

COURSE CATALOGUE - GRADUATE STUDY ACADEMIC YEAR 2022-2023

Department of Economics and Business

F04-15E

Form

CONTENT

Winter semester	3
Croatia: History and Identity	4
izv.prof.dr.sc. Marija Benić Penava	4
Daniel Dujmić, mag.oec	4
Economic History of the World	8
izv.prof.dr.sc. Marija Benić Penava	8
Economic Integrations and Regional Policy	11
izv.prof.dr.sc. Marija Bečić	11
Event management	14
izv.prof.dr.sc. Iris Mihajlović	14
Labour economics	17
izv.prof.dr.sc. Perica Vojinić	17
Management of touroperators	20
izv.prof.dr.sc. Iris Mihajlović	20
Marketing channels	24
izv.prof.dr.sc. Marija Dragičević Ćurković	24
Marketing Management	27
izv.prof.dr.sc. Iris Mihajlović	27
Process quality and audit management in hospitality industry	30
izv.prof.dr.sc. Marija Dragičević Ćurković	30
Service marketing	33
izv.prof.dr.sc. Marija Dragičević Ćurković	33
Summer semester	36
Applied macroeconomics	37
izv.prof.dr.sc. Nebojša Stojčić	37
Applied microeconomics	40
izv.prof.dr.sc. Perica Vojinić	40



COURSE CATALOGUE - GRADUATE STUDY ACADEMIC YEAR 2022-2023

Department of Economics and Business

F04-15E

Form

Financial reporting and auditing	43
izv.prof.dr.sc. Iris Lončar	43
International business negotiations	46
izv.prof.dr.sc. Katija Vojvodić	46
Managerial accounting	49
izv.prof.dr.sc. Iris Lončar	49
Market Research in Tourism	52
doc.dr.sc. Barbara Puh; prof.dr.sc. Ivana Pavlić	52
Marketing research	55
doc.dr.sc. Barbara Puh; prof.dr.sc. Ivana Pavlić	55
Open economy macroeconomics	58
izv.prof.dr.sc. Marija Bečić	58
Quality management	61
izv.prof.dr.sc. Marija Dragičević Ćurković	61
Quantitative methods in business decision-making	65
izv.prof.dr.sc. Tonći Svilokos	65
Strategic management	68
prof.dr.sc. Ivona Vrdoljak Raguž	68
Croatia: History and Identity	71
izv.prof.dr.sc. Marija Benić Penava	71
Daniel Dujmić, mag.oec	71

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

Winter semester



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

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.



Form

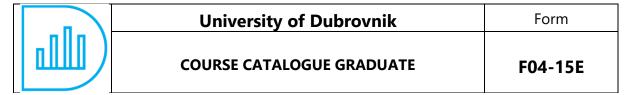
COURSE CATALOGUE GRADUATE

F04-15E

Learning	outcomes

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.

	TEACHING MODE		
	res	☑ Office hours	
	nars and workshops	☐ Laboratory	
⊠ Exerc	ises	☑ Field work	
⊠ Indep	endent tasks	☑ Mentoring work	
⊠ Multi	media and internet	☑ Knowledge test	
⊠ Dista	nce education		
	EXAN	INATION METHOD	
⊠ Oral e	exam	Other:	
⊠ Writte	☑ Written exam		
☑ Colloquium			
READING			
Compulsory reading			
1.	Croatia: Past, Present and Future Perspectives (2020) Marušić, M. ed. New York: Nova Publishers		
	Inc.		
2.	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		



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		
	Toric	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



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COURSE CATALOGUE GRADUATE

F04-15E

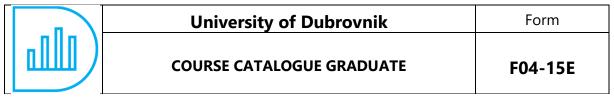
COURSE INFORMATION		
Course name		
	Economic History of the World	
Degree	Master	
Semester	Winter (3. sem)	
ECTS points	6 ECTS	
Course status	Elective	
Course leader		
	izv.prof.dr.sc. Marija Benić Penava	
Department, room no.	Lapadska obala 7, E - K8	
Phone	+385 20 445 927	
e-mail	marija.benic-penava@unidu.hr	
COURSE DESCRIPTION		

Course content

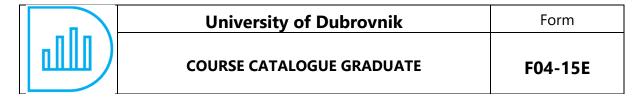
This course will analyze economic history of Europe during the long 19th and the turbulent 20th century.

- 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.
- 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.

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



1.	Berend, Iván T. , An Economic History of Nineteenth-Century	, Furone Γ	Diversity a	nd
1.	Industrialization, Cambridge University Press, 2013.	/ Lurope L	olversity at	lu
2.	Berend, Iván T., An Economic History of Twentieth-Century Europe: Economic Regimes			egimes
0.11	from Laissez-Faire to Globaliza, Cambridge University Press, 2006.			
Optional		The Feen	mic and C	`osial
1.	Berend, Iván T., From the Soviet Bloc to the European UnionThe Economic and Social Transformation of Central and East, Cambridge University Press, 2009.			ociai
2.	Cameron, Rondo; Neal, Larry, A Concise Economic History of Times to the Present, 4th Edition, Oxford University Press, 20		d: From Pa	aleolithic
3.	Delort, Robert; Walter, Francois, Histoire de l'environnement 2001.		ı , PUF, Pa	ris,
	LIST OF TOPICS			
No			Hours	
No.	TOPIC	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. Industralization. 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



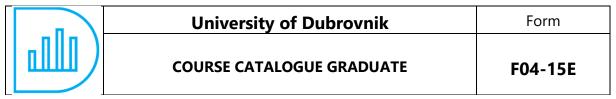


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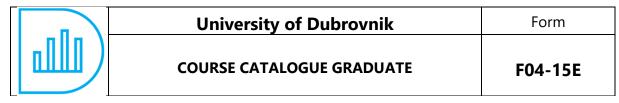
F04-15E

	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					
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.					
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of critical countries and capable of critical countries will be capable of critical capable.	ions and regional policy. ducting a qualitative analysis of regional policies on concrete cal thinking and defining the basic principles of economic				
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of critical countries and capable of critical countries will be capable of critical capable.	ions and regional policy. ducting a qualitative analysis of regional policies on concrete cal thinking and defining the basic principles of economic				
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of critical countries and capable of critical countries will be capable of critical capable.	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows.				
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of criticintegration and Croatia's regional	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE				
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of criticintegration and Croatia's regional Lectures	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE				
knowledge on economic integrati 2. Students will be capable of con examples of individual countries 3. Students will be capable of criti integration and Croatia's regional Lectures Seminars and workshops	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE				
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of criticintegration and Croatia's regional Lectures Lectures Seminars and workshops Exercises	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE Solution Laboratory Field work				
knowledge on economic integration 2. Students will be capable of confexamples of individual countries 3. Students will be capable of criticintegration and Croatia's regional Integration and Croatia's regional Integration	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE Solution Contemporary economic flows. Display the principles of economic flows.				
knowledge on economic integrati 2. Students will be capable of con examples of individual countries 3. Students will be capable of criti integration and Croatia's regional Lectures Seminars and workshops Exercises Independent tasks Multimedia and internet	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE Solution Contemporary Diffice hours Diaboratory Dield work Mentoring work				
knowledge on economic integrati 2. Students will be capable of con examples of individual countries 3. Students will be capable of criti integration and Croatia's regional Lectures Seminars and workshops Exercises Independent tasks Multimedia and internet	ions and regional policy. ducting a qualitative analysis of regional policies on concrete ical thinking and defining the basic principles of economic policy in terms of contemporary economic flows. TEACHING MODE Solution Office hours Laboratory Field work Mentoring work Knowledge test				



