural variability on management functions	2	2	0
4.	Individual differences and diversity management	2	2	0
5.	Challenges of group behavior and teamwork in an international environment	2	2	0
6.	Leadership and contemporary challenges of managing a global workforce and organizations	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Knowledge Discovery in Data Bases**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Mirjana Pejić Bach, PhD, Full Prof.** **Jovana Zoroja, PhD, Associate Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	jzoroja@net.efzg.hr; mpejic@net.efzg.hr

COURSE DESCRIPTION
Course content
Kolegij upoznaje studente s potencijalnim načinima korištenja otkrivanja znanja iz baza podataka u znanstvenim istraživanjima, s ciljem osposobljavanja studenata da koriste navedene metode u izradi znanstvenih radova, te u istraživanju doktorske disertacije. • Objasnit će se tipični istraživački problemi za čije se istraživanje mogu koristiti metode istraživanja otkrivanja znanja iz baze podataka: klasifikacija, prognoziranje i grupiranje. • Korištenjem softverskog paketa studenti će sudjelovati u tri radionice, gdje će izraditi studije korištenja metoda otkrivanja znanja iz baze podataka u znanstvenim istraživanjima. • Studenti će također izraditi vlastiti znanstveno-istraživački projekt. • Uvod u otkrivanje znanja iz podataka u znanstvenim istraživanjima. • Osnovni pojmovi otkrivanja znanja iz podataka. • Specifičnosti korištenja u znanstvenim istraživanjima. • Proces otkrivanja znanja iz podataka. • Tipične primjene. Metode klasifikacije, predviđanja i grupiranja
Learning outcomes
1. to pose a research question with regard to the discovery of knowledge from data, to identify an adequate method of data collection, to identify dependent and independent variables, to choose

methods of knowledge discovery with regard to the characteristics of the variables.
2. understand, interpret and critically judge the process of discovering knowledge from databases in scientific research
3. conduct scientific research using methods of grouping, classification and forecasting (decision trees, cluster analysis, associative rules, regression analysis, neural networks)
4. evaluate the parameters of the knowledge discovery model from databases in scientific research
5. critically evaluate the application of knowledge discovery methods from databases in scientific research in the context of contemporary research in the field of digital business and digital economy

TEACHING MODE

☒ Lectures	☐ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☐ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING

Compulsory reading

1.	Witten, I. H., Frank, E., Hall, M. A., & Pal, C. J., Data Mining: Practical machine learning tools and techniques, Morgan Kaufmann, 2016.
2.	Pejic-Bach, M., & Kerep, I., Weka–tool for data mining, 2011.

Optional reading

1.	Torgo, L., Data mining with R: learning with case studies, Chapman and Hall/CRC., 2016.
2.	Roiger, R. J., Data mining: a tutorial-based primer., Chapman and Hall/CRC., 2017.

LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**
1.	The concept of knowledge discovery from databases. Applications of knowledge discovery from databases and implementation prerequisites. Standardized procedures.	2	0	0
2.	Data preparation. Types of variables. Describing variables. Data download from available databases (UCI, Eurostat). Data collection through own research.	0	1	0
3.	Classification methods. Decision trees. Selection of variables for decision trees. Setting the parameters of the decision tree. Evaluating the validity of the decision tree model.	0	1	0
4.	Grouping methods. Cluster analysis. Selection of variables for cluster analysis. Determining the number of clusters	0	1	0
5.	Connection methods. Associative rules. Setting parameters for selecting rules.	0	1	0
6.	Neural network methods of time series forecasting. Application in stock forecasting.	0	1	0
7.	Application of knowledge discovery from databases in scientific research.	2	0	0
8.	Analysis of research topics in the field of improving the knowledge discovery process from databases (choice of variables, adjustment of parameters, selection of methods).	2	0	0
9.	Case study: Knowledge discovery from databases in finance - credit scoring.	0	1	0
10.	Case study: Knowledge discovery from databases in marketing - market segmentation.	0	1	0

11.	Case Study: Database Knowledge Discovery in Forensic Accounting - Fraud Detection	0	1	0
12.	Case Study: Text Analysis in Patent Analysis.	0	1	0
13.	Case Study: Text Analysis in Social Media Analysis.	0	1	0
14.	Workshop: Setting up hypotheses in a research paper that uses the method of discovering knowledge from databases.	2	0	0
15.	Workshop: Defining scientific and practical contribution in research work that uses the method of knowledge discovery from databases	2	0	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Logistics Chains Management in the Digital Environment**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Katija Vojvodić, PhD, Full Prof.** **Sanda Renko, PhD, Full Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, CK-8
Phone	+385 20 445 935
e-mail	katija.vojvodic@unidu.hr; srenko@net.efzg.hr
COURSE DESCRIPTION	
Course content	
• Introduction to logistics, principles, systems • Logistics management, logistics performance indicators • New business models and solutions • Importance of integration between elements of logistics chains • Traditional and digital logistics systems • Digitization of key logistics operations • Holders of the internal digital environment • Holders of the external digital environment • Integrations and cooperation • Future strategic directions in logistics chains and business sustainability	
Learning outcomes	
1. Create and evaluate new facts, concepts, procedures, principles and theories in the field of logistics, logistics principles and systems. 2. Valorize the impact of digitization on business processes 3. Combine theoretical knowledge in building a strong internal digital environment 4. Critically review and adapt to the external digital environment	

5. Synthesize theoretical knowledge and think critically in decision-making regarding the organization of integrated logistics		
TEACHING MODE		
☒ Lectures ☒ Seminars and workshops ☐ Exercises ☐ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test	
EXAMINATION METHOD		
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:	
READING		
Compulsory reading		
1.	Bloomberg, D.J., LeMay, S., Hanna, J.B, Logistika, Mate i Zagrebačka škola ekonomije i managementa, Zagreb, 2006.	
2.	arrison, A.,van Hoek, R. & Skipworth, H., Logistics Management and Strategy: Competing through the Supply Chain, 5ed, Pearson; ISBN-10: 1292004150; ISBN-13: 978-1292004150, 2016.	
Optional reading		
1.	Pettit, S. & Wang, Y., E, Logistics: Managing Your Digital Supply Chains for Competitive Advantage, Kogan Page, ISBN: 0749472669, 2016.	
2.	Sinha, R, Logistics in Motion: A Digital Journey: A Case for Redefining Logistics Paperback – Create Space, Independent Publishing Platfor, ISBN-10: 1542933846, ISBN-13: 978-1542933841, 2017.	
LIST OF TOPICS		
No.	**TOPIC**	**Hours**

