

	University of Dubrovnik	Form
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Winter semester

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COURSE INFORMATION	
Course name	Croatia: History and Identity
Degree	Master
Semester	Winter (1. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Benić Penava Daniel Dujmić, mag.oec.
Department, room no.	Lapadska obala 7, E - K8
Phone	+385 20 445 927
e-mail	marija.benic-penava@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. Introduction to the Croatian History Timeline and the Croatian identity. 2. Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy. 3. The first Centuries of Croatian History and the Establishment of the Croatian State. 4. Croatia and Hungary under One King: from 12th to 16th Century. 5. Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century. 6. Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life. 7. Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict. 8. Croatia in the first Yugoslavia, Croatia during WW2. 9. Croatia in the second Yugoslavia. 10. The Croatian War of Independence from 1991 to 1995. 11. Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage. 12. Croatian Inventions and Inventors, Unknown Croatian Greats. 13. Homeland and Diaspora, Croatian depopulation History. 14. Innovative and Creative Croatia, Croatian Sports Gene. 15. Contemporary Croatia and Future Perspectives.</p>	

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Learning outcomes	
<p>Students will gain the essential understanding of Croatian history and Croatian identity. After successfully completing the course, students will be able to use the basic knowledge of Croatian turbulent history and cultural heritage. Students will also be able to interpret the impact of the historical inheritance of Croatia on today's geopolitical situation of the Republic of Croatia. After analysing the events in Croatian history, it is possible to make connections and critical considerations on the overall impact of analyzed events in shaping of the existing Croatian nation in order to place it all into broader context.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium	Other:
READING	
Compulsory reading	
1.	Croatia: Past, Present and Future Perspectives (2020) Marušić, M. ed. New York: Nova Publishers Inc.
2.	Croatia: the land and its people (2019) Klemenčić, M.; Šunjić, A.; Frka-Petešić, Z. eds. Zagreb: The Miroslav Krleža Institute of Lexicography; Ministry of Foreign and European Affairs of the Republic of Croatia. Available on: http://www.croatia.eu/pdf/Croatia-land_and_people.pdf
Optional reading	

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1.	Goldstein, I. (2004) Croatia: A History. London: Hurst&Company.			
2.	Skoko, B. (2018) Understanding Croatia: A Collection of Essays on Croatian Identity.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Introduction to the Croatian History Timeline and the Croatian identity.	2	1	0
2.	Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy.	2	1	0
3.	The first Centuries of Croatian History and the Establishment of the Croatian State.	2	1	0
4.	Croatia and Hungary under One King: from 12th to 16th Century.	2	1	0
5.	Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century.	2	1	0
6.	Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life.	2	1	0
7.	Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict.	2	1	0
8.	Croatia in the first Yugoslavia, Croatia during WW2.	2	1	0
9.	Croatia in the second Yugoslavia.	2	1	0
10.	The Croatian War of Independence from 1991 to 1995.	2	1	0
11.	Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage.	2	1	0

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12.	Croatian Inventions and Inventors, Unknown Croatian Greats.	2	1	0
13.	Homeland and Diaspora, Croatian depopulation History.	2	1	0
14.	Innovative and Creative Croatia, Croatian Sports Gene.	2	1	0
15.	Contemporary Croatia and Future Perspectives.	2	1	0
TOTAL HOURS		30	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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Economic History of the World
Degree	Master
Semester	Winter (3. sem)
ECTS points	6 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Benić Penava
Department, room no.	Lapadska obala 7, E - K8
Phone	+385 20 445 927
e-mail	marija.benic-penava@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>This course will analyze economic history of Europe during the long 19th and the turbulent 20th century.</p>	
Learning outcomes	
<p>1. After completing the course, students will develop the skills of historical comprehension and will be able to interpret the impact of the historical inheritance on the structure of the economy of Nineteenth-Century and Twentieth-Century Europe.</p> <p>2. After the analysis and interpretation of historical experiences, students will be able to make connections and critical considerations on the economic changes and put them into wider contexts.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium	Other:
READING	
Compulsory reading	

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1.	Berend, Iván T. , An Economic History of Nineteenth-Century Europe Diversity and Industrialization, Cambridge University Press, 2013.
2.	Berend, Iván T., An Economic History of Twentieth-Century Europe: Economic Regimes from Laissez-Faire to Globaliza, Cambridge University Press, 2006.

Optional reading

1.	Berend, Iván T., From the Soviet Bloc to the European UnionThe Economic and Social Transformation of Central and East, Cambridge University Press, 2009.
2.	Cameron, Rondo; Neal, Larry, A Concise Economic History of the World: From Paleolithic Times to the Present, 4th Edition, Oxford University Press, 2003.
3.	Delort, Robert; Walter, Francois, Histoire de l'environnement européen , PUF, Paris, 2001.


LIST OF TOPICS

No.	TOPIC	Hours		
		L	E	S
1.	Interduction to the economic history. The basic terms and bibliography. Determinants.	2	2	0
2.	The Industrial revolution. The growth of the cities. Development of traffic.	2	2	0
3.	The correlation between agrarian and production. Development of the trade. Industrialization. History of money.	2	2	0
4.	Economic Nationalism and Imperialism.	2	2	0
5.	Environmental history.Technological progress. The development of science and medicine.	2	2	0
6.	Economic crisis: the Long Depression (1873-1896) and the Great Depression (1929-1933).	2	2	0
7.	War economy (1914-1918, 1939-1945)	2	2	0
8.	The economies of Central and Eastern Europe after World War II.	2	2	0
9.	Post-industrial development. Globalization.	2	2	0
10.	Concluding observations.	2	2	0
TOTAL HOURS		20	20	0


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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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.

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COURSE INFORMATION	
Course name	Economic Integrations and Regional Policy
Degree	Master
Semester	Winter (3. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Bečić
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, Dubrovnik, C6 - II kat
Phone	+385 20 445 932
e-mail	marija.becic@unidu.hr
COURSE DESCRIPTION	
Course content	
1.Regional economics. Regional economic policy. Regional growth, development, disproportions and convergence. Regional integrations and regional policy. Global economy and regional aspect of development. Regional policy status and prospects. Relationships between global, integration and regional economic policy	
Learning outcomes	
1. After completing the course and passing the exam, students will acquire a general theoretical knowledge on economic integrations and regional policy. 2. Students will be capable of conducting a qualitative analysis of regional policies on concrete examples of individual countries 3. Students will be capable of critical thinking and defining the basic principles of economic integration and Croatia's regional policy in terms of contemporary economic flows.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam	Other:

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<input checked="" type="checkbox"/> Colloquium				
READING				
Compulsory reading				
1.	McCann, P. , Modern Urban and Regional Economics, Oxford University Press, 2013.			
2.	Armstrong, H., Taylor, J., Regional Economics and Politics, Blackwel, 2000.			
Optional reading				
1.	Baldwin, R., Wyplosz, C., The Economics of European Integration, 5/e, McGraw-Hill Higher Education, London, 2015.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Economic integration.	2	2	0
2.	Concept and importance of regional economics.	2	2	0
3.	Regional economic policy. Role and regional policy beneficiaries; regional policy development stages.	2	2	0
4.	Regional growth - theoretical framework.	2	2	0
5.	Regional growth, development, disproportions and convergence.	2	2	0
6.	Reasons of emergence and importance of regional integrations.	2	2	0
7.	Regional labour markets and migrations.	2	2	0
8.	Decentralisation.	2	2	0
9.	Global economy and regional aspect of development.	2	2	0
10.	Regional policy status and prospects.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.