⊠ Collo	quium				
☑ Colloquium					
READING					
•	sory reading				
1.	McCann, P., Modern Urban and Regional Economics, Oxford University Press, 2013.				
2.	Armstrong, H., Taylor, J., Regional Economics and Politics, Bla	ackwel, 20	000.		
Optiona	I reading	tion [/o	MaCrow I	1:11	
1.	Baldwin, R., Wyplosz, C., The Economics of European Integra Higher Education, London, 2015.	tion, 5/e,	MCGraw-F	1111	
	LIST OF TOPICS				
			Hours		
No.	TOPIC	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				

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E



COURSE INFORMATION		
Course name		
	Event management	
	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

1. The structure of the event industry. The definition and typology of events. 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

- 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 underated 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

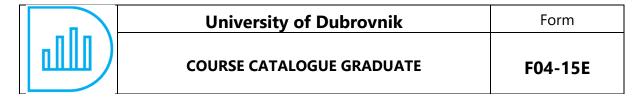


Form

COURSE CATALOGUE GRADUATE

F04-15E

	TE	ACHING MODE			
⊠ Lectu	res	☑ Office hours			
□ Semi	nars and workshops	☐ Laboratory			
⊠ Exerc	ises	☐ Field work			
□ Indep	endent tasks	☐ Mentoring work			
Multi	media and internet				
□ Dista	nce education	_			
	EXAM	IINATION METHOD			
□ Oral	exam	Other:			
⊠ Writt	en exam				
⊠ Collo	quium				
		READING			
Compuls	-				
1.					
2.	Preston, C.A., Event Marketing ,	John Willey and Sons, Inc., N	lew Jersey	, 2012.	
Optiona					
1.	Getz, ,D., Event Management at 2005.	nd Event Tourism , Cognizant	Commun	ication Co	rp.,
2	Getz, D., Event Studies: Theory, Research and Policy for Planned Events Events				
<u></u>					
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.					
No.	ТОРІС	2	_		
			L	E	S
1	The structure of the event indust	ry. The definition and	2	2	0
1.	typology of events. The term of e	event tourism	2	2	U
2.	Trends and features of event indu	ustry and its effects	2	2	0
	Trends and realares of event made	astry and its effects		_	Ü
3.	Planiranje i marketing manifestac	ija s aspekta destinacije	2	2	0
, , ,					
	Conceptualization of events, term				
4.	participants, host organizations a	•	2	2	0
	media, participants and audience				
	Creating and managing a progra				
5.	of quality evaluation. Strategic m	_	2	2	0
٦.	research for the purpose of event	ts, Integrated Marketing	_	_	J
	Communication				



	TOTAL HOURS		18	0
10.	Safety, risk management and legal issues in the event organization. Evaluation and an assesment of the event effects	2	2	0
9.	The project management as a part of the event management. Budgeting and budget control of events.	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
7.	Managing resources, human resources management (HRM) within the event - human resource planning, motivation, techniques for an effective team building	2	2	0
6.	The planning function in the event management. The organization and coordination of events	2	2	0

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



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COURSE CATALOGUE GRADUATE

F04-15E

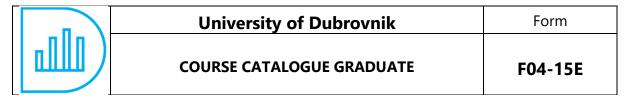
COURSE INFORMATION		
Course name		
	Labour economics	
Degree	Master	
Semester	Winter (3. sem)	
ECTS points	7 ECTS	
Course status	Elective	
Course leader	izv.prof.dr.sc. Perica Vojinić	
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7,	
	Dubrovnik, C6	
Phone	+385 20 445 933	
e-mail	perica.vojinic@unidu.hr	
	COURSE DESCRIPTION	

Course content

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

- 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.

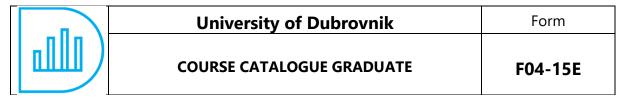
TEACHING MODE			
□ Lectures	☑ Office hours		
☐ Seminars and workshops	☐ Laboratory		
	☐ Field work		
☑ Multimedia and internet	☑ Knowledge test		
☑ Distance education			
EXAN	EXAMINATION METHOD		
☐ Oral exam	Other:		
☑ Written exam			



⊠ Collo	quium				
READING					
Compuls	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 Educatior	n, 2012.		
Optional					
1.	Ehrenberg, R.G. Smith ,R.S. , Mo Pearson Education, Addison-W		ry and Pu	blic Policy	' 1
2.	Boeri T., Van Ours J., The Econo Press, Princeton and Oxford, 20	•	kets, Princ	eton Univ	ersity
1	Becker, G. S., Human Capital: A	Theoretical and Empirical Ana	alysis with	Special	
3.	Reference to Education, The U	niversity of Chicago Press, 199	3.		
	LIST OF TO	OPICS			
No.	TOPI	C		Hours	
			L	E	S
1.	The Theory of Individual Labour	Supply	2	2	0
2.	Population, Participation Rates a	nd Hours of Work	2	2	0
3.	Labour Quality: Investing in Hum	an Capital	2	2	0
4.	The Demand for Labour		2	2	0
5.	Wage Determination and the Alle Alternative Pay Schemes and Lab		2	2	0
6.	Labour Unions and Collective Ba Impact of Unions	rgaining; The Economic	2	2	0
7.	Government and the Labour Mar Regulation	ket: Legislation and	2	2	0
8.	The Wage Structure; The Distribu	ition of Personal Earnings	2	2	0
9.	Labour Productivity		2	2	0

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

10.	Employment and Unemployment	2	2	0
	TOTAL HOURS	20	20	0
	OTHER RELEVANT INFORMATION			

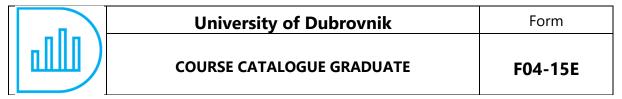


COURSE INFORMATION			
Course name			
	Management of touroperators		
Degree	Master		
Semester	Winter (3. sem)		
ECTS points	7 ECTS		
Course status	Elective		
Course leader	izv.prof.dr.sc. Iris Mihajlović		
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK11		
Phone	+385 20 445 930		
e-mail	iris.mihajlovic@unidu.hr		
COURSE DESCRIPTION			

Course content

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. 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.