		L	E	S
1.	Introduction to logistics, principles, systems.	1	1	0
2.	Logistics management, logistics performance indicators.	1	1	0
3.	New business models and solutions.	1	1	0
4.	The importance of integration between elements of logistics chains.	1	1	0
5.	Traditional and digital logistics systems.	1	1	0
6.	Digitization of key logistics operations.	1	1	0
7.	Holders of the internal digital environment.	1	1	0
8.	Holders of the external digital environment.	1	1	0
9.	Integrations and cooperation.	1	1	0
10.	Future strategic directions in logistics chains and business sustainability.	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized

methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Marketing channels and modern technologies**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Mirko Palić, PhD, Full Prof.** **Marija Dragičević, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK - 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr; mirkopalic@gmail.com

COURSE DESCRIPTION
Course content
1. Theoretical background and mathematical models of marketing channels 2. Impact of modern trends onto distribution strategies 3. Evolution of the role of intermediary in the channel 4. Delivering value through channel 5. Managing relations, dynamics and structure of distribution channel 6. Role of retail sale in distribution channel 7. Modern technologies in the function of boosting efficiency of distribution channel 8. Acquisition of competitive advantage through distribution channel
Learning outcomes
1. Understand, interpret and offer critical analysis of theories and models in digital transformation of marketing channels 2. Understand and be able to implement advanced analytical methods when bringing decisions on shaping distribution strategies 3. Critical analysis, evaluation and synthesis of new research ideas in the area of marketing channels 4. Apply knowledge acquired in this course to create competitive advantage by creating and

providing superior value through marketing channels
5. Understand, interpret and offer critical analysis of the phenomenon of digital transformation from the aspect of marketing channels

TEACHING MODE

☒ Lectures	☒ Office hours
☐ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☐ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☒ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

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

Optional reading

1.	Ingene, C.A., Parry, M.E. , Mathematical models of distribution channels, Kluwer Academic Publishers, New York, USA, 2005.

2.	Betancourt, R.R. , The Economics of Retailing and Distribution, Edward Elgar Publishing, Cheltenham, UK, 2004.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Theoretical background and mathematical models of marketing channels Impact of modern trends onto distribution strategies	5	0	0
2.	Evolution of the role of intermediary in the channel Delivering value through channel	0	5	0
3.	Managing relations, dynamics and structure of distribution channel	0	3	0
4.	Role of retail sale in distribution channel	5	0	0
5.	Modern technologies in the function of boosting efficiency of distribution channel	0	2	0
6.	Acquisition of competitive advantage through distribution channel	5	0	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Modern marketing theories**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Jurica Pavičić, PhD, Full Prof.** **Iris Mihajlović, PhD, Full Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK-11
Phone	+385 20 445 930
e-mail	iris.mihajlovic@unidu.hr; jurica.pavicic@net.efzg.hr

COURSE DESCRIPTION
Course content
Marketing: Concept Marketing: Resources Marketing: Processes Marketing in organisation: Structure Marketing in organisation: Impact of marketing onto business results Marketing in organisation: Integration of marketing and sales Marketing area: Marketing strategy Marketing area: Marketing modelling Marketing are: Consumer behaviour Redefining marketing in digital economy
Learning outcomes
1. Critical appraisal of theories and models in marketingCritical appraisal of theories and models in marketing 2. Propose a research process and set hypotheses from the area of marketing 3. Understand the concept of marketing and its role in organisation 4. Critical evaluation and understanding of possibilities to improve knowledge in specific marketing areas 5. Understand how to integrate traditional and digital marketing

TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☐ Office hours ☐ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING	
Compulsory reading	
1.	Kumar V., Integrating Theory and Practice in Marketing, Journal of Marketing, 81 (March), 2017, p.p. 1-7.
2.	Kumar V, Keller K.L., Lemon K.N., Mapping the Boundaries of Marketing: What Needs to Be Known, Journal of Marketing, 80 (November), 2016, p.p. 1-5.
3.	Hanssens D.M., Pauwels K.H. , Demonstrating the Value of MarketingDemonstrating the Value of Marketing, Journal of Marketing, 80 (November), 2016, p.p. 173-190.
4.	Moorman C. and Rust R., The Role of Marketing, Journal of Marketing, 63, 1999.
5.	Moorman C., Day G.S., Organizing for Marketing Excellence, Journal of Marketing, 80 (November), 2014, p.p. 6-35.
6.	Hanssens D.M., Pauwels K.H. , Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 2016, p.p. 173-184.
7.	Kumar V., Transformative Marketing: The Next 20 Years, Journal of Marketing, 82 (July), Journal of Marketing, 82 (July), 2018, p.p. 1-12.
8.	Ruekert R. et al (1985), Ruekert R. et al (1985) , The Organization of Marketing Activities: A Contingency Theory of Structure and Performance, Journal of Marketing 49, 1985.