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	COURSE CATALOGUE GRADUATE	F04-15E


COURSE INFORMATION	
Course name	Event management
Degree	Master
Semester	Winter (3. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Iris Mihajlović
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK11
Phone	+385 20 445 930
e-mail	iris.mihajlovic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. The structure of the event industry. The definition and typology of events. 2. The term of event tourism. 3. Trends and features of event industry and its effects 4. Planning and marketing of events from the aspect of the destination 5. Conceptualization of events, terminological distinction -participants, host organizations and destination, sponsors, media, participants and audience 6. Creating and managing a program of events for the purpose of quality evaluation 7 The planning function in managing events. 8. The organization and coordination of events. 9. Logistics of events. 10. Managing resources, human resources management (HRM) within the event - human resource planning, motivation, techniques for an effective team building. 11. Link between selection of financing sources of an event, type of an event, evaluation of the chosen decision in dynamic environmental conditions. 12. The sponsorship of events 13. The project management as a part of the event management. 14. Budgeting and budget control of events. 15. Strategic marketing of events, market research for the purpose of events, Integrated Marketing Communication 16. Safety, risk management and legal issues in the organization of events 17. Evaluation and assessment of effects of events</p>	
Learning outcomes	
<p>1. to be trained to manage the event, by mastering the theoretical and acquiring the practical knowledge through field teaching, and in contact with case studies 2. to be able to resolve complex tasks of managing events, mastering organizational skills 3. to acquire logistic competences, managing risks, managing complex events in all sectors of the economy 4. to be able to allocate capacities and resources in accordance with the estimated benefits to ensure the environmental sustainability 5. razumjeti i biti kadri mjeriti performanse u dijelu evaluacije za upravljanje događajima 6. to understand the importance of SM for purpose of efficiency in HRM domain; to be able to forecast opportunities, to undertake risk assessment and an efficient control</p>	

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TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Johnny, A., Festival and Special Event Management , Elsevier, 2002.			
2.	Preston, C.A., Event Marketing , John Willey and Sons, Inc., New Jersey, 2012.			
Optional reading				
1.	Getz, ,D., Event Management and Event Tourism , Cognizant Communication Corp., 2005.			
2.	Getz, D., Event Studies: Theory, Research and Policy for Planned Events Events Management , Series Butterworth –Heinemann, UK, 2007.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	The structure of the event industry. The definition and typology of events. The term of event tourism	2	2	0
2.	Trends and features of event industry and its effects	2	2	0
3.	Planiranje i marketing manifestacija s aspekta destinacije	2	2	0
4.	Conceptualization of events, terminological distinction - participants, host organizations and destination, sponsors, media, participants and audience	2	2	0
5.	Creating and managing a program of events for the purpose of quality evaluation. Strategic marketing of events, market research for the purpose of events, Integrated Marketing Communication	2	2	0

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6.	The planning function in the event management. The organization and coordination of events	2	2	0
7.	Managing resources, human resources management (HRM) within the event - human resource planning, motivation, techniques for an effective team building	2	2	0
8.	Relationship between selection of financing sources of an event, type of an event, an evaluation of the chosen decision in dynamic environmental conditions. The sponsorship of events.	0	0	0
9.	The project management as a part of the event management. Budgeting and budget control of events.	2	2	0
10.	Safety, risk management and legal issues in the event organization. Evaluation and an assesment of the event effects	2	2	0
TOTAL HOURS		18	18	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije. 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</p>				

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COURSE INFORMATION	
Course name	Labour economics
Degree	Master
Semester	Winter (3. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Perica Vojinić
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, Dubrovnik, C6
Phone	+385 20 445 933
e-mail	perica.vojinic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>The Theory of Individual Labour Supply; Population, Participation Rates, and Hours of Work; Labour Quality: Investing in Human Capital; The Demand for Labour; Wage Determination and the Allocation of Labour; Alternative Pay Schemes and Labour Efficiency; Labour Unions and Collective Bargaining; The Economic Impact of Unions; Government and the Labour Market: Legislation and Regulation; The Wage Structure; The Distribution of Personal Earnings; Labour Productivity: Employment and Unemployment</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. Apply labour economic theories and conduct empirical analysis to a variety of problems. 2. Describe some of the main characteristics of, and recent developments in, labour markets of EU-type economies. 3. Critically evaluate empirical findings relating to major research areas such as unemployment, labour supply etc. 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam	Other:

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<input checked="" type="checkbox"/> Colloquium				
READING				
Compulsory reading				
1.	McDonell, C. R., Brue, S. L., Macpherson, D.A., Contemporary Labor Economics,, McGraw-Hill, 2012.			
2.	Borjas, G. J., Labor Economics, McGraw-Hill Higher Education, 2012.			
Optional reading				
1.	Ehrenberg, R.G. Smith ,R.S. , Modern Labor Economics- Theory and Public Policy , Pearson Education, Addison-Wesley, 2009.			
2.	Boeri T., Van Ours J., The Economics of Imperfect Labor Markets, Princeton University Press, Princeton and Oxford, 2008.			
3.	Becker, G. S., Human Capital: A Theoretical and Empirical Analysis with Special Reference to Education, The University of Chicago Press, 1993.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	The Theory of Individual Labour Supply	2	2	0
2.	Population, Participation Rates and Hours of Work	2	2	0
3.	Labour Quality: Investing in Human Capital	2	2	0
4.	The Demand for Labour	2	2	0
5.	Wage Determination and the Allocation of Labour; Alternative Pay Schemes and Labour Efficiency	2	2	0
6.	Labour Unions and Collective Bargaining; The Economic Impact of Unions	2	2	0
7.	Government and the Labour Market: Legislation and Regulation	2	2	0
8.	The Wage Structure; The Distribution of Personal Earnings	2	2	0
9.	Labour Productivity	2	2	0

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10.	Employment and Unemployment	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

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COURSE INFORMATION	
Course name	Management of touroperators
Degree	Master
Semester	Winter (3. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Iris Mihajlović
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK11
Phone	+385 20 445 930
e-mail	iris.mihajlovic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. The development of the tour operator business. 2. Market assumptions and historical conditions of the development of tour operators. The mission of tour operators in terms of socio-economic changes. Mass tourism. 3. Conceptual and functional differences between tour operators and travel agencies, types and functions of tour operators. 4. The forming of travel packages – types, creating packages, price calculation; 5. The development and transformation of distribution channels - the role of ICT in the business of tour operators. 6. Yield Management. 7. Innovations and the role of innovative tools in the placement of tour operator products. 8. The role of innovation in the product specialization of tour operators 9. The impact of new trends in the tourism market on the specialization of products of tour operators. Internal specialization in response to the dynamic changes. 10. The market of the organised travel- Germany, Great Britain, Italy, France, Scandinavia, the Netherlands; other markets - market specifics, dominant tour operators. 11. Promotion and modalities of distribution of packages - forms of promotional activities, catalogs and online catalogs, forms of sales 12. Protection of tourist consumers in accordance with the EU guidelines and the role of tour operators in the development of tourist destinations. The consequences of tourism development in a destination and the role of tour operators in the sustainable development of tourist destinations. 13. Business partnerships -tour operators and hotel companies; negotiation, specifics and conflicts. Forms of partnership integrations and strategic alliances.</p>	
Learning outcomes	
<p>1. to master the knowledge of tour operator business 2. to acquaint students with the development of tour operator business, the specifics of the work of tour operators 3. to introduce students to the creation and sale of packages, decisions on the promotional mix, price management cijenama, upravljanjem ljudskim potencijalima 4. to point out the role of tour operators in the sustainable development of tourist destinations, the specifics of consumer</p>	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

5. to enable students to master the knowledge and skills they will be able to apply in practice

TEACHING MODE

- | | |
|---|---|
| <input checked="" type="checkbox"/> Lectures
<input type="checkbox"/> Seminars and workshops
<input checked="" type="checkbox"/> Exercises
<input type="checkbox"/> Independent tasks
<input checked="" type="checkbox"/> Multimedia and internet
<input checked="" type="checkbox"/> Distance education | <input checked="" type="checkbox"/> Office hours
<input type="checkbox"/> Laboratory
<input type="checkbox"/> Field work
<input type="checkbox"/> Mentoring work
<input checked="" type="checkbox"/> Knowledge test |
|---|---|

EXAMINATION METHOD

- | | |
|---|--------|
| <input checked="" type="checkbox"/> Oral exam
<input checked="" type="checkbox"/> Written exam
<input checked="" type="checkbox"/> Colloquium | Other: |
|---|--------|

READING


Compulsory reading

- | | |
|----|---|
| 1. | Roy A. Cook, Cathy J. Hsu, and Joseph J. Marqua , The Business of Hospitality and Travel (5th Edition), Prentice Hall/Pearson; ISBN-10: 0133113531, 2014. |
| 2. | Marc Mancini, Conducting Tours , 3rd Edition Delmar Thomson Learning, 2001. |
| 3. | Mihajlović, I., The Impact of Global Trends at the Level of Macro Environment Dimensions on The Transformation of Travel Intermediaries, WSEAS TRANSACTIONS on BUSINESS and ECONOMICS In Vol.11 E-ISSN: 2224-2899, 2014. |
| 4. | Čavlek, N, Travel and Tourism Intermediaries: Their Changing Role. In Handbook of Tourism Economics: Analysis, New Applications and Case Studies (Eds.), Tisdell, Clement Allanl, World Scientific Publishing Co. Pte. Ltd..Singapur, 2013. |
| 5. | Holloway J. , The Business of Tourism 7th Edition, The Prentice Hall, Pearson: Harlow, 2006. |