- 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



5. to enable students to master the knowledge and skills they will be able to apply in practice			
	TE	ACHING MODE	
⊠ Lectu	res	☑ Office hours	
☐ Semi	nars and workshops	□ Laboratory	
	ises	☐ Field work	
□ Indep	pendent tasks	☐ Mentoring work	
	media and internet	☑ Knowledge test	
□ Dista	nce education		
	EXAM	IINATION METHOD	
⊠ Oral o	exam	Other:	
⊠ Writt	en exam		
⊠ Collo	quium		
		PEARING	
Compula	sory reading	READING	
1.		Joseph J. Marqua , The Business of Hospitality and Travel	
	, ,	rson; 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.		ntermediaries: Their Changing Role. In Handbook of	
		lew Applications and Case Studies (Eds.), Tisdell, Clement	
	Allanl, World Scientific Publishing Co. Pte. LtdSingapur, 2013.		
5.			
	2006.		
Optional	reading		
1		istribution Channels, Practice, Issues and	
1.	1. Transformations , Continum London, 2001.		
2.	_	nib, C., Case Study: Innovation in the tourism industry:	
<u></u>		Management, Vol. 32 , 2011, p.p. 1204-1213.	
3.		tion Technology for Strategic Tourism Management,	
	Pearson, London , 2003.		
4.	•	and Consumers DG. Study on Consumer Detriment in	
	the area of Dynamic Packages, London Economics , 2009.		
5.	5	the Tourism Distribution Channel: Evolution and	
	Transformation , Emerald Grou	•	
6.	Čavlek N., Tour Operatorsand Destination Safety, Annals of Tourism ResearchVol. 29., No. 2., 2002, 2021, p.p. 478-496.		
	LIST OF TO		



Form

COURSE CATALOGUE GRADUATE

F04-15E

Na	No. TOPIC		Hours			
INO.	TOPIC	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 travelpackages -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			0		

OTHER RELEVANT INFORMATION

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.



Form

COURSE CATALOGUE GRADUATE

F04-15E

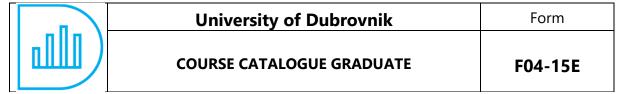
COURSE INFORMATION		
Course name		
	Moulection abounds	
	Marketing channels	
Degree	Master	
Semester	Winter (3. sem)	
ECTS points	7 ECTS	
Course status	Elective	
Course leader	izv.prof.dr.sc. Marija Dragičević Ćurković	
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3	
Phone	+385 20 456 922	
e-mail	marija.dragicevic@unidu.hr	
COURSE DESCRIPTION		

Course content

1.A marketing channel-definition, organization roles, types of marketing channels, creating/designing of marketing channels and decision making, marketing channel functions, cannel 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, etic. 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

- 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 forchanell strategies.

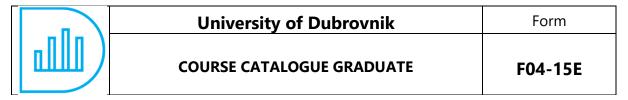
TEACHING MODE		
□ Lectures	☑ Office hours	
☑ Seminars and workshops	☐ Laboratory	



⊠ Exer	cises	⊠ Field work			
⊠ Inde	pendent tasks				
Mult	imedia and internet				
⊠ Dista	ance education	_			
	EXAM	INATION METHOD			
⊠ Oral	exam	Other:			
□ Writ	ten exam				
⊠ Collo	oquium				
		READING			
Compul	sory reading				
1.	Taylor , J. , Foster, J. R., Woods Harper & Row, 1977.	ide, A. G., Marketing channe	els: system	ns and stra	itegies, ,
2.	Rosenbloom, B., Marketing cha 2004.	nnels: a management view, ,	Thomson	, Canada,	2004. ,
3.	Rosebloom, B., Direct Selling C	hannels. The Haworth Press.	Inc Bina	hamton	1992.
	al reading		,9	, ,	
1.	Barry, B., , Marketing Channels,	Wiley, Michigan, 1996.			
	Mehta, Dubinsky, Anderson, Ma		nt and the	sales mar	nager,
2.	Industrial Marketing manageme	_			<i>J</i> ,
2	Brown, Johnson, Koenig, Measu		eting char	nel powe	r,,
3.	International Journal of Researc	_	J	•	
	LIST OF TO	PICS			
No.	TOPIC	•		Hours	
INO.	TOPIC	•	L	E	S
1.	A marketing channel-definition, of marketing channels	organization roles, types of	2	2	0
2.	Creating/designing of marketing about marketing channels	channels and decision	2	2	0
3.	Marketing channel structure, func marketing channel	tions, levels, evaluation of	2	2	0
4.	Relationship in marketing channe	l, channel modification	2	2	0
5.	Decision making-retailers, wholes physical distribution, Internet mar	3	2	2	0
6.	Strategic sales and marketing cha sales, developing product strateg		2	2	0

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

7.	Managing price and promotion, etic.	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

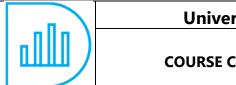


COURSE INFORMATION			
Course name			
	Marketing Management		
Degree	Master		
Semester	Winter (3. sem)		
ECTS points	7 ECTS		
Course status	Elective		
Course leader	izv.prof.dr.sc. Iris Mihajlović		
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK11		
Phone	+385 20 445 930		
e-mail	iris.mihajlovic@unidu.hr		
COURSE DESCRIPTION			

Course content

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.

- 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



Form

COURSE CATALOGUE GRADUATE

F04-15E

	TEACHING MODE				
	ures Office hours				
⊠ Semi	nars and workshops	□ Laboratory			
□ Exerc	ises	□ Field work			
□ Indep	endent tasks	☐ Mentoring work			
☐ Multi	media and internet				
□ Dista	nce education	3			
	EXAM	IINATION METHOD			
□ Oral o	exam	Other:			
⊠ Writt	en exam				
⊠ Collo	quium				
		READING			
Compuls	ory reading				
1.	Kotler, P.T., Keller, K. L, Market	ing Management , 15th Editi	on Pearso	n, 2016.	
2.	Kotler, P., Kartajaya, H., Setiawa	n, I., Marketing 4.0. Moving	from Trac	litional to	
	Digital, John Wiley & Sons, 201	7.			
Optional	ptional reading				
1	Faris, P.W., Bendle, N. T., Pfeifer, P. E. Reibstein, D. J. Editionthe, Definitive Guide To				
1.	Measuring Marketing Performa	nce, Peaerson Education US	A , 2010.		
2	Chernev, A., Kolter, P., Strategic	marketing management 8th	Edition	, Cerebe	llum
2.	Press, 2014.				
3.	Kotabe, M., Helsen, K., Glo	bal Marketing Management ,	John Wil	ey & Son	s., 2010.
	LIST OF TO	OPICS			
No.	TOPIC	-		Hours	
INO.	TOPIC		L	E	S
1.	Introduction lecture. Marketing in	n the 21st Century	2	2	0
2.	Marketing Relations, Integrated N	Marketing. Interaction with	2	2	0
۷.	consumers, creating long-term lo	yal relationships.	2	2	U
3.	Internal marketing, marketing of	husiness results	2	2	0
٥.	internal manteurg, manteurg er		_	_	· ·
	The role of marketing in the proc	ease of stratagic planning			
4.		J .	2	2	0
	Developing of marketing strategies and plans				
	Innovative tools -selective access	to the application for the			
5.	purpose of collecting information		2	2	0
٦.	qualitative methods of the dema	nd prediction -conditions		_	J
	when applying them				

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

10.	Achieving and sustaining a successful long-term growth TOTAL HOURS	2 20	2 20	0
10.	Achieving and sustaining a successful long-term growth	2	2	0
10.				
9.	Communicating and transmitting information of the value	2	2	0
8.	Delivery system of values, shaping and managing of the integrated marketing channels. Multichannel Marketing Systems	2	2	0
7.	Defining a product strategy, shaping and managing services	2	2	0
6.	Designing the Market Product. Creating strong brands	2	2	0

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.