9.	Vohries D., Morgan N., A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance, Journal of Marketing, 67 (January), 2003.
10.	Krohmer H. et al , Should Marketing Be Cross-Functional? Conceptual Development and International Empirical Evidence, Journal of Business Research, 55, 2002.
11.	Ruekert R., Walker O., Marketing's Interaction with Other Functional Units: A Conceptual Framework and Empirical Evidence, Journal of Marketing, 51 (January), 1984.
12.	Homburg, C., Jensen O., The Thought World of Marketing and Sales: Which Difference Makes a Difference?, Journal of Marketing, (July), 2007.
13.	Day G., The Capabilities of Market-Driven Organizations, Journal of Marketing, 58 (October), 1994.
14.	Kohli, Ajay K. and Bernard J. Jaworski , Market Orientation: The Construct, Research Propositions, Journal of Marketing, 54 (2), 1990, p.p. 1-18.
15.	Narver, John C. and Stanley F. Slater, The Effect of a Market Orientation on Business Profitability, Journal of Marketing, 54 (4), 1990, p.p. 20-35.
16.	Ajzen, I. , Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior, Journal of Applied Social Psychology, 32, 2002, p.p. 665-683.
17.	Jaworski, Bernard J., Ajay K. Kohli, and Arvind Sahay , Market-driven Versus Driving Markets, Journal of the Academy of Marketing Science 28 (1), 2000, p.p. 45-54.
18.	Narver, John C., Stanley F. Slater, and Douglas L. MacLachlan Narver, John C., Stanley F. Slater, and Douglas L. MacLachlan , Responsive and Proactive Market Orientation and New Product Success, Journal of Product Innovation Management, 21 (5), 2024, p.p. 334-345.
19.	Maslow, Abraham H., A theory of Human Motivation, Psychological Review, 50 (4)Psychological Review, 50 (4), 1943, p.p. 370-393.
20.	Klahr, David and Milena Nigam , The equivalence of learning paths in early science instruction: Effects of direct instruction and discovery learning, Psychological Science, 15 (10), 2004, p.p. 661-667.
21.	Mele, Cristina, Jaqueline Pels, and Kaj Storbacka , A Holistic Market Conceptualization, Journal of the Academy of Marketing Science, 2014, p.p. 1-15.
22.	Zhou, Kevin Z., Chi K. Yim, and David K. Tse , The Effects of Strategic Orientations on Technology- and Market- based Breakthrough Innovations, Journal of Marketing, 69 (2), 2005, p.p. 42-60.

23.	Christensen Clayton M., Bower Joseph L., Customer power, strategic investment, and the failure of leading firms, Strategic Management Journal, 17 (3), 1996, p.p. 197-218.
Optional reading	
1.	Levitt, T., Innovation in marketing: New perspectives for profit and growth, New York: McGraw-Hill, 1962.
2.	Bettman, James R., An Information Processing Theory of Consumer Choice, Reading: Addison WesleyReading: Addison Wesley,1979.
3.	Carpenter, Gregory S. and Donald R. Lehmann , A Model of Marketing Mix, Brand Switching, and Competition, Journal of Marketing Research, 22 (3), 1985, p.p. 318-329.
4.	Kotler, P., Kartajaya, H., Setiawan, I. Kotler, P., Kartajaya, H., Setiawan, I. , Marketing 4.0, Moving from Traditional to DigitalMarketing 4.0, Moving from Traditional to Digital, John Wiley & Sons, 2017.
5.	Martin, D., Schouten, Sustainable Marketing, Prentice Hall, 1 edition, 2011.
6.	East, R., Singh J., Wright, M., Vanhuele, M., Consumer Behaviour, Applications in Marketing, SAGE Publications Ltd. , 2017.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Marketing: Concept Marketing: Resources Marketing: Processes	5	0	0
2.	Marketing in organisation: Structure Marketing in organisation: Impact of marketing onto business results Marketing in organisation: Integration of marketing and sales	0	3	0
3.	Marketing area: Marketing strategy	5	0	0
4.	Marketing area: Marketing modelling	5	0	0
5.	Marketing are: Consumer behaviour	0	5	0

6.	Redefining marketing in digital economy	5	0	0
	TOTAL HOURS	**20**	**8**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**National and International Security**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Marijana Musladin, PhD, Associate Prof.**
Faculty, room no.	Kampus, 168
Phone	+385 20 446 011
e-mail	marijana.musladin@unidu.hr

COURSE DESCRIPTION

Course content

The National and International Security course studies the complex interconnection of security policies and the economy with a special emphasis on international business. As part of the course, the topics of the impact of national security policy on international business are discussed and the paradigm shift in the concept of national and international security due to changes caused by globalization is explained. One of the important topics in the course is the influence of national culture and differences in national culture on security challenges and changes in the international business environment, as well as the influence of the state on the economy, trade and conditions of international business, which is inextricably linked to security at the national and global level. Some of the other topics of the course are strategies for the company's appearance on international markets in conditions of increased security risks, and the role of quality systems in the company's appearance on the international market and their purpose in protecting against business risks, as well as the role of futures markets in protecting against commodity and financial risks. Outline content of the course: • The impact of globalization on business conditions • The importance of culture in international business • The influence of the state on trade and international business conditions • Defining the strategy of entering the international market • Ways of entry of companies into international markets • The role

of the quality system in the entry of companies into the international market • The role of futures markets in protection against commodity and financial risks • The impact of national security policy on international business
Learning outcomes
1. Adoption of new, advanced and innovative knowledge about national and global security and their impact on the economy and international business 2. Development of skills and competencies for the analysis of national and global security challenges in order to identify risks and business opportunities in national and international markets 3. Development of the ability to think critically about the interconnectedness of national and global security and international economic flows for the purpose of making strategic decisions 4. Development of written and verbal competences for theoretical and empirical analysis of the impact of national and global security on various phenomena in business operations and the economy

TEACHING MODE

☒ Lectures	☐ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☐ Independent tasks	☐ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Lazibat, T., Kolaković, M, Međunarodno poslovanje u uvjetima globalizacije, 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.
Optional reading	

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	The impact of globalization and the state on trade and business conditions	2	2	0
2.	Culture in international business	2	2	0
3.	Strategies of performance on the international market	2	2	0
4.	The role of the quality system in the performance of the company on the international market	1	1	0
5.	The role of futures markets in protection against commodity and financial risks	1	1	0
6.	The impact of national security policy on international business	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Neuromarketing**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Ivana Pavlić, PhD, Full Prof.** **Barbara Puh, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, E-K4
Phone	+385 20 445 929; +385 20 445 923
e-mail	ivana.pavlic@unidu.hr; barbara.puh@unidu.hr

COURSE DESCRIPTION
Course content
● Neuromarketing – new marketing paradigm (purpose and importance) ● Concept, human brain understanding ● Neuromarketing tools ● Neuromarketing research methods ● Determinants of Neuromarketing: senses and perception ● Determinants of Neuromarketing: attention and consciousness ● Determinants of Neuromarketing: motions and feelings ● Determinants of Neuromarketing: learning and memory ● The consumer decision making process ● Neuromarketing and marketing communication ● Ethical dilemmas
Learning outcomes
1. Understand and critically interpret Neuromarketing concept application in consumer behaviour 2. Critically analyse neurological processes in the field of consumer behaviour 3. Perceive contemporary analytical tools and methods of consumer behaviour research 4. Critically review the limitations and ethical dilemmas of Neuromarketing application in consumer behaviour

TEACHING MODE	
☒ Lectures ☒ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☒ Distance education	☒ Office hours ☒ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☐ Colloquium	Other:

READING	
Compulsory reading	
1.	Ramsøy, T. Z., Introduction to Neuromarketing & Consumer Neuroscience, Neurons Inc Aps, 2015.
2.	Šola, M. H., Marketinška oružarnica, Redak, 2012.
3.	Zurawicki, L., Neuromarketing – Exploring the Brain of the Consumer, Springer, 2010.
Optional reading	
1.	Morin, C., The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime, Wiley, 2018.
2.	Pradeep, A. K., The buying brain: secrets for selling to the subconscious mind , Wiley, 2010.

LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**

1.	Neuromarketing – new marketing paradigm (purpose and importance) Concept, human brain understanding Neuromarketing tools	2	2	0
2.	Neuromarketing research methods Determinants of Neuromarketing: senses and perception Determinants of Neuromarketing: attention and consciousness	2	2	0
3.	Determinants of Neuromarketing: motions and feelings Determinants of Neuromarketing: learning and memory	2	2	0
4.	The consumer decision making process	1	1	0
5.	Neuromarketing and marketing communication	2	2	0
6.	Ethical dilemmas	1	1	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Organisation and Management Theories**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Sanda Rašić Jelavić, PhD, Full Prof.** **Tomislav Hernaus, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	srasic@net.efzg.hr; thernaus@net.efzg.hr
COURSE DESCRIPTION	
Course content	
• Determination of theory and science of organization/management • Classification and overview of theories of organization and management • Structural theories of organization and management: Theory of scientific management, Administrative theory, Bureaucratic theory • Behaviorist theories of organization and management: Theory of interpersonal relations, Theory of human resources (Theory of participatory of management, Theory of interpersonal competence, Theory of motivation, Theory of leadership) • Modern theories of organization and management: System theory, Theory of sustainable development management, Theory of excellence, Contingency theory, Neo-institutional theory, Population-ecological theory, Theory of organizational economics, Theory of resource interdependence, Multilevel organization theory, network theory of organization • Other theories of organization and management	
Learning outcomes	
1. Explain the role and importance of the scientific study of organization and management practice 2. Describe the context of development and the specificity of certain theories of organization and management	

3. Critically review the assumptions of certain theories of organization and management
4. Recognize the complementarity of organization and management theories
5. Discuss the perspective of the development of organizational and managerial science as well as the areas of their application in practice
6. Use the context of individual theories as a starting point for designing and conducting scientific research

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☐ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Smith, K. G. i Hitt, M. A., ur., Great Minds in Management: The Process of Theory Development, Oxford University Press, New York, 2007.
2.	Miles, J. A., Management and Organization Theory: A Jossey-Bass Reader, Jossey-Bass, San Francisco, 2012.
3.	Tsoukas, H. i Knudsen, C., ur., The Oxford Handbook of Organization Theory: Meta-theoretical Perspectives, Oxford University Press, New York, 2003.

Optional reading

1.	Sikavica, P, Organizacija, Školska knjiga, Zagreb, 2011.

2.	Hernaus, T., Organizacijske teorije, u Galetić, L. (ur.), Organizacija, Sinergija nakladništvo d.o.o., Zagreb, 2016, p.p. 27-66.
3.	Shafritz, J. M., Ott, J. S. i Jang, Y. S., Classics of Organization Theory, 7. izdanje, Wadworth Cengage Learning, Boston, 2011.
4.	Tosi, H. L, Theories of Organization,, SAGE Publications, Thousand Oaks, 2008.
5.	Hatch, M. J. i Cunliffe, A. L, Organization Theory: Modern, Symbolic, and Postmodern Perspectives, Oxford University Press, New York, 2013.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Determination of the theory and science of organization/management; Classification and overview of theories of organization and management	1	0	0
2.	Structural theories of organization and management: Theory of scientific management, Administrative theory, Bureaucratic theory	2	1	0
3.	Behaviorist theories of organization and management: Theory of interpersonal relations, Theory of human resources (Theory of participatory management, Theory of interpersonal competence, Theory of motivation, Theory of leadership)	2	2	0
4.	Theory of excellence; Theory of sustainable development management	2	2	0
5.	Micro-theories of organization: theory of job characteristics, theory of self-determination, theories of decision-making	2	1	0
6.	Macro-theories of organization: system theory, contingency and configuration theory, theory of organizational economy	2	1	0
7.	Meta-theories of organization: Population-ecological theory, neo-institutional theory, resource interdependence theory	1	1	0

8.	Multilevel theory and network theory of organization	1	1	0
9.	Building and testing theory: making a theoretical contribution in the field of organization and management	2	1	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Quality Management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Tomislav Baković, PhD, Full Prof.** **Marija Dragičević, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK - 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr; tbakovic@net.efzg.hr

COURSE DESCRIPTION
Course content
• The concept and role of quality culture in the development of quality management systems. The most successful quality management systems are those that the organization builds on building a quality culture based on values such as: customer satisfaction, continuous improvement, factual decision-making, leadership, etc. • Organizational innovation and quality management systems. The role of innovation as a source of competitiveness is a topic that, due to its topicality, requires special attention. It should be mentioned that the positive impact of the quality system together with the focus on meeting the needs of current customers is often questioned in the innovation literature. • Quality management systems in higher education. Higher education is a key sector for the economic development of the most developed regions and countries of the world. Intensified national and international competition has led to the fact that the area of higher education is becoming the area of application of numerous quality management systems. • Kaizen business philosophy - basics of kaizen Japanese business philosophy and "5S" principles of kaizen • Muda, Mura, Muri as causes of inefficiency • GembaKaizen • Examples of application of Kaizen in business practice

Learning outcomes	
1. Synthesize the knowledge and concepts needed to build a quality management system. 2. Explain the influence of organizational culture on quality management systems 3. Explain the impact of the quality management system on the innovativeness of the organization 4. Create a quality system development strategy in your own organization 5. Critically reflect on the role of quality in higher education systems 6. Understand the basics, principles and activities of the kaizen business philosophy 7. Analyze the situation and apply 5s kaizen principles in practice 8. Recognize Muda, Mura and Muri situations as causes of inefficiency and apply GembaKaizen in practice	
TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☒ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:
READING	
Compulsory reading	
1.	Lazibat. T., Upravljanje kvalitetom,, Znanstvena knjiga, Zagreb, ISBN 978-953-95902-1-3, 2009.
2.	Maurer, R, The Spirit of kaizen, Creating lasting excellence one small step at time, McGrawHill, US, 2013.
3.	Imai. M., Gemba Kaizen: A Commonsense, Approach to a Continuous Improvement Strategy, 2nd Edition, Mcgraw Hill, US, 2012.