Optional reading

- | | |
|----|--|
| 1. | Buhalis, D., Laws, E., Tourism Distribution Channels, Practice, Issues and Transformations , Continuum London, 2001. |
| 2. | Aldeberta, B., Danb, R. J., Longhib, C., Case Study: Innovation in the tourism industry: The case of Tourism , Tourism Management, Vol. 32 , 2011, p.p. 1204-1213. |
| 3. | Buhalis, D., eTourism: Information Technology for Strategic Tourism Management, Pearson, London , 2003. |
| 4. | European Commission , Health and Consumers DG. Study on Consumer Detriment in the area of Dynamic Packages, L ondon Economics , 2009. |
| 5. | Kracht, J., Wang, Y. , Examining the Tourism Distribution Channel: Evolution and Transformation , Emerald Group Publishing, 2009. |
| 6. | Čavlek N. , Tour Operatorsand Destination Safety, , Annals of Tourism ResearchVol. 29., No. 2., 2002 , 2021, p.p. 478-496. |


LIST OF TOPICS

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


No.	TOPIC	Hours		
		L	E	S
1.	The development of business of tour operators	2	2	0
2.	Market assumptions and historical conditions of the development of tour operators. The mission of tour operators in terms of socio -economic changes; Mass tourism	2	2	0
3.	Conceptual and functional differences between tour operators and travel agencies, types and functions of tour operators.	2	2	0
4.	The forming of travel packages -types, creating packages, price calculation	2	2	0
5.	The development and transformation of distribution channels - the role of ICT in the business of tour operators	2	2	0
6.	Yield management. Innovations and the role of innovative tools in the placement of tour operator products	2	2	0
7.	The impact of new trends in the tourism market on specialization of products of tour operators. Internal specialization in response to the dynamic changes.	2	2	0
8.	The market of the organised travel-Germany, Great Britain, Italy, France, Scandinavia, the Netherlands; other markets - market specifics, dominant tour operators	2	2	0
9.	Promotion and modalities of distribution of packages - forms of promotional activities, catalogs and online catalogs, forms of sales	2	2	0
10.	Protection of tourist consumers in accordance with the EU guidelines and the role of tour operators in the development of tourist destinations. Forms of partnership integrations and strategic alliances	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije. Monitoring</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

the quality and efficiency of the course.. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be verified by means of of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Marketing channels
Degree	Master
Semester	Winter (3. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Dragičević Čurković
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1.A marketing channel-definition, organization roles, types of marketing channels, creating/designing of marketing channels and decision making, marketing channel functions, channel structure, evaluation of relationship in marketing channel, 2.Decision making-retailers, wholesalers, brokers, agents, physical distribution, Internet marketing channel 3.Marketing channels for services 4. Strategic sales and marketing channel-definition of strategic sales, developing product strategies, managing price and promotion, etc. 5. Direct selling/ direct marketing channels- specific features, managing a sales team/force, communication styles, sales presentation and creating value based on presentations, demonstrations, closing sales methods, sources and types of information about customers, developing strategies for attracting customers</p>	
Learning outcomes	
<p>1. understand why producers and manufactures often find it necessary to shift many of the distribution tasks to intermediary, be aware of major trends in wholesale structure, know about trends in retailing, appreciate the role played facilitating agencies in marketing channels 2. understand why producers and manufactures often find it necessary to shift many of the distribution tasks to intermediary, be aware of major trends in wholesale structure, know about trends in retailing, appreciate the role played facilitating agencies in marketing channels 3. understand the impact of environment in marketing channels context 4. understand that behavioral processes such as conflict, power, role and communication are inherent behavioral dimensions in marketing channels, understand the meaning of the marketing channel strategies, have a familiarity with the implications of the selection decision for channel strategies.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Office hours
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
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EXAMINATION METHOD

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

Compulsory reading


1.	Taylor, J., Foster, J. R., Woodside, A. G., Marketing channels: systems and strategies, Harper & Row, 1977.
2.	Rosenbloom, B., Marketing channels: a management view, Thomson, Canada, 2004. , 2004.
3.	Rosebloom, B., Direct Selling Channels, The Haworth Press, Inc., Binghamton, , 1992.

Optional reading


1.	Barry, B., , Marketing Channels, Wiley, Michigan, 1996.
2.	Mehta, Dubinsky, Anderson, Marketing channel management and the sales manager, Industrial Marketing management, 2003.
3.	Brown, Johnson, Koenig, Measuring the sources of the marketing channel power,, International Journal of Research In Marketing , 1995.

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	A marketing channel-definition, organization roles, types of marketing channels	2	2	0
2.	Creating/designing of marketing channels and decision about marketing channels	2	2	0
3.	Marketing channel structure, functions, levels, evaluation of marketing channel	2	2	0
4.	Relationship in marketing channel, channel modification	2	2	0
5.	Decision making-retailers, wholesalers, brokers, agents, physical distribution, Internet marketing channel	2	2	0
6.	Strategic sales and marketing channel-definition of strategic sales, developing product strategies	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


7.	Managing price and promotion, etc.	2	2	0
8.	Direct selling/ direct marketing channels- specific features, managing a sales team/force, communication styles, sales presentation	2	2	0
9.	Creating value based on presentations,	2	2	0
10.	Demonstrations, closing sales methods, sources and types of information about customers, developing strategies for attracting customers	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


COURSE INFORMATION	
Course name	Marketing Management
Degree	Master
Semester	Winter (3. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Iris Mihajlović
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK11
Phone	+385 20 445 930
e-mail	iris.mihajlovic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>The key role of marketing in business operations. Orientation of holistic marketing and value assessment. Developing marketing plans. Data collection, information evaluation. Analysis of market opportunities. Conducting marketing research, a selective approach to the application of innovative tools for the purpose of gathering information. Delimitation and applicability of demand forecasting methods. Creating satisfaction, loyalty and value for buyers. Levels of market segmentation and target market selection. Building strong brands and managing brand value. Design and management of products and services. Management of product lines, product brands and packaging, pricing and price adjustment. Selection and management of marketing channels - retail, wholesale and market logistics. Design and management of integrated marketing communications. Mass communications management. Personal communications management. Penetrating global markets. Application and control of marketing efforts - organizing the implementation, evaluation and control of marketing activities.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. to understand the crucial role of marketing management in the enterprise 2. To define values and satisfaction that consumers expect 3. create the satisfaction and the loyalty based on service quality for clients, values 4. to gain market confidence through market oriented strategic planning 5. to develop a marketing plan 6. to forecast the demand, to collect marketing information and use them when making business decisions 7. to identify market segments, select the target market, shape market offer 8. to create the market offer, build powerful brands based on the choice of differential benefits for effective market positioning 9. to manage value networks and marketing channels - develop effective communication with consumers 	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test			
EXAMINATION METHOD				
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium	Other:			
READING				
Compulsory reading				
1.	Kotler, P.T., Keller, K. L, Marketing Management , 15th Edition Pearson, 2016.			
2.	Kotler, P., Kartajaya, H., Setiawan, I. , Marketing 4.0. Moving from Traditional to Digital, John Wiley & Sons, 2017.			
Optional reading				
1.	Faris, P.W., Bendle, N. T., Pfeifer, P. E. Reibstein, D. J. Editionthe , Definitive Guide To Measuring Marketing Performance, Pearson Education USA , 2010.			
2.	Chernev,A., Kolter, P., Strategic marketing management 8th Edition , Cerebellum Press, 2014.			
3.	Kotabe, M., Helsen, K. , Global Marketing Management , John Wiley & Sons., 2010.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Introduction lecture. Marketing in the 21st Century	2	2	0
2.	Marketing Relations, Integrated Marketing. Interaction with consumers, creating long-term loyal relationships.	2	2	0
3.	Internal marketing, marketing of business results	2	2	0
4.	The role of marketing in the process of strategic planning. Developing of marketing strategies and plans	2	2	0
5.	Innovative tools -selective access to the application for the purpose of collecting information. Quantitative and qualitative methods of the demand prediction -conditions when applying them	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

6.	Designing the Market Product. Creating strong brands	2	2	0
7.	Defining a product strategy, shaping and managing services	2	2	0
8.	Delivery system of values, shaping and managing of the integrated marketing channels. Multichannel Marketing Systems	2	2	0
9.	Communicating and transmitting information of the value	2	2	0
10.	Achieving and sustaining a successful long-term growth	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije. Monitoring the quality and efficiency of the course.. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be verified by means of of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Process quality and audit management in hospitality industry
Degree	Master
Semester	Winter (3. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Dragičević Ćurković
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. Specific features of the hotel business processes-processes, coordination, key processes from a customer, suppliers and business partners (especially tour operators) point of view, quality management in hotels, criteria decision model for international hotels, optimization of hotel processes, analytic hierarchy process (as a method of multi criteria programming) for decision making</p> <p>2. "Tools" and methods for managing hotel processes in hotels- key technics and methods, definition and application in different situations with the aim to optimize proces</p> <p>3. Hotel audit process- types of audit, audit processes, knowledge and skills required for successful audit.</p>	
Learning outcomes	
<p>1. .Specific features of the hotel business processes-processes, coordination, key processes from a customer, suppliers and business partners (especially tour operators) point of view, quality management in hotels, criteria decision model for international hotels, optimization of hotel processes, analytic hierarchy process (as a method of multi criteria programming) for decision making</p> <p>2. "Tools" and methods for managing hotel processes in hotels- key technics and methods, definition and application in different situations with the aim to optimize proces</p> <p>3. Hotel audit process- types of audit, audit processes, knowledge and skills required for successful audit.</p> <p>2. to make students familiar with critical control points in the hotel processes and to train them to choose the adequate "tools" for solving problems on the best way</p> <p>3. To analyse different types of audits</p> <p>4. To be able to do the audit in hotel</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

<input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
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EXAMINATION METHOD

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

Compulsory reading


1.	Ismail, A. , Front Office Operations and Management Hospitality, travel and tourism, , Delmar Thomson Publishing , 2010.
2.	Kasavana, M., Brooks, R., Front Office Procedures, Educational Institute, 1998.
3.	Moreo, P., Sammons, G., Beck, J., , Front Office Operations and Auditing , , Prentice Hall, New Jersey , 2000.
4.	Pang, P. N. T., The Essentials of Quality Control Management, Trafford publishing, 2007.