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COURSE CATALOGUE GRADUATE

F04-15E

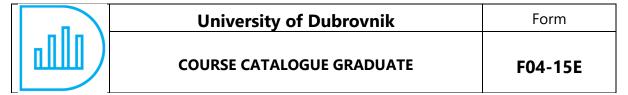
COURSE INFORMATION				
Course name				
	Due sees quality and audit management in beguitality			
	Process quality and audit management in hospitality			
	industry			
Degree	Master			
Semester	Winter (3. sem)			
ECTS points	5 ECTS			
Course status	Elective			
Course leader				
	izv.prof.dr.sc. Marija Dragičević 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

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 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 process 3. Hotel audit process- types of audit, audit processes, knowledge and skills required for successful audit.

- 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 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 process 3. Hotel audit process- types of audit, audit processes, knowledge and skills required for successful audit.
- 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
- 3. To analyse different types of audits
- 4. To be able to do the audit in hotel

TEACHING MODE			
□ Lectures	☑ Office hours		
☑ Seminars and workshops	☐ Laboratory		
	☑ Field work		



⊠ Indep	pendent tasks				
	ultimedia and internet Knowledge test				
□ Dista	nce education				
	FXAMI	NATION METHOD			
✓ Oral €		Other:			
⊠ Writte					
⊠ Collo	quium				
<u> </u>		READING			
	sory reading	ions and Managamant Hasa	italita tua		
1.	Ismail, A. , Front Office Operat Delmar Thomson Publishing , ,	ions and Management Hosp 2010.	itality, tra	vei and to	urism, ,
2.	Kasavana, M., Brooks, R., Front		nal Institut	te. 1998.	
3.	Moreo, P., Sammons, G., Beck, J.				tice Hall,
	New Jersey , 2000.	'		<i>J</i>	ŕ
4.	Pang, P. N. T., The Essentials of C	Quality Control Management	t, Trafford	l publishir	ng, 2007.
_	reading				
1.	Jones P and Lockwood A, Hospit				
2.	Luchars, J., Hinkin, T.,, The service	, ,	•	e Cornell	Hotel
	and Restaurant Administration C		, 2021.		
LIST OF TOPICS Hours					
No.	TOPIC		L	E	S
1.	Specific features of the hotel busing processes	ness processes-defining	2	2	0
	processes				
2.	Specific features of the hotel busir	•	2	2	0
۷.	analysis and coordination of proce	esses	_	2	O
3.	Key processes from a customer, su		2	2	0
5.	partners (especially tour operators	s) point of view	_	2	O
	Criteria decision model for interna	•			
4.	of hotel processes, analytic hierarc	• •	2	2	0
	of multi criteria programming) for				
5.	Tools"" and methods for managing		2	2	0
5.	hotels- key technics and methods, in different situations with the aim	• •	2	2	0
	"Tools"" and methods for managir				
6.	hotels- key technics and methods,	= -	2	2	0
in different situations with the aim to optimize pro					

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

OTHER RELEVANT INCORMATION				
	TOTAL HOURS	20	20	0
10.	Business processes at hotel reception desk and managing quality-"tools" and sample form best hotel practice	2	2	0
9.	Business processes- hotel reception desk	2	2	0
8.	Hotel audit process- practice	2	2	0
7.	Hotel audit process- types of audit, audit processes, knowledge and skills required for successful audit	2	2	0



Form

COURSE CATALOGUE GRADUATE

F04-15E

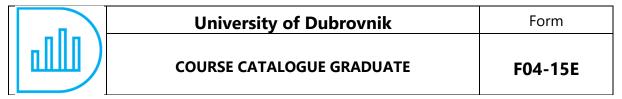
COURSE INFORMATION		
Course name		
	Service marketing	
Degree	Master	
Semester	Winter (3. sem)	
ECTS points	7 ECTS	
Course status	Elective	
Course leader	izv.prof.dr.sc. Marija Dragičević Ćurković	
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3	
Phone	+385 20 456 922	
e-mail	marija.dragicevic@unidu.hr	
	COURSE DESCRIPTION	

Course content

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

- 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
- 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.

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



⊠ Collo	quium			
READING				
Compul	sory reading			
1.				
	Thomson South Western, Mason, Ohio, , 2006.	3		•
2.	Hoffman, K. D. Bateson, J., Essentials of services marketing,	,Dryden	Press (Fo	rt
	Worth), 1997.			
3.	Fisk, R. P., Grove, S. J., & Joby, J., Interactive services marketin Mifflin, 2000.	ng, . Bosto	on: Hough	ton
Optiona	reading			
1.	Baron, S., & Harris, K., Services marketing: Texts and cases, 2003.	, Basingst	toke UK, P	algrave,
2.	Bruhn, M. & Georgi, D., Services marketing: Managing the s UK: Prentice Hall Financial Times, 2006., 2021.	ervice valı	ue chain,	Harlow,
	LIST OF TOPICS			
No.	TOPIC		Hours	
140.	TOTIC	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			

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

Summer semester

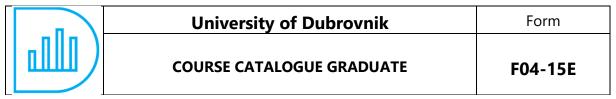


Form

COURSE CATALOGUE GRADUATE

F04-15E

COURSE INFORMATION				
Course name				
	A collection of the			
D	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				
and monetary policy. Globalization	chor. Fiscal policy. Globalization. Impact of globalization on fiscal on trilemmas. Financial instabilities in modern economies. Minsky incial crisis and real sector. Financial accelerator theory. chievements in macroeconomics			
2. To apply acquired knowledge i	n analysis of key contemporary macroeconomic issues			
	TEACHING MODE			
☑ Lectures ☑ Office hours ☐ Seminars and workshops ☐ Laboratory ☑ Exercises ☐ Field work ☑ Independent tasks ☐ Mentoring work ☐ Multimedia and internet ☒ Knowledge test ☒ Distance education				
EXAMINATION METHOD				
☐ Oral exam ☑ Written exam ☑ Colloquium	☐ Oral exam ☐ Written exam			
	READING			
Compulsory reading				