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

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	The concept and role of quality culture in the development of quality management systems.	1	1	0
2.	Organizational innovation and quality management systems	2	2	0
3.	Quality management systems in higher education	2	2	0
4.	Kaizen business philosophy - basic specifics of business philosophy	1	1	0
5.	Principles and methods of Kaizen, 5S, Muda, Mura, Muri as causes of inefficiency	2	2	0
6.	Gemba Kaizen, examples of business practices based on Kaizen	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized

methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Research Directions in Brand Management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Zoran Krupka, PhD, Full Prof.** **Sandra Horvat, PhD, Associate Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	shorvat@net.efzg.hr; zkrupka@net.efzg.hr

COURSE DESCRIPTION
Course content
• Brand management theories. • Product / company / employer / retailer brand management. • Brand management from a social media perspective. • Luxury brand management. • The neuroscience of brand management.
Learning outcomes
1. Critically evaluate theories and models in the field of brand management. 2. Product / company / employer / retailer brand management. 3. Brand management from a social media perspective. 4. Luxury brand management. 5. The Neuroscience of Brand Management.

TEACHING MODE	
☒ Lectures	☐ Office hours
☐ Seminars and workshops	☐ Laboratory

☒ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☐ Field work ☐ Mentoring work ☐ Knowledge test

EXAMINATION METHOD

☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING

Compulsory reading

1.	Aaker, D. A., & Keller, K. L., Consumer evaluation of brand extensions., Journal of Marketing, 54(1), 1990, p.p. 27-41.
2.	Alreck, P. L., & Settle, R. B., Strategies for building consumer brand preference, ournal of Product & Brand Management, 8(2), 1999, p.p. 130-144.
3.	Balmer, J. M. T., Corporate identity, corporate branding and corporate marketing; seeing through the fog, European Journal of Marketing, 35(3/4), 2001, p.p. 248-291.
4.	Erdem, T., Swait, J., & Valenzuela, A., Brands as signals: a cross-country validation study, Journal of Marketing, 70(1), 2006, p.p. 34-49.
5.	Fung So, K. K., Wu, L., Xiong, L., & King, C., Brand Management in the Era of Social Media: Social Visibility of Consumption and Customer Brand Identification, Journal of Travel Research, 57(6), 2008, p.p. 727-742.
6.	Gray, E. R., & Balmer, J. M. T., The corporate brand: a strategic asset, Management in Practice, 4, 2001, p.p. 1-4.
7.	Herstein, R., & Jaffe, E. D., Launching store brands in emerging markets: resistance crumbles, Journal of Business Strategy, 28(5), 2007, p.p. 13-19.
8.	Keller, K. L., Conceptualizing, measuring, and managing consumer-based brand equity, Journal of Marketing, 57(1), 1993, p.p. 1-22.
9.	Keller, K. L., & Lehmann, D. R., How do brands create value?, Marketing Management, 12(3), 2003, p.p. 26-31.
10.	Miles, S. J., & Mangold, G., A conceptualization of the employee branding process, Journal of Relationship Marketing, 3(2/3), 2004, p.p. 65-88.

11.	Palumbo, F., & Herbig, P., The multicultural context of brand loyalty, European Journal of Innovation Management, 3(3), 2000, p.p. 116-124.
12.	Park, C. W., Jaworski, B. J., & Maclnnis, D. J., trategic brand concept-image management, Journal of Marketing, 50, 1986, p.p. 135-146.
13.	Perrachione, T. K., & Perrachione, J. R, Brains and brands: developing mutually informative research in neuroscience and marketing, Journal of Consumer Behaviour, 7(4/5), 2008, p.p. 303-318.
14.	Petromilli, M., Morrison, D., & Million, M., Brand architecture: Building brand portfolio value, Strategy & Leadreship, 30(5), 2002, p.p. 22-28.
15.	Santos, J. P., Seixas, D., Brandão, S., & Moutinho, L. , Neuroscience in branding: A functional magnetic resonance imaging study on brands' implicit and explicit impressions, Journal of Brand Management, 19(9), 2012, p.p. 735-757.
16.	Sivertzen, A-M., Ragnhild Nilsen, E., & Olafsen, A. H., Employer branding: employer attractiveness and the use of social media, Journal of Product & Brand Management, 22(7), 2013, p.p. 473-483.
17.	Sung, Y., Choi, S. M., Ahn, H., & Song, Y-A., Dimensions of luxury brand personality: Scale development and validation, Psychology and Marketing, 32(1), 2015, p.p. 121-132.
18.	Tak, P., & Pareek, A., Consumer attitude toward luxury brands: An empirical study, Journal of Brand Management, 8(1), 2016, p.p. 7-19.
Optional reading	
1.	Aaker, J. L., Dimensions of brand personality,, Journal of Marketing Research, 34, 1997, p.p. 347-356.
2.	Agarwal, M. K., & Rao, V. R., An empirical comparison of consumer-based measures of brand equity, Marketing Letters, 7(3), 1996, p.p. 237-247.
3.	Berens, G., van Riel, C. B. M., & van Bruggen, G. H., Corporate associations and consumer product responses: the moderating role of corporate brand dominance, Journal of Marketing, 69(3), 2005, p.p. 35-48.
4.	Bian, Q., Forsythe, S., Purchase intention for luxury brands: A cross cultural Comparison, Journal of Business Research, 65, 2012, p.p. 1443-1451.
5.	Chancellor, B., & Chatterjee, A, Brain Branding: When Neuroscience and Commerce Collide, Journal AJOB Neuroscience, 2(4), 2011, p.p. 18-27.
6.	Churchill, G. A., A paradigm for developing better measures of marketing constructs, Journal of Marketing Research, 26, 1979, p.p. 64-73.