Optional reading


1.	Jones P and Lockwood A, Hospitality Operating Systems, University of Surrey, 1999.
2.	Luchars, J., Hinkin, T.,, The service- quality audit: a hotel case study, The Cornell Hotel and Restaurant Administration Quarterly, vol. 37, 1. p. 34-41., 2021.

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Specific features of the hotel business processes-defining processes	2	2	0
2.	Specific features of the hotel business processes-detailed analysis and coordination of processes	2	2	0
3.	Key processes from a customer, suppliers and business partners (especially tour operators) point of view	2	2	0
4.	Criteria decision model for international hotels, optimization of hotel processes, analytic hierarchy process (as a method of multi criteria programming) for decision making	2	2	0
5.	Tools"" and methods for managing hotel processes in hotels- key technics and methods, definition and application in different situations with the aim to optimize proces	2	2	0
6.	"Tools"" and methods for managing hotel processes in hotels- key technics and methods, definition and application in different situations with the aim to optimize proces	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


7.	Hotel audit process- types of audit, audit processes, knowledge and skills required for successful audit	2	2	0
8.	Hotel audit process- practice	2	2	0
9.	Business processes- hotel reception desk	2	2	0
10.	Business processes at hotel reception desk and managing quality-“tools” and sample form best hotel practice	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Service marketing
Degree	Master
Semester	Winter (3. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Dragičević Ćurković
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. Specific features of services-the basic difference between products and services, the role and classification of services, the changes influence on services development 2. Seervice organization and customers-service quality, standardization, research of service market, segmentation and market positioning, customer satisfaction 3. The marketing mix for profit services: 7P marketing mix definition(product, price, promotion, place, people, physical evidence and processes) and strategies 4. Marketing mix for non-profit organizations-specific features, elements, strategies</p>	
Learning outcomes	
<p>1. To develop knowledge about services and specific features of services, to teach students how to manage services in profit and non-profit organizations, to make students familiar with the marketing strategy elements</p> <p>2. To train them be enable to make adequate decision and solve problem, to arise the level of marketing knowledge based on innovative methods, what will help them in practice and is necessary for achieving business success in services sector.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam	Other:

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


<input checked="" type="checkbox"/> Colloquium				
READING				
Compulsory reading				
1.	Hoffman, K. D., Bateson, J., Services Marketing: Concepts, Strategies and Cases., Thomson South Western, Mason, Ohio, , 2006.			
2.	Hoffman, K. D. Bateson, J., Essentials of services marketing , ,Dryden Press (Fort Worth), 1997.			
3.	Fisk, R. P., Grove, S. J., & Joby, J., Interactive services marketing, . Boston: Houghton Mifflin, 2000.			
Optional reading				
1.	Baron, S., & Harris, K., Services marketing: Texts and cases, , Basingstoke UK, Palgrave, 2003.			
2.	Bruhn, M. & Georgi, D., Services marketing: Managing the service value chain, Harlow, UK: Prentice Hall Financial Times, 2006., 2021.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Specific features of services-the basic difference between products and services,	2	2	0
2.	The role and classification of services, the changes influence on services development	2	2	0
3.	Service organization and customers- service quality, standardization	2	2	0
4.	Research of service market, customer satisfaction	2	2	0
5.	The marketing mix for profit services: 7P marketing mix definition(product, price, promotion, place, people, physical evidence and processes)	2	2	0
6.	The marketing mix for profit services-strategies	2	2	0
7.	Marketing mix for profit organizations- strategies	2	2	0
8.	Marketing mix for non-profit organizations specific features of 7P elements	2	2	0
9.	Marketing mix for non-profit organizations- strategies	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


10.	Marketing mix for non-profit organizations- strategies	2	2	0
TOTAL HOURS		20	20	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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

Summer semester

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Applied macroeconomics
Degree	Master
Semester	Summer (4. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Nebojša Stojčić
Department, room no.	Branitelja Dubrovnika 29, Rektorat
Phone	+385 20 445 858
e-mail	nebojsa.stojcic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>Contemporary contributions to macroeconomics. New classical economics. Rational expectations. Lucas supply curve. Time inconsistency of economic policy. New Keynesian economics. Wage and price rigidity. New Keynesian Phillips curve and inflation targeting. Monetary and fiscal policy. Central bank independence. Nominal anchor. Fiscal policy. Globalization. Impact of globalization on fiscal and monetary policy. Globalization trilemmas. Financial instabilities in modern economies. Minsky theory of financial instability. Financial crisis and real sector. Financial accelerator theory.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. To understand contemporary achievements in macroeconomics 2. To apply acquired knowledge in analysis of key contemporary macroeconomic issues 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium	Other:
READING	
Compulsory reading	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


1.	Blanchard, O., <i>Macroeconomics</i> , Pearson Prentice Hall, Upper Saddle River, New Jersey, 2006.
2.	Romer, D., <i>Advanced macroeconomics</i> , McGraw-Hill, New York, 2006.
3.	Kydland, F. and Prescott, E., Rules rather than discretion: The inconsistency of optimal plans, <i>Journal of Political Economy</i> , 85, 1977, p.p. 473-491.
4.	Mishkin, F., What should central banks do? Review, Federal Reserve Bank of St.Louis, 82, 2000, p.p. 1-13.
5.	Minsky, H., The financial instability hypothesis, <i>Handbook of radical political economy</i> , Edward Elgar, 1993.
6.	Mankiw, N., Weinzierl, M., Yagan, D., Optimal taxation in theory and practice, Harvard Business School Working Paper, Harvard, 2009.

Optional reading

1.	Bernanke, B., Gertler, M., Gilchrist, S., The financial accelerator and the flight to quality, <i>The Review of Economics and Statistics</i> . 1, 1996, p.p. 1-15.
2.	Akerlof, G., Dickens, W., Perry, G., Near-rational wage and price setting and the long-run Phillips curve, <i>Brookings Papers on Economic Activity</i> , 2000.
3.	Feldstein, M., Rethinking the role of fiscal policy, <i>American Economic Review</i> , 99, 2009, p.p. 556-559.

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Introduction to modern macroeconomic analysis	2	2	0
2.	Time inconsistency of economic policy	2	2	0
3.	Wage and price rigidity	2	2	0
4.	Modern theories of inflation unemployment trade off	2	2	0
5.	Central bank independence	2	2	0
6.	Fiscal policy; Supply economics	2	2	0
7.	Inequality and poverty	2	2	0
8.	Globalization - introduction	2	2	0

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9.	Economic and political trilemma of globalization	2	2	0
10.	Globalization and financial crisis	2	2	0
TOTAL HOURS		20	20	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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Applied microeconomics
Degree	Master
Semester	Summer (4. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Perica Vojinić
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, Dubrovnik, C6
Phone	+385 20 445 933
e-mail	perica.vojinic@unidu.hr
COURSE DESCRIPTION	
Course content	
Theories of the Firm; Managerial Theories of the Firm: Profit, Sales Revenue, Growth, and Utility Maximisation; Theories of Consumer Behaviour, Perfect Competition: Market Equilibrium and Cobweb model; Monopoly; Regulation of Monopoly; Monopolistic Competition; Oligopoly: Game Theory and Strategic Behaviour; Pricing Strategies; Welfare Economics and Pareto Efficiency; Factor Markets; Market failures and Correction Measures; Risk and Uncertainty in Economic Analysis; Government Actions in Markets	
Learning outcomes	
<ol style="list-style-type: none"> 1. Apply microeconomic principles and tools to real economic situations 2. To analyse costs and production of the firm. 3. To determine pricing strategies 4. To assess the role of the government in economy. 5. To analyse risk and uncertainty in economic environment. 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam	Other:


	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

<input checked="" type="checkbox"/> Colloquium				
READING				
Compulsory reading				
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.			
2.	Carlton, D., Perloff, J., Modern Industrial Organization, Pearson, Boston, 2005.			
Optional reading				
1.	Pepall, L., Richards, D., Norman, G., Industrial Organization – Contemporary Theory and Practice, Thomson, Mason, 2005.			
2.	Prager, J., Applied Microeconomics, Irwin, Boston, 1993.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Theories of the Firm	2	2	0
2.	Consumer Behaviour	2	2	0
3.	Market Structures: Perfect Competition, Monopoly and Monopolistic Competition	2	2	0
4.	Game Theory in Oligopoly Analysis	2	2	0
5.	Pricing Strategies	2	2	0
6.	Welfare Economics and Pareto Efficiency	2	2	0
7.	Factor Markets	2	2	0
8.	Market failures and Correction Measures	2	2	0
9.	Risk and Uncertainty in Economic Analysis	2	2	0
10.	Government Actions in Markets	2	2	0
TOTAL HOURS		20	20	0


	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


COURSE INFORMATION	
Course name	Financial reporting and auditing
Degree	Master
Semester	Summer (4. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Iris Lončar
Department, room no.	Lapadska obala 7, E-K5
Phone	+385 20 445 924
e-mail	iris.loncar@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>•Framework of Financial Reporting •The importance of financial reporting •Standards and Standards' Setting: Developments in International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (GAAPs) •The Balance Sheet •The Income statement •The Statement of Cash Flows •The Statement of Changes in Owner's Equity •Framework of Auditing •Principles of auditing •Detection and prevention of fraud •Advantages and limitations of Audit •The content and distribution of an effective audit report •Limitations of financial reporting and International Accounting Harmonization Efforts</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. Students should be able to understand and use all accounting techniques that are available for the companies's financial statements; preparations 2. Students will be familiar with all auditing standards that have to be applied in the process of financial statements revision 3. Students should gather, summarize and present the data in financial statements 4. Students should be able to analyze, interpret and examine the fairness of presented information in financial statements 5. Advanced understanding of the accounting, reporting and auditing framework, standards and practices 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


<input checked="" type="checkbox"/> Distance education				
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Elliott, B. & Elliott, J., Financial accounting and reporting, 17th Edition, Pearson Education, GB, 2015.			
2.	Porter, B.; Simon, J. & Hatherly, D., Principles of External Auditing, 4th Revised Edition, John Wiley & Sons, GB, 2014.			
3.	Crawford, L.; Gray, I. & Manson, S., The Audit Process: Principles, Practice and Cases, 6th Edition, Cengage Learning, GB, 2015.			
4.	Lončar, I., Lectures (Power-point presentations) and other information about the course available on e-learning system Merlin , , 2021.			
Optional reading				
1.	Fraser, L. & Ormiston, A., Understanding Financial Statements, 11th Edition, Pearson - Global Edition, 2015.			
2.	Revsine, L.; Collins D. W.; Johnson W. B. & Mittelstaedt, H. F., Financial Reporting and Analysis, 5th Edition, McGraw-Hill Irwin, 2012.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Introduction; Definition of financial reporting; The framework of financial reporting; Main users of financial reports	2	2	0
2.	Accounting principles establishment and development, Standards and standards' setting; International Financial Reporting Standards (IFRS), Generally Accepted Accounting Principles (GAAP)	2	2	0
3.	The Balance Sheet and classification of balance sheet items; Valuation problems; Costs of real assets: Impact of different depreciation methods; Accounting for current assets: Impact of different accounting techniques for inventory valuation; Liabilities and Owner's Equity	2	2	0
4.	The adjustment process; Accrual basis versus cash basis accounting; Alternative balance sheet arrangements	2	2	0
5.	The income statement; Income statement items; Extraordinary items; Earnings per share section of the income statement	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

6.	Statement of cash flows; Classifying cash transactions; Direct and indirect method of presenting statement; Analysing non-cash accounts to determine cash flows	2	2	0
7.	The statement of changes in owner's equity	2	2	0
8.	Framework of auditing; Principles of auditing; Auditing process: planning the assignment, performing audit procedures, completion, reporting, audit findings and monitoring mechanisms	2	2	0
9.	Detection and prevention of fraud; Advantages and limitations of audit; Auditor's statutory duties	2	2	0
10.	International accounting harmonization efforts: development and impact	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	International business negotiations
Degree	Master
Semester	Summer (4. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Katija Vojvodić
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, C-8
Phone	+385 20 445 935
e-mail	katija.vojvodic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. Basic business negotiating terms. The nature of business negotiations. Business negotiation process. Principles and techniques of negotiations. Negotiating skills. Negotiating power. Strategies and tactics of negotiation. 2. Introduction to international business negotiation. Features of international business negotiation. The challenges of international negotiations. 3. The specific features of international negotiations. The context of environment and directness. International business negotiation outcomes. 4. The impact of culture on international business negotiations. Culturally sensitive strategies in negotiations. The importance of time in international business negotiations. 5. Communication and international business negotiation. 6. Negotiating in different types of businesses. 7. Ethics in international business negotiations. Ethical issues in international business negotiations. Negotiators' propensity towards unethical methods. Business protocol. 8. Specific features of negotiating in different parts of the world. Basic specificities of international business negotiations in Europe, North and South America, Africa, Asia and Australia. 9. Characteristics and examples of international negotiations in Europe. Case studies of selected European countries. 10. Characteristics and examples of international negotiations in North and South America. Case studies of selected countries in the Americas. 11. Characteristics and examples of international negotiations in Africa. Case studies of selected African countries. 12. Characteristics and examples of international negotiations in Asia and Australia. Case studies of Australia and selected Asian countries.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. To specify and define the basic terms and elements of the business negotiation process. 2. To explain, compare, and discern the principles and techniques of business negotiations. 3. To determine the basic features of negotiations and identify the negotiation skills. 4. To classify, discern, and compare the strategies and tactics of international business negotiations. 5. To anticipate the challenges of international business negotiations and identify the specific features of international negotiations. 6. To discuss the impact of culture on international business negotiation. 	

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7. To recognize the importance of communication and communication skills in international business negotiation.
8. To present and discuss the specific features of negotiations in different types of businesses.
9. To discuss ethical issues in international business negotiations.
10. To state and explain the specific features of negotiating in different parts of the world, and apply them correctly in the international business negotiation process.

TEACHING MODE

- | | |
|--|--|
| <input checked="" type="checkbox"/> Lectures
<input type="checkbox"/> Seminars and workshops
<input checked="" type="checkbox"/> Exercises
<input checked="" type="checkbox"/> Independent tasks
<input checked="" type="checkbox"/> Multimedia and internet
<input checked="" type="checkbox"/> Distance education | <input checked="" type="checkbox"/> Office hours
<input type="checkbox"/> Laboratory
<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Mentoring work
<input checked="" type="checkbox"/> Knowledge test |
|--|--|

EXAMINATION METHOD

- | | |
|---|--------|
| <input checked="" type="checkbox"/> Oral exam
<input checked="" type="checkbox"/> Written exam
<input checked="" type="checkbox"/> Colloquium | Other: |
|---|--------|

READING

Compulsory reading


- | | |
|----|--|
| 1. | Ghuri, P. N., Ott, U. F., Rammal, H. G., International Business Negotiations, Edward Elgar Publishing, 2020. |
| 2. | Garten, F., The International Manager, CRC Press - Taylor & Francis Group, 2015. |

Optional reading


- | | |
|----|---|
| 1. | Karsaklian, E., The Intelligent International Negotiator, Business Expert Press, 2014. |
| 2. | Katz, L., Principles of Negotiating International Business, Booksurge Publishing, 2008. |

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Introduction to business negotiations.	2	2	0
2.	Introduction to international business negotiations.	2	2	0
3.	Communication and international business negotiations.	2	2	0
4.	The impact of culture on international business negotiations.	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


5.	Ethics in international business negotiations.	2	2	0
6.	Negotiating in different types of businesses.	2	2	0
7.	International business negotiations in Europe.	2	2	0
8.	International business negotiations in North and South America.	2	2	0
9.	International business negotiations in Africa.	2	2	0
10.	International business negotiations in Asia and Australia.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