1.	Blanchard, O., Macroeconomics, Pearson Prentice Hall, Upper Saddle River, New Jersey, 2006.			
2.	Romer, D., Advanced macroeconomics, McGraw-Hill, New Yo	ork, 2006.		
3.	Kydland, F. and Prescott, E., Rules rather than discretion: The	inconsist	ency of op	otimal
	plans, Journal of Political Economy, 85, 1977, p.p. 473-491.			
4.	Mishkin, F., What should central banks do? Review, Federal F	Reserve Ba	ank of St.L	ouis, 82,
	2000, p.p. 1-13.			
5.	Minsky, H., The financial instability hypothesis, Handbook of	radical po	olitical ecc	nomy,
	Edward Elgar, 1993.			
6.	Mankiw, N., Weinzierl, M., Yagan, D., Optimal taxation in the	ory and p	ractice, Ha	arvard
	Business School Working Paper, Harvard, 2009.			
Optiona	reading			
1.	Bernanke, B., Gertler, M., Gilchrist, S., The financial accelerate	or and the	flight to c	ηuality,
	The Review of Economics and Statistics. 1, 1996, p.p. 1-15.			
2.	Akerlof, G., Dickens, W., Perry, G., Near-rational wage and pr	ice setting	g and the l	ong-run
۷.	Phillips curve, Brookings Papers on Economic Activity, 2000.			
3.	Feldstein, M., Rethinking the role of fiscal policy, American E	conomic l	Review, 99	, 2009,
<u>J.</u>	p.p. 556-559.			
	LIST OF TOPICS	ı		
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

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

9.	Economic and political trilemma of globalization	2	2	0
10.	Globalization and financial crisis	2	2	0
	TOTAL HOURS	20	20	0



Form

COURSE CATALOGUE GRADUATE

F04-15E

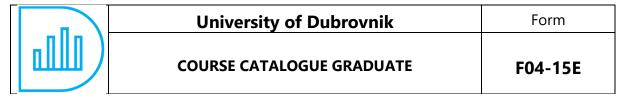
COURSE INFORMATION				
Course name				
	Applied microeconomics			
Degree	Master			
Semester	Summer (4. sem)			
ECTS points	7 ECTS			
Course status	Elective			
Course leader	izv.prof.dr.sc. Perica Vojinić			
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7,			
	Dubrovnik, C6			
Phone	+385 20 445 933			
e-mail	perica.vojinic@unidu.hr			
	COURSE DESCRIPTION			

Course content

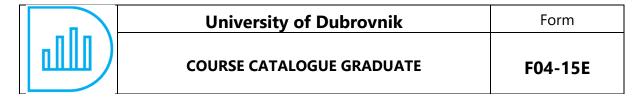
Theories of the Firm; Managerial Theories of the Firm: Profit, Sales Revenue, Growth, and Utility Maximisation; Theories of Consumer Behaviour, Perfect Competition: Market Equilibrium and Cobweb model; Monopoly; Regulation of Monopoly; Monopolistic Competition; Oligopoly: Game Theory and Strategic Behaviour; Pricing Strategies; Welfare Economics and Pareto Efficiency; Factor Markets; Market failures and Correction Measures; Risk and Uncertainty in Economic Analysis; Government Actions in Markets

- 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			
□ Lectures	☑ Office hours		
☐ Seminars and workshops	□ Laboratory		
	☐ Field work		
☑ Independent tasks	☑ Mentoring work		
☑ Multimedia and internet	☑ Knowledge test		
☑ Distance education			
EXAM	MINATION METHOD		
☐ Oral exam	Other:		
☑ Written exam			



⊠ Collo	quium				
	READING				
Compuls	Compulsory reading				
1.	Salvatore, D., Managerial Economics – Principles and Worldv University Press, New York, 2015.	vide Appli	cations, O	xford	
2.	Carlton, D., Perloff, J., Modern Industrial Organization, Pearso	on Bostor	2005		
Optional		<u> </u>	1, 2003.		
1.	Pepall, L., Richards, D., Norman, G., Industrial Organization – Practice, Thomson, Mason, 2005.	Contemp	orary Theo	oryand	
2.	Prager, J., Applied Microeconomics, Irwin, Boston, 1993.				
	LIST OF TOPICS				
No.	TOPIC		Hours		
110.		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	





Form

COURSE CATALOGUE GRADUATE

F04-15E

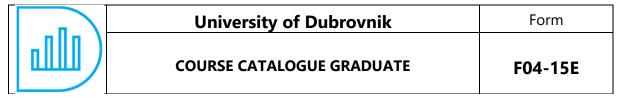
COURSE INFORMATION		
Course name		
	Einancial reporting and auditing	
	Financial reporting and auditing	
Degree	Master	
Semester	Summer (4. sem)	
ECTS points	5 ECTS	
Course status	Elective	
Course leader		
	izv.prof.dr.sc. Iris Lončar	
Department, room no.	Lapadska obala 7, E-K5	
Phone	+385 20 445 924	
e-mail	iris.loncar@unidu.hr	
COURSE DESCRIPTION		

Course content

•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

- 1. Students should be able to understand and use all accounting techniques that are available for the companies' 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

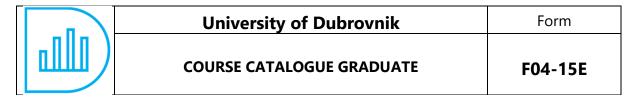
TEACHING MODE		
□ Lectures	☑ Office hours	
	☐ Laboratory	
	☐ Field work	
☐ Multimedia and internet	☑ Knowledge test	



⊠ Dista	nce education				
	EXAM	INATION METHOD			
⊠ Oral o ⊠ Writto ⊠ Collo	en exam	Other:			
		READING			
Compuls	ory reading				
1.	Elliott, B. & Elliott, J., Financial a Education, GB, 2015.	ccounting and reporting, 17t	h Edition,	Pearson	
2.	Porter, B.; Simon, J. & Hatherly, John Wiley & Sons, GB, 2014.	· 			
3.	Crawford, L.; Gray, I. & Manson, Edition, Cengage Learning, GB,	-	oles, Pract	ice and Ca	ises, 6th
4.	Lončar, I., Lectures (Power-poin available on e-learning system		formation	about the	course
Optional	reading				
1.	Fraser, L. & Ormiston, A., Under Global Edition, 2015.	rstanding Financial Statement	s, 11th Ec	lition, Pea	rson -
2.	Revsine, L.; Collins D. W.; Johnson Analysis, 5th Edition, McGraw-F		Financial	Reporting	g and
	LIST OF TO	OPICS			
No.	TOPIC			Hours	
			L	E	S
1.	Introduction; Definition of financi framework of financial reporting; reports	. 3	2	2	0
2.	Accounting principles establishm Standards and standards' setting; Reporting Standards (IFRS), Gene Principles (GAAP)	International Financial	2	2	0
3.	The Balance Sheet and classificati Valuation problems; Costs of real depreciation methods; Accountin of different accounting technique Liabilities and Owner's Equity	assets: Impact of different g for current assets: Impact	2	2	0
4.	The adjustment process; Accrual accounting; Alternative balance s		2	2	0
5.	The income statement; Income st Extraordinary items; Earnings per income statement	·	2	2	0

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

	TOTAL HOURS	20	20	0
10.	International accounting harmonization efforts: development and impact	2	2	0
9.	Detection and prevention of fraud; Advantages and limitations of audit; Auditor's statutory duties	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
7.	The statement of changes in owner's equity	2	2	0
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

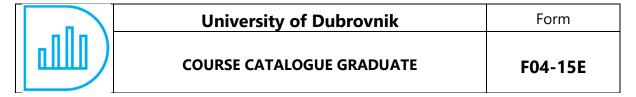


COURSE INFORMATION			
International hyginess negotiations			
International business negotiations			
Master			
Summer (4. sem)			
5 ECTS			
Elective			
izv.prof.dr.sc. Katija Vojvodić			
Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, C-8			
+385 20 445 935			
e-mail katija.vojvodic@unidu.hr			
COURSE DESCRIPTION			

Course content

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. 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.