7.	Fournier, S., Consumers and their brands: developing relationship theory in consumer research, Journal of Consumer Research, 24(4), 1998, p.p. 343-373.
8.	Hatch, M. J., & Schultz, M., Bringing the corporation into corporate branding, European Journal of Marketing, 37(7/8), 2003, p.p. 1041-1064.
9.	Okonkwo, U., The luxury brand strategy challenge, Journal of Brand Management, 16, 2009, p.p. 287-289.
10.	Walvi, T. H., Three laws of branding: Neuroscientific foundations of effective brand building, Journal of Brand Management, 16(3), 2011, p.p. 176-194.
11.	Yan, J., Social media in branding: Fulfilling a need, Journal of Brand Management, 18(9), 2011, p.p. 688-696.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Theories of brand management.	2	2	0
2.	Private label management.	1	1	0
3.	Brand management challenges from a social media perspective.	2	1	0
4.	Luxury brand management.	1	1	0
5.	The Neuroscience of Brand Management.	2	2	0
6.	Country brand management.	1	1	0
7.	Brand management in a global environment.	1	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Research methods in tourism**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Ivana Pavlić, PhD, Full Prof.** **Petra Barišić, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK-10
Phone	+385 20 445 929;
e-mail	ivana.pavlic@unidu.hr; pbarisic@net.efzg.hr

COURSE DESCRIPTION
Course content
Process of scientific research in tourism ● Primary and secondary data in tourism ● Research methods and analysis of attitudes in tourism ● Selected quantitative data analysis methods in tourism ● Analysis, processing and interpretation of data collected by quantitative research methods ● Qualitative research in tourism ● Analysis of selected methods of qualitative research in tourism ● Carrying out qualitative research in tourism ● Analysis, processing and interpretation of data collected by qualitative research methods ● Presentation of results of qualitative research in tourism
Learning outcomes
1. Define, describe and explain scientific research methods in tourism 2. Choose adequate quantitative/qualitative research method in tourism 3. Organise and carry out an actual research on tourism market 4. Process and analyse and interpret data collected by quantitative and qualitative research methods 5. Compile report on research project

TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☒ Independent tasks ☒ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☒ Field work ☒ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

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

LIST OF TOPICS				
No.	**TOPIC**	**Hours**		
		L	**E**	**S**

1.	Process of scientific research in tourism Primary and secondary data in tourism Research methods and analysis of attitudes in tourism	2	2	0
2.	Selected quantitative data analysis methods in tourism Analysis, processing and interpretation of data collected by quantitative research methods Qualitative research in tourism	2	2	0
3.	Analysis of selected methods of qualitative research in tourism	2	2	0
4.	Carrying out qualitative research in tourism	2	0	0
5.	Analysis, processing and interpretation of data collected by qualitative research methods	0	2	0
6.	Presentation of results of qualitative research in tourism	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Sharing economy in tourism**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Iris Mihajlović, PhD, Full. Prof.** **Danijela Ferjanić Hodak, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, EK11
Phone	+385 20 445 930
e-mail	iris.mihajlovic@unidu.hr; dferjanic@net.efzg.hr

COURSE DESCRIPTION
Course content
Theoretical framework of sharing economy, social-economic aspects as premises for defining the concept and the model; Multi-sector approach to sharing economy; Challenges in the business environment – drivers of implementation of business models; Social peer-to-peer processes; Interactivity and creating value for consumers, innovative tools; Impact of sharing economy onto economic sector and environment; Implementation of sharing economy in hospitality – challenges and trends, development, effects; Implementation of sharing economy in tourist agency business – challenges and trends, development, effects;Future of sharing economy in tourism.
Learning outcomes
1. To apply innovative tools in business as part of support network mechanisms 2. To develop skills of consumer value creation 3. To analyse and apply models for monitoring of efficiency valuation of sharing economy in the field of tourism intermediation, transport and hospitality

4. To develop analytical approach and on its basis to apply innovative tools of sharing in the field of hospitality, intermediation and transport

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☐ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☒ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Aigrain, P. , Sharing: Culture and the Economy in the Internet Age, Amsterdam: Amsterdam University Press., 2012.
2.	Belk, R. , You are what you can access: Sharing and collaborative consumption online, Journal of Business Research, 67(8), 2014, p.p. 1595-1600.
3.	Botsman, R. and Rodgers, R. , What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live, London: Collins, 2011.
4.	Cherry, C. E. and Pidgeon, N. F., Is sharing the solution? Exploring public acceptability of the sharing economy, Journal of Cleaner ProductionJournal of Cleaner Production, 195, 2018, p.p. 939-948.
5.	Cheng, M. , Sharing economy: A review and agenda for future research, International Journal of Hospitality Management 57, 2016, p.p. 60-70.
6.	Dredge, D. and Gyimóthy, S., eds., The Collaborative Economy and Tourism - Perspectives, Politics, Policies and Prospects, Copenhagen SV: Springer, 2017.

7.	Pekarskaya, M. , 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, 2015.
8.	Ranjbari, M., Morales-Alonso, G., Carrasco - Gallego, R., Conceptualizing the Sharing Economy through Presenting a Comprehensive Framework, Sustainability 10(7), 2018, p.p. 2-24.
9.	Sutherland, W. and Jarrahi, M. H. , The sharing economy and digital platforms: A review and research agenda, International Journal of Information Management, 43, 2018, p.p. 328-341.
10.	Sundararajan, A., The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism., Cambridge and London: The MIT Press, 2016.
Optional reading	
1.	Fang, B. Ye, Q. Law, R. , Effect of sharing economy on tourism industry employment, Annals of Tourism Research 57, 2017, p.p. 247-278.
2.	Dredge, D. and Gyimóthy, S., The collaborative economy: Critical perspectives, questionable claims and silenced voices, Tourism Recreation Research, 40 (3), 2017, p.p. 286-300.
3.	Frenken, K., Schor, J., Putting the sharing economy into perspective, Environmental Innovation and Societal Transitions 23, 2017, p.p. 1-3.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Theoretical framework of sharing economy, social-economic aspects as premises for defining the concept and the model Multi-sector approach to sharing economy	3	3	0
2.	Challenges in the business environment – drivers of implementation of business models Social peer-to-peer processes	2	2	0
3.	Interactivity and creating value for consumers, innovative tools Impact of sharing economy onto economic sector and environment	0	3	0