COURSE INFORMATION	
Course name	Managerial accounting
Degree	Master
Semester	Summer (4. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Iris Lončar
Department, room no.	Lapadska obala 7, E-K5
Phone	+385 20 445 924
e-mail	iris.loncar@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. Theoretical concept of managerial accounting – position and role in corporate governance. 2. Accounting aspects of cost management in the business process. 3. The process of planning and control in the management of business systems. 4. Responsibility accounting (business plan, budgeting, transfer pricing). 5. Cash flow management. 6. Strategic accounting and its instruments (Costing process, target costing, quality costing, lifetime, BSC). 7. Defining and interpreting relevant information in the accounting and financial statements required for the decision-making processes. 8. Connecting the accounting and financial business aspects with the managerial decision-making process.</p>	
Learning outcomes	
<p>1. Students should be able to understand and properly use the theories, methods, and categories contained in internal reports of managerial accounting</p> <p>2. Students should be able to recognize the connections between the managerial accounting and other parts of the accounting and non-accounting information system</p> <p>3. Students should be able to participate in the creation of information flow and in the organization of the overall information (or in the broader sense – business) process in concrete business systems</p> <p>4. The course should enable students to interpret and use the reports of strategic accounting in their future managerial functions by recognizing the possibilities of this discipline</p> <p>5. Students should be able to set information requirements and to know exactly which information can be received out of the managerial (internal) accounting system</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


<input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Werner, M. L. & Jones, K. H., Introduction to Management Accounting – A User Perspective, 3rd Edition, Kendall Hunt Publishing , 2009.			
2.	Garrison, R. H., Noreen, E. W. & Brewer, P. C., Managerial Accounting, 14th Edition, McGraw-Hill/Irwin, 2012.			
3.	Drury, C., Cost and Management Accounting: An Introduction, 7th Edition, Cengage Learning, 2011.			
4.	Lončar, I. , Lectures (Power-point presentations) and other information about the course available on e-learning system Merlin, , 2021.			
Optional reading				
1.	Hossain, D. M. et al., Contemporary Issues in Strategic Management Accounting: Six Lecture Modules, LAP LAMBERT Academic Publishing, 2011.			
2.	Hansen, D. R., Mowen, M. M., Cost Management: Accounting and Control, 5th Edition, South-Western College Publishing, 2006.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Managerial accounting: concept, objectives, content and purpose	2	2	0
2.	Classifying costs and cost accounting concepts	2	2	0
3.	Reporting overhead costs to managers Procedures of allocating expenses (departmental contributions to overheads)	2	2	0
4.	Standard costing: analysis and use Traditional and contemporary cost accounting concepts	2	2	0
5.	Planning and control process: preparing of a business plan (its financial part)	2	2	0
6.	Cash flow management Preparing a cash budget and reporting information on free (net) cash flow based on a statement of cash flows	2	2	0

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7.	The concept and methods of transfer pricing Tax aspects and the accounting effects of different transfer pricing methods	2	2	0
8.	Strategic Accounting: instruments and methods	2	2	0
9.	Capital budgeting and basic capital budgeting methods	2	2	0
10.	Expanding role of managerial accounting in the managers' decision-making processes	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Market Research in Tourism
Degree	Master
Semester	Summer (4. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	doc.dr.sc. Barbara Puh; prof.dr.sc. Ivana Pavlić
Department, room no.	Lapadska obala 7, Dubrovnik, E-K4; Odjel za ekonomiju i poslovnu ekonomiju, E-K10
Phone	+385 20 445 923; +385 20 445 929
e-mail	barbara.puh@unidu.hr; ivana.pavlic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>Tourism market research characteristics. Tourism market trends. Marketing Information System (MIS) in tourism. Databases in the field of tourism. Tourism market research process. Defining research problems and goals. Types of tourism market research. Research plan development. Research methods - observation and survey. Collection and analysis of secondary data. Primary data collection. Sampling plan. Research instruments. Processing, interpretation and presentation of results. Research for the needs of the tourism market segmentation. Competition research at the tourism market. Research for the needs of catering business entities. Research for the needs of intermediaries in the organization and sale of tourist services. Research for the needs of transport companies. Customer satisfaction survey in tourism and hospitality. Research for the needs of brand management in tourism. Research for the development of sustainable tourism.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. Reproduce and apply basic knowledge about the theoretical and methodological foundations of tourism market research. 2. Plan and organize tourism market research. 3. Define the problem and goal of the research and set the working hypotheses of the research. 4. Make a research plan, define a sample and determine research methods. 5. Research instrument design and data collection. 6. Analyze, process and interpret data. 7. Make a report and present the results of tourism market research. 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

<input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
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EXAMINATION METHOD

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

Compulsory reading


1.	Malhotra, N. , Marketing research, an applied orientation, Seventh edition, Pearson, 2019.
2.	Sarstedt, M. & Mooi, E. , A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, Springer, 2014.

Optional reading

1.	Burns, A. & Bush, R. , Marketing research, Pearson, 2014.
2.	McGivern, Y. , The practice of Market Research, Pearson, 2013.
3.	Bradley, R. , Marketing Research: Tools and Techniques, Oxford University Press, 2010.

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Trends on tourism market	2	2	0
2.	Market information system (MIS) in tourism	2	2	0
3.	The process of tourism market research.	2	2	0
4.	Tourism market research types	2	2	0
5.	Data – Primary and secondary data in tourism	2	2	0
6.	Attitudes measurement	2	2	0
7.	Population and Sampling	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


8.	Data Management	2	2	0
9.	Research areas: for market segmentation, intermediaries, tourism product development, advertising, sales	2	2	0
10.	Research areas: pricing, tourism satisfaction and sustainable development	2	2	0
TOTAL HOURS		20	20	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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


COURSE INFORMATION	
Course name	Marketing research
Degree	Master
Semester	Summer (4. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	doc.dr.sc. Barbara Puh; prof.dr.sc. Ivana Pavlić
Department, room no.	Lapadska obala 7, Dubrovnik, E-K4; Odjel za ekonomiju i poslovnu ekonomiju, E-K10
Phone	+385 20 445 923; +385 20 445 929
e-mail	barbara.puh@unidu.hr; ivana.pavlic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>The role of marketing research in managerial decision making. Marketing Information System (MIS). Market research process. Defining research problems and goals. Types of research. Development of a research plan. Research methods - observation and testing. Secondary data collection and analysis. Primary data collection. Sampling plan. Research instruments. Processing, interpretation of the data, and results presentation Application of market research: research for the needs of market segmentation, product development, advertising, sales, pricing. Consumer satisfaction surveys. Brand value research.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. Identify the ways to manage and use marketing information 2. Identify market opportunities 3. Conduct market research 4. Define problems and research goals 5. Define working research hypotheses 6. Make a research plan 7. Determine research methods 8. Design research and data collection instruments 9. Analyze, process, and interpret data 10. Make a report and present the results of market research 	
TEACHING MODE	
<input type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input type="checkbox"/> Independent tasks	<input type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Mentoring work

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


<input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance education		<input type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input type="checkbox"/> Oral exam <input type="checkbox"/> Written exam <input type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Malhotra, N., Marketing research, an applied orientation, Seventh edition, Pearson, 2019.			
2.	Sarstedt, M. & Mooi, E., A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, Springer, 2014.			
Optional reading				
1.	Burns, A. & Bush, R., Marketing research, Pearson, 2014.			
2.	McGivern, Y. , The practice of Market Research, Pearson, 2013.			
3.	Bradley, R. , Marketing Research: Tools and Techniques, , Oxford University Press, 2010.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	The role of marketing research in managerial decision making	2	2	0
2.	Marketing Information System MIS	2	2	0
3.	Content and process of market research	2	2	0
4.	Types of market research	2	2	0
5.	Primary and secondary data	2	2	0
6.	Attitudes measurement	2	2	0
7.	Sample and data collection	2	2	0
8.	Data analysing and processing and report forming	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

9.	Market research for market segmentation/product development/advertising/sales	2	2	0
10.	Market research for the purpose of determining prices/consumer satisfaction/brand value	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Open economy macroeconomics
Degree	Master
Semester	Summer (4. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Bečić
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, Dubrovnik, C6 - II kat
Phone	+385 20 445 932
e-mail	marija.becic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>Foreign exchange market and exchange rate; National Income Accounting and the Balance of Payments; J Curve Theorem; Tobin Tax; Speculations; Exchange rate and International Trade; Inflation and interest rates in open economy; Purchasing Power Parity; Real exchange rate; National Competitiveness Index; Interest Rate Parity; Mundell-Fleming model; Internal and external balance; Implications in the cases of fixed and flexible exchange rates; Monetary policy, credibility and international coordination; Central bank independency; International coordination benefits; Globalisation definition and dimensions; International labour and capital mobility; Monetary policy trilemma; Fiscal policy implications; Globalisation – political trilemma; Alternative globalisation theories.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. After completing the course and passing the exam, students will acquire a general theoretical knowledge on open economy macroeconomics 2. Students will be capable of using Mundell-Fleming model, 3. Students will be capable of using Mundell-Fleming model, as well as of conducting a qualitative analysis of foreign exchange markets, exchange rates and Purchasing power parity 4. students will be able to analyse anti-inflation efforts of a Central bank and asses the level of its independency and transparency 5. students will be able of critical thinking and defining the basic principles of open economy macroeconomics. 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

<input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Mentoring work <input type="checkbox"/> Knowledge test
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EXAMINATION METHOD

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


Compulsory reading

1.	Leddin, A., Walsh, B. , The Macroeconomy of the Eurozone, Gill and MacMillan, 2003.
2.	Pilbeam, K. , International Finance, Second Edition , Palgrave, New York, 2013.
3.	Mankiw, N., G., Macroeconomics, Fifth Edition, Worth Publishers, New York, 2003.