- 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.



- 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.

арріу і і	em correctly in the international bi	usiness negotiation process.			
	TI	EACHING MODE			
	res	☑ Office hours			
☐ Semir	nars and workshops	☐ Laboratory			
	ises	☐ Field work			
	endent tasks				
Multi	media and internet	⊠ Knowledge test			
□ Distar	nce education				
	EXAN	IINATION METHOD			
⊠ Oral e	exam	Other:			
⊠ Writte	en exam				
⊠ Collo	quium				
C 1		READING			
	Compulsory reading				
1.	Ghauri, 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					
1.	Karsaklian, E., The Intelligent In	ternational Negotiator, Busin	ess Expert	Press, 20	14.
2.	Katz, L., Principles of Negotiatir	ng International Business, Boo	ksurge Pu	ublishing ,	2008.
	LIST OF TO	OPICS			
No.	TOPIO	r		Hours	ı
140.	10110	-	L	E	S
1.	Introduction to business negotiations.			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			0



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COURSE CATALOGUE GRADUATE

F04-15E

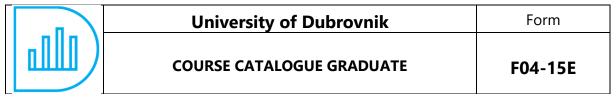
COURSE INFORMATION		
Course name		
	Managarial association	
	Managerial accounting	
Degree	Master	
Semester	Summer (4. sem)	
ECTS points	5 ECTS	
Course status	Elective	
Course leader		
	izv.prof.dr.sc. Iris Lončar	
Department, room no.	Lapadska obala 7, E-K5	
Phone	+385 20 445 924	
e-mail	iris.loncar@unidu.hr	
COURSE DESCRIPTION		

Course content

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.

- 1. Students should be able to understand and properly use the theories, methods, and categories contained in internal reports of managerial accounting
- 2. Students should be able to recognize the connections between the managerial accounting and other parts of the accounting and non-accounting information system
- 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
- 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
- 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

TEACHING MODE				
□ Lectures	☑ Office hours			
☑ Seminars and workshops	☐ Laboratory			
	☐ Field work			
☑ Independent tasks ☑ Mentoring work				



	Iltimedia and internet tance education Knowledge test				
	EXAM	IINATION METHOD			
⊠ Writt	Oral exam Vritten exam Colloquium				
		READING			
Compul	sory reading				
1.	Werner, M. L. & Jones, K. H., In Perspective, 3rd Edition, Kenda		ccounting	– A User	
2.	Garrison, R. H., Noreen, E. W. & McGraw-Hill/Irwin, 2012.		counting,	14th Editio	on,
3.	Drury, C., Cost and Management Learning, 2011.	nt Accounting: An Introductio	n, 7th Edi	tion, Ceng	age
4.	Lončar, l. , Lectures (Power-poi available on e-learning system	·	nformation	about th	e course
Optiona	l reading				
1.	Hossain, D. M. et al., Contempo Lecture Modules, LAP LAMBER	,	gement A	ccounting	: Six
2.	Hansen, D. R., Mowen, M. M., C South-Western College Publish	3	g and Con	trol, 5th E	dition,
	LIST OF TO	OPICS			
No.	TOPIC	2		Hours	
			L	E	S
1.	Managerial accounting: concept, purpose	objectives, content and	2	2	0
2.	Classifying costs and cost accour	nting concepts	2	2	0
3.	Reporting overhead costs to mar allocating expenses (department overheads)	_	2	2	0
4.	Standard costing: analysis and us contemporary cost accounting co		2	2	0
5.	Planning and control process: pre (its financial part)	eparing of a business plan	2	2	0
6.	Cash flow management Preparing reporting information on free (ne statement of cash flows	_	2	2	0

University of Dubrovnik	Form
COURSE CATALOGUE GRADUATE	F04-15E

	TOTAL HOURS	20	20	0
10.	Expanding role of managerial accounting in the managers' decision-making processes	2	2	0
9.	Capital budgeting and basic capital budgeting methods	2	2	0
8.	Strategic Accounting: instruments and methods	2	2	0
7.	The concept and methods of transfer pricing Tax aspects and the accounting effects of different transfer pricing methods	2	2	0



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COURSE CATALOGUE GRADUATE

F04-15E

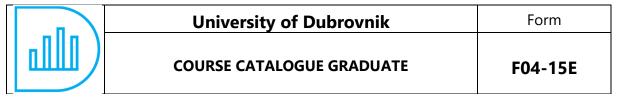
COURSE INFORMATION		
Course name		
	Market Research in Tourism	
	Warket Research in Tourism	
Degree	Master	
Semester	Summer (4. sem)	
ECTS points	7 ECTS	
Course status	Elective	
Course leader		
	doc.dr.sc. Barbara Puh; prof.dr.sc. Ivana Pavlić	
Department, room no.	Lapadska obala 7, Dubrovnik, E-K4; 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

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.

- 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				
□ Lectures	☑ Office hours			
☑ Seminars and workshops	☐ Laboratory			
	☑ Field work			



☑ Indep	pendent tasks	☑ Mentoring work			
Multi	Itimedia and internet Knowledge test				
□ Dista	nce education				
	TVA B	UNIATION METUOD			
□ Oral (IINATION METHOD Other:			
□ Oran		Other.			
⊠ Collo					
_ coo	quium				
		READING			
Compuls	sory reading				
1.	Malhotra, N. , Marketing resolution 2019.	earch, an applied orientation,	Seventh 6	edition, Pe	arson,
2.	Sarstedt, M. & Mooi, E. , A Cor	ncise Guide to Market Researd	h, The Pro	ocess, Dat	a, and
	Methods Using IBM SPSS Statis	stics, Springer, 2014.			
	l reading				
1.	Burns, A. & Bush, R. , Marketin				
	 McGivern, Y., The practice of Market Research, Pearson, 2013. Bradley, R., Marketing Research: Tools and Techniques, Oxford University Press, 2010. 				
3.		<u> </u>	ord Univer	sity Press,	2010.
LIST OF TOPICS					
No.	TOPIC		L	Hours 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 dana 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



Form

COURSE CATALOGUE GRADUATE

F04-15E

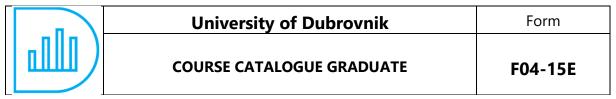
COURSE INFORMATION		
Course name		
	Marketing research	
Degree	Master	
Semester	Summer (4. sem)	
ECTS points	7 ECTS	
Course status	Elective	
Course leader	doc.dr.sc. Barbara Puh; prof.dr.sc. Ivana Pavlić	
Department, room no.	Lapadska obala 7, Dubrovnik, E-K4; Odjel za ekonomiju i	
	poslovnu ekonomiju, 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

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.