4.	Implementation of sharing economy in hospitality – challenges and trends, development, effects	3	0	0
5.	Implementation of sharing economy in tourist agency business – challenges and trends, development, effects	0	2	0
6.	Future of sharing economy in tourism	2	0	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Strategic management in tourism and digital transformation**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	5 ECTS
Course status	Compulsory
Course leader	**Mislav Ante Omazić, PhD, Full Prof.** **Ingeborg Matečić, PhD, Associate Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	momazic@net.efzg.hr; imatecic@net.efzg.hr

COURSE DESCRIPTION
Course content
In this course globalisation processes and modern trends in tourism causing structural changes in the global tourism market are studied. Critical analysis of integration and consolidation processes is made as well as of internationalisation of tourism companies operation (particularly in hotel industry and tour-operating), leading to formation of multinational corporations and creating unfavourable earning conditions for small and medium enterprises. Advantage and disadvantages of classical as opposed to modern distribution channels are analysed, also strategies for obtaining and maintaining competitive advantage of destinations and enterprises under SoLoMo technology in digital distribution of services are analysed. Methodological approach to development of strategic plans is elaborated on macro and micro level (tourism destinations and tourism companies) and examples of good practices in business innovations are given.
Learning outcomes
1. 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

TEACHING MODE	
☒ Lectures ☐ Seminars and workshops ☐ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☒ Office hours ☐ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test

EXAMINATION METHOD	
☐ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING	
Compulsory reading	
1.	Moutinho, L., Strategic Management in Tourism, CABI Publishing, 2018.
2.	Nigel, E., Strategic Management for Tourism, Hospitality and Events, second edition, Routledge, 2015.
3.	Benchendorff, P., Tourism Information Technology, CABI Publishing, 2019.
4.	Čavlek. N., Tourism Distribution and Intermediaries U Cooper, C., Volo, S. Gartner, W.C. & Scott, N.(eds.)., The SAGE Handbook of Tourism Management, SAGE Publications Ltd., 2018.
5.	Kotler, P., Bowen, J. T., Makens, J.C., Baloglu, S., Marketing for Hospitality and Tourism, Pearson, 2017.

Optional reading	
1.	Phillips, P. & Moutinho, L., Critical review of strategic planning research in hospitality and tourism, Critical review of strategic planning research in hospitality and tourism, Annals of Tourism Research, Volume 48, 2014, p.p. 96-120.
2.	Čavlek, N., Communist Connections? Chinese Tourists in Croatia,uThe World Meets Asian Tourists, P.L. Pearce & M-Y. Wu (eds). Emerald: Bingley, 2017, p.p. 213-230.
3.	Dwyer, L. Edvards, D. Mistilis, N. Roman C. , Destination and enterprise management for a tourism future, Tourism Management, 30(2), 2009, p.p. 63-74.
4.	Čavlek, N., Travel and Tourism Intermediaries: Their Changing Role, u Handbook of Tourism Economics: Analysis, New Applications and Case Studies, C. Tisdell (ed.), World Scientific Publishing: Singapore ISBN: 978-9814327077, 2013, p.p. 191-206.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	Ability to recognise and respond to critical elements within the dynamic changes process on the international tourism market	5	0	0
2.	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	0	3	0
3.	To define and evaluate relevant management strategies in tourism on macro and micro level in digital transformation context	0	2	0
4.	To demonstrate ability to recognise opportunities for gaining competitive advantage on tourism market	5	0	0
5.	To make, present and offer arguments on the strategic tourism destination or enterprise management plan in the digital environment	0	5	0

6.	To make, present and offer arguments on the strategic tourism destination or enterprise management plan in the digital environment	5	0	0
	TOTAL HOURS	**15**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Strategy in the Context of Marketing Interactivity**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Jurica Pavičić, PhD, Full Prof.** **Goran Vlašić, PhD, Full Prof.**
Faculty, room no.	, ; ,
Phone	;
e-mail	gvlasic@net.efzg.hr; jurica.pavicic@net.efzg.hr

COURSE DESCRIPTION
Course content
• Strategy and interactivity – principles and tools • Strategy and personalization – decision-making process • Strategy and platform economy • Strategy and expert systems • Strategy and data and information (“big data”) • Strategy and artificial intelligence
Learning outcomes
1. Critically evaluate theories and models in the field of strategic marketing and the challenges and adaptations that arise as a result of mass interactivity 2. Propose a research process and set hypotheses in the field of strategic marketing in the context of interactivity 3. Rethink the relationship between strategic marketing and interactivity/personalization 4. Critically assess the role of the platform economy in the context of marketing strategy 5. Critically assess the role of expert systems in the context of marketing strategy 6. Critically assess the role of data and information (big data) in the context of marketing strategy 7. Critically assess the role of artificial intelligence in the context of marketing strategy

TEACHING MODE	
☒ Lectures ☒ Seminars and workshops ☐ Exercises ☒ Independent tasks ☐ Multimedia and internet ☐ Distance education	☐ Office hours ☐ Laboratory ☐ Field work ☐ Mentoring work ☐ Knowledge test
EXAMINATION METHOD	
☒ Oral exam ☒ Written exam ☒ Colloquium	Other:

READING

Compulsory reading

1.	Hanssens D.M., Pauwels K.H., Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 2016, p.p. 173-190.
2.	Zhang J.Z., Watson IV J.F., Palmatier R.W., Dant R.P., Dynamic Relationship Marketing, Journal of Marketing, 80 (September), 2016, p.p. 53-75.
3.	Challagalla G., Murtha B.R., Jaworski B, Marketing Doctrine: A Principles- Based Approach to Guiding Marketing Decision Making in Firms, Journal of Marketing, 78 (July), 2014, p.p. 4-20.
4.	Kumar V., Transformative Marketing: The Next 20 Years, Journal of Marketing, 82 (July), 2018, p.p. 1-12.
5.	De Haan, Ev, Kannan P.K., Verhoef P.C., Wiesel T., Device Switching in Online Purchasing: Examining the Strategic Contingencies, Journal of Marketing, 82 (September), 2018, p.p. 1-19.
6.	Ramaswamy V., Ozcan K., Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications, Journal of Marketing, 82 (July), 2018, p.p. 19-31.
7.	Kumar V, A Theory of Customer Valuation: Concepts, Metrics, Strategy, and Implementation, Journal of Marketing, 82 (January),, 2018, p.p. 1-19.