Optional reading

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Open economy macroeconomics basic concepts.	2	2	0
2.	Foreign exchange market and exchange rate.	2	2	0
3.	Inflation and interest rates in an open economy.	2	2	0
4.	Purchasing power parity. Real exchange rate.	2	2	0
5.	Mundell-Fleming model. Internal and external balance.	2	2	0
6.	Mundell-Fleming model under the fixed and flexible exchange rates regime.	2	2	0
7.	Monetary policy and international coordination.	2	2	0
8.	Central bank independence and transparency.	2	2	0
9.	Globalisation. Labour and capital mobility.	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

10.	Alternative globalisation theories.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Quality management
Degree	Master
Semester	Summer (4. sem)
ECTS points	7 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Dragičević Čurković
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1.The Development of Quality and Quality Management,-the most important Gurus, quality and competitiveness, definition of quality, awards, self-assessment. 2. Strategic planning and managing quality (PDCA cycle, KAIZEN philosophy, CROSBY program, DMAIC), customer satisfaction (KANO model) 3.Managing businesses processes-quality management, costs, development of ISO managing system standards, control, audit 4. „Tools“ for Managing Quality (Selecting Tools and Techniques such as Flow Chart, Pareto Analysis, Histogram, control list, control chart, Cause-and-Effect Diagrams, Affinity Diagram, Relationship Diagram, Stratification, matrix diagram, LEAN Management, Quality Function Deployment, FMEA, Six Sigma, Mapping Poka-Yoke, Kanban, Just in time, One-piece flow, SMED, CANDO) 5.Quality Managing System 9001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, creating documents and control/audit, IMS 6. Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management) 7. Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. Critically consider and connect various theoretical aspects and points of view related to the role and definition of quality in business organizations. 2. Select and combine strategic tools in the area of quality management and continuous improvement within the strategic planning of the organization 3. Critically evaluate models for quality improvement and choose the one that contributes to the optimization of business processes depending on the specifics features of the organization 4. Critically review and make an adequate decision on a business excellence model based on 	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

optimizing the key companies resources and holistic approach involving corporate social responsibility partnership

5. Select and recommend model (s) and procedures important for managing quality in tourist destination

6. Critically consider and select indicators for evaluating the service quality at the level of companies and tourist destinations

7. Critically consider the implementation of ICT in digitizing the defined standardized operating procedures (SOP) and improving business processes

TEACHING MODE

<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
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EXAMINATION METHOD

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

Compulsory reading


1.	Dale, B. G.,, Managing Quality, Wiley-Blackwell., 2007.
2.	Narayana, V., Sreenivasan, N. S., , Managing Quality, Concepts and Tasks,, New Age International publisher, 1996., Reprint 2007., 2007.
3.	Pang, P. N. T., The Essentials of Quality Control Management, Trafford publishing, 2007, 2007.

Optional reading

1.	Dragicevic, M., Letunic, S., Brautovic, H., , Implementation of ISO managing system standards in the Croatian hotels, Proceedings of 21th DAAAM Symposium,, Intelligent Manufacturing & Automation: Interdisciplinary Solutions", Zadar, Croatia, p.0341-0342., ISSN: 1726-9679, ISBN: 978-3-901509-73-5, Inspec Datebase, Cambrige Scientific Abstracts, ISI Scientific Proceedings Thomson Reuters, EBSCO, 2010.
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LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	The Evolution of Quality and Quality Management,-the most important Gurus, quality and competitiveness, definition of quality, awards, self-assesment.	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


2.	Strategic planning and managing quality (PDCA cycle, KAIZEN philosophy, CROSBY program, DMAIC), customer satisfaction (KANO model)	2	2	0
3.	Managing businesses processes-quality management, costs, development of ISO managing system standards,	2	2	0
4.	Control, audit	2	2	0
5.	Tools" for Managing Quality (Selecting Tools and Techniques such as Flow Chart, Histogram, control list and control chart, Pareto Analysis, Cause-and-Effect Affinity Diagram, Stratification, Affinity Diagram ,	2	2	0
6.	LEAN Management, Quality Function Deployment, FMEA, Six Sigma, Poka-Yoke, Kanban, Just-in-time, One-piece flow, SMED, CANDO)	2	2	0
7.	Quality Managing System 9001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, creating documents and control/audit, IMS	2	2	0
8.	Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management)	2	2	0
9.	Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages	2	2	0
10.	OHSAS 18001-specific features, application	2	2	0
TOTAL HOURS		20	20	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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Quantitative methods in business decision-making
Degree	Master
Semester	Summer (4. sem)
ECTS points	6 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Tonći Svilokos
Department, room no.	Lapadska obala 7, E-K10
Phone	+385 20 445 929
e-mail	tonci.svilokos@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>Introduction: Problem solving and decision making, Quantitative analysis, Models of cost, revenue and profit; Linear programming: Standard problem of the maximum, minimum; Dual; General model; Graphical method of LP problem solving; Sensitivity Analysis and Interpretation of Solution; The use of QSB software package for LP problem solving. The transport problem: Basic concepts and problem setting; The transport problem as LP problem; Transport methods to find the initial solution (North-west corner method, Minimum cost method and Vogel method); Transport optimization methods (Stepping stone method, MODI method); The use of QSB software package to solve the problem of transport.. Analytic hierarchy process (AHP): Structure; comparison in pairs. Calculating the vector preference of criteria within themselves. Calculating the vector preference of alternatives within criteria. The sensitivity analysis. Measuring consistency (AHP). The use of Expert Choice software package for AHP problem solving.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. students are expected to be able to discuss the characteristics of the problem solving and decision making procedure 2. define the models of linear programming: standard problem of maximum/minimum; show the connection between the standard problem of maximum/minimum (their dual relationship) 3. Students should be able to describe and demonstrate the procedure of LP problem solving using the graphical method, and to demonstrate how to use of LP model on concrete examples and how to solve them with the use of software package 4. Students are expected to be able to define the transport model; convert the transport model into LP problem, present the use of special transport methods to find the initial solution and transport optimization methods with and without the use of software package 5. Students are expected to be able to define the basic characteristics and structure of the analytic hierarchy process as a quantitative method; discuss advantages and disadvantages of AHP method compared to other known methods; choose a problem in practice, formulate it as an AHP problem, and with the use of appropriate software package solve the problem, determine the degree of 	

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	COURSE CATALOGUE GRADUATE	F04-15E

consistency in rating the alternatives by pairs; carry out the post optimal sensitivity analysis and to comment on the obtained results

TEACHING MODE

<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
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EXAMINATION METHOD

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

Compulsory reading


1.	Anderson, R. D., Sweeney, J., D., Williams, A. T., Camm, D. J., Martin, K.,, An Introduction to Management Science: Quantitative Approaches to Decision Making 14th Edition, 2015, South-western Cengage Learning, 2015.
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Optional reading


1.	Bhushan, Navneet; Kanwal Rai , Strategic Decision Making: Applying the Analytic Hierarchy Process. , London: Springer-Verlag, 2004.
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LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Introduction to Quantitative methods, Models of Cost, Revenue and Profit	2	2	0
2.	An Introduction to Linear Programming - Basic Theory, the Meaning of Parameters, variables and Relationships, Standard Problem of Maximum, Minimum, Dual	2	2	0
3.	Graphical Method for Solving Linear Programming Model	2	2	0
4.	Sensitivity Analysis and Interpretation of Solution Obtained using the WinQSB Software	2	2	0
5.	Transportation Problem - the Optimisation Procedure, Degeneracy problem, Demonstration of Using the WinQSB Software	2	2	0

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	COURSE CATALOGUE GRADUATE	F04-15E

6.	Transportation Problem in General, Transportation Problem as LP Problem, Finding the Initial Solution	2	2	0
7.	Transportation Problem - the Optimisation Procedure, Degeneracy problem, Demonstration of Using the WinQSB Software	2	2	0
8.	Using AHP Multichriterial Method - Demonstration of Using Expert Choice Software	2	2	0
9.	Sensitivity Analysis and Consistency Analysis within AHP Method - Demonstration of Using Expert Choice Software	2	2	0
10.	Recapitulation, Reimbursement, 2nd half term exam	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