- 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		
☐ Lectures	☐ Office hours	
☐ Seminars and workshops	☐ Laboratory	
□ Exercises	☐ Field work	
☐ Independent tasks	☐ Mentoring work	



	media and internet nce education	☐ Knowledge test			
	EXAM	IINATION METHOD			
☐ Oral o	en exam	Other:			
		READING			
Compuls	ory reading				
1.	Malhotra, N., Marketing researd 2019.	ch, an applied orientation, Sev	venth edit	ion, Pears	on,
2.	Sarstedt, M. & Mooi, E., A Cond Methods Using IBM SPSS Statis		n, The Prod	cess, Data,	and
Optional	reading				
1.	Burns, A. & Bush, R., Marketing	g research, Pearson, 2014.			
2.	McGivern, Y., The practice of N	Market Research, Pearson, 20	13.		
3.	Bradley, R., Marketing Researd		rford Univ	ersity Pres	ss, 2010.
	LIST OF TO	OPICS			
No.	TOPIC Hours				
1.	The role of marketing research in making	managerial decision	L 2	E 2	S
2.	Marketing Information System M	IS	2	2	0
3.	Content and process of market re	esearch	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 ar	nd 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



Form

COURSE CATALOGUE GRADUATE

F04-15E

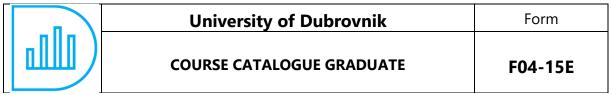
COURSE INFORMATION		
Course name		
	Open economy macroeconomics	
Degree	Master	
Semester	Summer (4. sem)	
ECTS points	5 ECTS	
Course status	Elective	
Course leader	izv.prof.dr.sc. Marija Bečić	
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7,	
	Dubrovnik, C6 - II kat	
Phone	+385 20 445 932	
e-mail	marija.becic@unidu.hr	
COURSE DESCRIPTION		

Course content

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.

- 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.

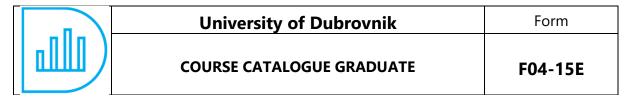
TEACHING MODE				
□ Lectures	☑ Office hours			
☐ Seminars and workshops	☐ Laboratory			
	☐ Field work			



☑ Indep	endent tasks	☑ Mentoring work			
	media and internet	☐ Knowledge test			
□ Distar	tance education				
	EXAMINATION METHOD				
□ Oral e		Other:			
		outer.			
⊠ Collo					
	•				
		READING			
	ory reading				
1.	Leddin, A., Walsh, B., The Macr				2003.
2.	Pilbeam, K. , International Finar				
3.	Mankiw, N., G., Macroeconomic	cs, Fifth Edition, Worth Publish	ners, New	York, 200	3.
Optional	3	anice .			
	LIST OF TO	JPICS		Hours	
No.	TOPIC	C	L	E	S
			-	-	3
1.	Open economy macroeconomics	basic concepts.	2	2	0
2	Familian analysis manufactured and	-l	2	2	0
2.	Foreign exchange market and ex	change rate.	2	2	0
3.	Inflation and interest rates in an o	open economy.	2	2	0
4.	Purchasing power parity. Real exc	shango rato	2	2	0
4.	ruicilasing power parity. Real ext	change rate.	۷	۷	U
5.	Mundell-Fleming model. Internal	and external balance.	2	2	0
6.	Mundell-Fleming model uder the	e fixed and flexible	2	2	0
0.	exchange rates regime.		_	_	O
7.	Monetary policy and international	al coordination.	2	2	0
8.	8. Central bank independence and transparency. 2		2	0	
5 .	central bank macpendence and	a an aparency.	_	_	5
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			

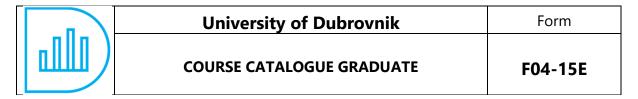


COURSE INFORMATION			
Overlite and a second			
Quality management			
Master			
Summer (4. sem)			
7 ECTS			
Elective			
izv.prof.dr.sc. Marija Dragičević Ćurković			
Odjel za ekonomiju i poslovnu ekonomiju, EK 3			
+385 20 456 922			
marija.dragicevic@unidu.hr			
COURSE DESCRIPTION			

Course content

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, creati8ng 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

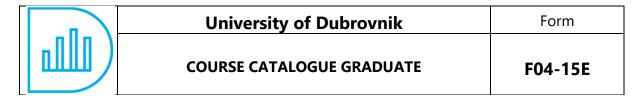
- 1. Critically consider and connect various theoretical aspects and points of view related to the role and definition of quality in business organizations.
- 2. Select and combine strategic tools in the area of quality management and continuous improvement within the strategic planning of the organization
- 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



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					
	Ti	EACHING MODE			
		☑ Office hours			
⊠ Sem	nars and workshops	☐ Laboratory			
⊠ Exer	cises	☑ Field work			
	pendent tasks				
☑ Mult	imedia and internet	⋈ Knowledge test			
⊠ Dista	ince education				
	EXAN	INATION METHOD			
		Other:			
⊠ Writ	en exam				
⊠ Collo	oquium				
		READING			
Compul	sory reading	KLADING			
1.	Dale, B. G.,, Managing Quality,	Wiley-Blackwell., 2007.			
2.	Narayana, V., Sreenivasan, N. S		pts and Ta	asks,, Nev	v Age
	International publisher, 1996., I	Reprint 2007., 2007.			3
3.	Pang, P. N. T., The Essentials of 2007.	Quality Control Management	t, Trafford	publishin	g, 2007,
Optiona	l reading				
1.	Dragicevic, M., Letunic, S., Brau standards in the Croatian hotel Manufacturing & Automation: ISSN: 1726-9679, ISBN: 978-3- Abstracts, ISI Scientific Proceed	s, Proceedings of 21th DAAAI Interdisciplinary Solutions", Za 901509-73-5, Inspec Datebas	M Sympos adar, Croa e, Cambri	sium" Inte atia, p.034	lligent 1-0342.,
	LIST OF TO				
No.	TOPIC			Hours	ı
- 1,0.			L	E	S
1.	The Evoluation of Quality and Quality Management,-the most important Gurus, quality and competitvness, definition of quality, awards, self-assesment.		2	2	0

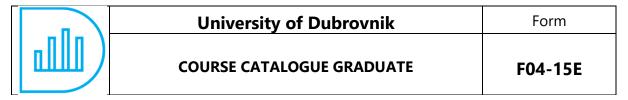


	OTHER RELEVANT INCORMATION			
	TOTAL HOURS	20	20	0
10.	OHSAS 18001-specific features, application	2	2	0
9.	Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages	2	2	0
8.	Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, 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
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, creati8ng documents and control/audit, IMS	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
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, Stratifcation, Affinity Diagram,	2	2	0
4.	Control, audit	2	2	0
3.	Managing businesses proceses-quality management, costs, development of ISO managing system standards,	2	2	0
2.	Strategic palnning and managing quality (PDCA cycle, KAIZEN philosophy, CROSBY program, DMAIC), customer satisfaction (KANO model)	2	2	0

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.

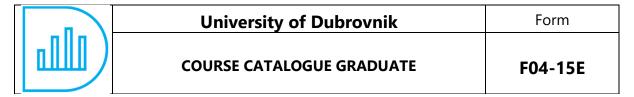


COURSE INFORMATION				
Quantitative methods in business decision-making				
Master				
Summer (4. sem)				
6 ECTS				
Elective				
izv.prof.dr.sc. Tonći Svilokos				
Lapadska obala 7, E-K10				
+385 20 445 929				
tonci.svilokos@unidu.hr				
COURSE DESCRIPTION				

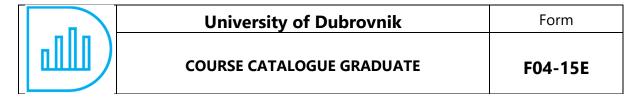
Course content

Introduction: Problem solving and decition 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 (Northwest 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.