8.	Lemon K.N., Verhoef P.C, Understanding Customer Experience Throughout the Customer Journey,, Journal of Marketing, 80 (November),, 2016, p.p. 69-96.
9.	Moorman C., Day G.S., Organizing for Marketing Excellence, Journal of Marketing, 80 (November), 2016, p.p. 6-35.
10.	Kumar V., Reinartz W., Creating Enduring Customer Value, Journal of Marketing, 80 (November), 2016, p.p. 36-68.
11.	Wedel M, Kannan P.K., Marketing Analytics for Data-Rich Environments, Journal of Marketing, 80 (November), 2016, p.p. 97-121.
12.	Lamberton C., Stephen A. T., 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), 2016, p.p. 146-172.
13.	Kim, Y., Peterson, R.A, A Meta-analysis of Online Trust Relationships in E-commerce, Interactive Marketing, 38 (1), 2017, p.p. 44-54.
14.	Bharadwaj A., El Sawy O., Pavlou P., Venkatraman, N.V., Digital Business Strategy: Toward a Next Generation of Insights, MIS Quarterly, 37 (2), 2013, p.p. 471-482.
15.	Kane, G.C., Palmer, D., Phillips, A.N., Kiron D., Buckley, N, Strategy, not technology, drives digital transformation, MIT Sloan Management Review, 2015.
Optional reading	
1.	Struhl S., Artificial Intelligence Marketing and Predicting Consumer Choice: An Overview of Tools and Techniques, Kogan Page Publishing, 2017.
2.	Chavez T., Data Driven: Harnessing Data and AI to Reinvent Customer Engagement, McGraw-Hill Education, 2018.
3.	Sterne J., Artificial Intelligence for Marketing: Practical Applications, Wiley Publishing, 2017.
4.	Prahalad C.K., Ramaswamy V., Co-creation experiences: The next practice in value creation, Journal of Interactive Marketing, 18 (3), 2015, p.p. 5-14.
5.	Kaufman I., Digital Marketing: Integrating Strategy and Tactics with Values, Routledge, 2014.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	E	S

1.	Strategy and interactivity – principles and tools	2	2	0
2.	Strategy and personalization – the decision-making process	2	2	0
3.	Strategy and platform economy	2	2	0
4.	Strategy and data and information ("big data")	2	2	0
5.	Strategy and artificial intelligence	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

COURSE INFORMATION	
Course name	**Tourism destination brand management**
Degree	PhD
Semester	Summer (2. sem) / Winter (3. sem)
ECTS points	3 ECTS
Course status	Elective
Course leader	**Darko Prebežac, PhD, Full Prof.** **Barbara Puh, PhD, Associate Prof.**
Faculty, room no.	Faculty of Economics and Business, Lapadska obala generala Nojka Marinovića 7, Dubrovnik, E-K4
Phone	+385 20 445 923
e-mail	barbara.puh@unidu.hr; dprebezac@net.efzg.hr

COURSE DESCRIPTION
Course content
Different aspects of comprehending tourism destination ● Difference between tourism destination branding and tourism destination marketing ● Need and importance to brand tourism destination, the concept of tourism destination brand (identity, personality, positioning, reputation) ● Stages of development (building) of destination brand (process of branding tourism destination) ● Development (building) models of destination brand (The Brand Pyramid, Brand Assets Template, The Brand Wheel ● Tourism destination brand management ● Measurement of impact of tourism destination brand ● Branding strategies of tourism destinations in practice ● Challenges in tourism destinations branding
Learning outcomes
1. Understand, interpret and offer critical thinking on theories and models in tourism destination brand management 2. Test, evaluate and synthesize new research ideas in the area of destination branding and tourism

destination brand management
3. Implement acquired knowledge in destination branding and tourism destination brand management to make development policies on local regional and national level
4. Understand material published in English in scientific and professional literature on brand management and tourism destination branding
5. Evaluate impact of actual trends and expected global changes on tourism market onto tourism market brand management and the process of destination branding
6. Make, present and offer arguments on branding strategy of specific tourism destination

TEACHING MODE

☒ Lectures	☒ Office hours
☒ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☐ Multimedia and internet	☐ Knowledge test
☐ Distance education	

EXAMINATION METHOD

☐ Oral exam	Other:
☒ Written exam	
☒ Colloquium	

READING

Compulsory reading

1.	Morgan, N., Pritchard, A., Pride, R. (Eds.): Destination Brands: Managing Place Reputation, 3rd Ed., Routledge, London, 2014.
2.	Camilleri, M. A. (Ed.) , The Branding of Tourist Destinations: Theoretical and Empirical, Insights Emerald Publishing Ltd., UK, 2018.
3.	World Tourism Organization and European Travel Commission, Handbook on Tourism Destination BrandingHandbook on Tourism Destination Branding, Madrid, Spain, 2009.

Optional reading

1.	Kapferer, J.N. , The New Strategic Brand Management: Advanced Insights & Strategic Thinking, 5th Ed. Kogan Page Ltd., London, 2012.
2.	Moilanen, T., Rainisto, S., How to Brand Nations, Cities and Destinations - A Planning Book for Place Branding, Palgrave Macmillan, London, 2008.

LIST OF TOPICS

No.	TOPIC	Hours		
		L	**E**	**S**
1.	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)	2	2	0
2.	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 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	2	2	0
3.	Tourism destination brand managementTourism destination brand management	2	2	0
4.	Measurement of impact of tourism destination brand	2	0	0
5.	Branding strategies of tourism destinations in practice	0	2	0
6.	Challenges in tourism destinations branding	2	2	0
	TOTAL HOURS	**10**	**10**	**0**

OTHER RELEVANT INFORMATION
Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.