COURSE INFORMATION	
Course name	Strategic management
Degree	Master
Semester	Summer (4. sem)
ECTS points	6 ECTS
Course status	Elective
Course leader	prof.dr.sc. Ivona Vrdoljak Raguž
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, EK - 6
Phone	+385 20 445 925
e-mail	ivona.vrdoljak@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>Introduction to Strategic Management. Strategy and Strategic Management - the concept of strategy, strategic management, strategic management process, strategic management process stages, strategic management development. Strategic environmental analysis - the concept of environment, the external and internal environment. Examples of a strategic environmental analysis of an enterprise example. Strategic intent - the concept of vision, mission, goals, strategy, concrete examples of strategic intentions. Strategy Formulation - Corporate Strategy, Business and Functional Strategies - Corporative Corporate Strategies: A Major Strategy and Business Portfolio, Examples of Concrete Businesses and Corporate Strategies. The concept of business strategy, Porter's generic pole strategy, functional strategy. Examples of enterprise strategy implementation from business practice. Strategy Implementation and Strategic Control - Concept and Methods for Implementing Strategies for Entrepreneurs. Resource Approach to Enterprise Strategy - VRIO Access. Global Strategic Management - Strategic Alliances and Partnerships - the concept of strategic alliances, state-level alliances, the advantages and disadvantages of strategic alliances, the notion of global strategic management, the way outsourcing to foreign markets.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. To distinguish between strategy and strategic management from various aspects. 2. To manage all categories of enterprises irrespective of their size and activity. 3. To analyse cases from business practice (with respect to external and internal environment, resources, opportunities, threats, strengths and weaknesses, portfolio analysis as well as strategy levels and kinds). 4. To offer alternatives in solving strategic sources and to estimate benefits and risks of all the alternatives. 5. To recommend the best alternative solution as well as evaluation and assessment of the selected strategic alternative. 6. To understand the difference between the structural and resource-based strategy approach. 	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

7. To apply models of project strategic management and to understand varied models of international marketing, particularly the role and importance of strategic alliances in contemporary business operations.

TEACHING MODE

- | | |
|--|--|
| <input checked="" type="checkbox"/> Lectures
<input type="checkbox"/> Seminars and workshops
<input checked="" type="checkbox"/> Exercises
<input checked="" type="checkbox"/> Independent tasks
<input checked="" type="checkbox"/> Multimedia and internet
<input checked="" type="checkbox"/> Distance education | <input checked="" type="checkbox"/> Office hours
<input type="checkbox"/> Laboratory
<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Mentoring work
<input checked="" type="checkbox"/> Knowledge test |
|--|--|

EXAMINATION METHOD

- | | |
|--|--------|
| <input type="checkbox"/> Oral exam
<input checked="" type="checkbox"/> Written exam
<input checked="" type="checkbox"/> Colloquium | Other: |
|--|--------|

READING

Compulsory reading


- | | |
|----|--|
| 1. | David, F.R., <i>Strategic management: concept, thirteen edition</i> , Pearson Education, 2011. |
| 2. | Wheelen, T. L., Hunger, J.D., <i>Strategic Management and Business Policy: Toward Global Sustainability, thirteen edition</i> , Pearson Education, 2012. |
| 3. | Dess, G.G., et al., <i>Strategic management: text and cases</i> , McGraw-Hill Education, 2014. |
| 4. | Vrdoljak Raguž, I., Podrug, N., Jelenc, L., <i>Neostrategic Management: An International Perspective on Trends and Challenges</i> , Springer, 2016. |

Optional reading


- | | |
|----|--|
| 1. | Coulter, M., <i>Strategic Management in Action, sixth edition</i> , Pearson Education, 2013. |
| 2. | Hitt, M. A., Ireland R. D., Hoskisson, R. E., <i>Strategic Management: Competitiveness and Globalization, Concepts</i> , Cengage Learning, 2010. |
| 3. | Barney, J. B., Clark, D. N., <i>Resourced Based Theory Creating and Sustaining Competitive Advantage</i> , Oxford University Press, 2007. |
| 4. | Ireland, D. R., Hoskisson, R. E., Hitt, M. A., <i>Management of strategy: concepts and cases</i> , South-Western, 2009. |
| 5. | Hill, C., Jones, G., <i>Strategic Management Theory: An Integrated Approach</i> , Cengage Learning, 2009. |

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Introduction to Strategic Management. Introduction to Case Study Methodology.	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


2.	Strategy and Strategic Management. Strategic analysis of the selected enterprise as a framework example for students' access to works.	2	2	0
3.	Strategic environmental analysis. Examples of PESTLEE and SWOT analysis. Access works.	2	2	0
4.	Strategic intent. Examples of strategic intentions from business practice. Access works.	2	2	0
5.	Strategic portfolio analysis. Example BCG, GE and ADL matrix. Access works.	2	2	0
6.	Partial exam.	2	2	0
7.	Formulate a corporate, business and functional strategy. Examples from business practice. Access works.	2	2	0
8.	Implementation of the strategy. Evaluation and strategic control. Balanced Scorecard. Examples from business practice. Access works.	2	2	0
9.	Resource Approach to Enterprise Strategy. Strategic Alliances and Global Strategic Management. Access works.	2	2	0
10.	Partial exam.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E


COURSE INFORMATION	
Course name	Croatia: History and Identity
Degree	Master
Semester	Winter (1. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Benić Penava Daniel Dujmić, mag.oec.
Department, room no.	Lapadska obala 7, E - K8
Phone	+385 20 445 927
e-mail	marija.benic-penava@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. Introduction to the Croatian History Timeline and the Croatian identity. 2. Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy. 3. The first Centuries of Croatian History and the Establishment of the Croatian State. 4. Croatia and Hungary under One King: from 12th to 16th Century. 5. Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century. 6. Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life. 7. Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict. 8. Croatia in the first Yugoslavia, Croatia during WW2. 9. Croatia in the second Yugoslavia. 10. The Croatian War of Independence from 1991 to 1995. 11. Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage. 12. Croatian Inventions and Inventors, Unknown Croatian Greats. 13. Homeland and Diaspora, Croatian depopulation History. 14. Innovative and Creative Croatia, Croatian Sports Gene. 15. Contemporary Croatia and Future Perspectives.</p>	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

Learning outcomes	
<p>Students will gain the essential understanding of Croatian history and Croatian identity. After successfully completing the course, students will be able to use the basic knowledge of Croatian turbulent history and cultural heritage. Students will also be able to interpret the impact of the historical inheritance of Croatia on today's geopolitical situation of the Republic of Croatia. After analysing the events in Croatian history, it is possible to make connections and critical considerations on the overall impact of analyzed events in shaping of the existing Croatian nation in order to place it all into broader context.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium	Other:
READING	
Compulsory reading	
1.	Croatia: Past, Present and Future Perspectives (2020) Marušić, M. ed. New York: Nova Publishers Inc.
2.	Croatia: the land and its people (2019) Klemenčić, M.; Šunjić, A.; Frka-Petešić, Z. eds. Zagreb: The Miroslav Krleža Institute of Lexicography; Ministry of Foreign and European Affairs of the Republic of Croatia. Available on: http://www.croatia.eu/pdf/Croatia-land_and_people.pdf
Optional reading	

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

1.	Goldstein, I. (2004) Croatia: A History. London: Hurst&Company.			
2.	Skoko, B. (2018) Understanding Croatia: A Collection of Essays on Croatian Identity.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Introduction to the Croatian History Timeline and the Croatian identity.	2	1	0
2.	Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy.	2	1	0
3.	The first Centuries of Croatian History and the Establishment of the Croatian State.	2	1	0
4.	Croatia and Hungary under One King: from 12th to 16th Century.	2	1	0
5.	Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century.	2	1	0
6.	Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life.	2	1	0
7.	Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict.	2	1	0
8.	Croatia in the first Yugoslavia, Croatia during WW2.	2	1	0
9.	Croatia in the second Yugoslavia.	2	1	0
10.	The Croatian War of Independence from 1991 to 1995.	2	1	0
11.	Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage.	2	1	0

	University of Dubrovnik	Form
	COURSE CATALOGUE GRADUATE	F04-15E

12.	Croatian Inventions and Inventors, Unknown Croatian Greats.	2	1	0
13.	Homeland and Diaspora, Croatian depopulation History.	2	1	0
14.	Innovative and Creative Croatia, Croatian Sports Gene.	2	1	0
15.	Contemporary Croatia and Future Perspectives.	2	1	0
TOTAL HOURS		30	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. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.