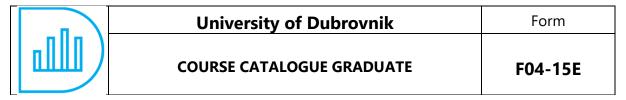
- 1. students are expected to be able to discuss the caracteristics of the problem solving and decision making procedure
- 2. define the models of linear programming: standard problem of maximum/minimum; show the connection between the standard problem of maximum/minimum (their dual relationship)
- 3. Stduents 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



	ncy in rating the alternatives by pa nt on the obtained results	irs; carry out the post optima	l sensitivit	y analysis	and to
	Ti	ACHING MODE			
□ Exerc☑ Indep☑ Multi	res nars and workshops	 ☑ Office hours ☐ Laboratory ☐ Field work ☑ Mentoring work ☑ Knowledge test 			
	FYΔM	INATION METHOD			
□ Oral o ⊠ Writto ⊠ Collo	exam en exam	Other:			
		READING			
1. Optional	Bhushan, Navneet; Kanwal Rai Hierarchy Process. , London: Sp	titative Approaches to Decision Learning, 2015. , Strategic Decision Making: A Doringer-Verlag, 2004.	on Making	14th Edit	ion,
	LIST OF TO	OPICS	Π		
No.	TOPIC	С	L	Hours E	S
1.	Introduction to Quantitative methods, Models of Cost, Revenue and Profit			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 Interpretausing the WinQSB Software	ation of Solution Obtained	2	2	0
5.	Transportation Problem - the Op Degeneracy problem, Demonstra		2	2	0



	OTHER RELEVANT INFORMATION				
	TOTAL HOURS	20	20	0	
10.	Recapitulation, Reimbursement, 2nd half term exam	2	2	0	
9.	Sensitivity Analysis and Consistency Analysis within AHP Method - Demonstration of Using Expert Choice Software	2	2	0	
8.	Using AHP Multichriterial Method - Demonstration of Using Expert Choice Software	2	2	0	
7.	Transportation Problem - the Optimisation Procedure, Degeneracy problem, Demonstration of Using the WinQSB Software	2	2	0	
6.	Transportation Problem in General, Transportation Problem as LP Problem, Finding the Initial Solution	2	2	0	

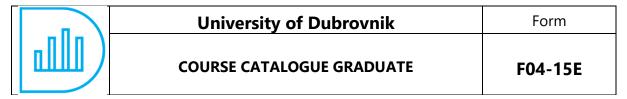


COURSE INFORMATION			
Course name			
	Strategic management		
Degree	Master		
Semester	Summer (4. sem)		
ECTS points	6 ECTS		
Course status	Elective		
Course leader	prof.dr.sc. Ivona Vrdoljak Raguž		
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, EK - 6		
Phone	+385 20 445 925		
e-mail	ivona.vrdoljak@unidu.hr		
COURSE DESCRIPTION			

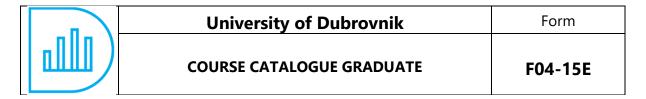
Course content

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.

- 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.



internati	oly models of project strategic man onal marketing, particularly the rol operations.	_			nporary
	-	4. CUING 140DF			
		ACHING MODE			
□ Lectu		□ Office hours □ Of			
	nars and workshops	☐ Laboratory			
⊠ Exerc		☐ Field work			
	endent tasks	Mentoring work ✓			
	media and internet				
🗵 Distai	nce education				
	EXAM	INATION METHOD			
☐ Oral €	exam	Other:			
⊠ Writte	en exam				
⊠ Collo	quium				
		READING			
	ory reading				
1.	David, F.R., Strategic managem				
2.	Wheelen, T. L., Hunger, J.D., Str.	3	ness Polic	y: Toward	Global
	Sustainability, thirteen edition,				
3.	Dess, G.G., et al., Strategic man				
4.	Vrdoljak Raguž, I., Podrug, N., J	5 5	gement: A	n Internati	onal
Perspective on Trends and Challenges, Springer, 2016.					
Optional	•				
1.	Coulter, M., Strategic Manager				
2.	Hitt, M. A., Ireland R. D., Hoskis		nent: Com _l	oetitivene:	ss and
	Globalization, Concepts, Cenga				
3.	Barney, J. B., Clark, D. N., Resou	· · · · · · · · · · · · · · · · · · ·	and Susta	ining Com	petitive
<u> </u>	Advantage, Oxford University P				
4.	Ireland, D. R., Hoskisson, R. E., F	litt. M. A., Management of sti	rategy: co	ncepts and	d cases,
	South-Western, 2009.				
5.	Hill, C., Jones, G., Strategic Man	agement Theory: An Integrat	ed Appro	ach, Ceng	age
J.	Learning, 2009.				
	LIST OF TO	OPICS		Harry	
No.	TOPIC		L	Hours E	S
			-	-	
1.	Introduction to Strategic Manage	ement. Introduction to Case	2	2	0
	Study Methodology.				



			<u> </u>	l .
	TOTAL HOURS	20	20	0
10.	Partial exam.	2	2	0
9.	Resource Approach to Enterprise Strategy. Strategic Alliances and Global Strategic Management. 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
7.	Formulate a corporate, business and functional strategy. Examples from business practice. Access works.	2	2	0
6.	Partial exam.	2	2	0
5.	Strategic portfolio analysis. Example BCG, GE and ADL matrix. Access works.	2	2	0
4.	Strategic intent. Examples of strategic intentions from business practice. Access works.	2	2	0
3.	Strategic environmental analysis. Examples of PESTLEE and SWOT analysis. Access works.	2	2	0
2.	Strategy and Strategic Management. Strategic analysis of the selected enterprise as a framework example for students' access to works.	2	2	0



Form

COURSE CATALOGUE GRADUATE

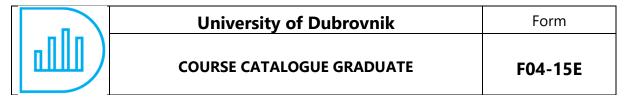
F04-15E

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

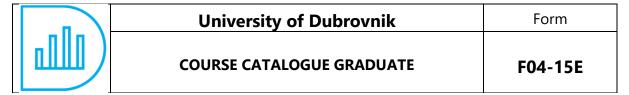
1. Introduction to the Croatian History Timeline and the Croatian identity. 2. Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy. 3. The first Centuries of Croatian History and the Establishment of the Croatian State. 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.



Learning outcomes		

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.

TEACHING MODE						
⊠ Semir	nars and workshops	□ Laboratory				
⊠ Exerc	ises	☑ Field work				
⊠ Indep	endent tasks	☑ Mentoring work				
⊠ Multi	media and internet	☑ Knowledge test				
⊠ Distar	nce education					
EXAMINATION METHOD						
⊠ Oral e	exam	Other:				
☑ Written exam						
☑ Colloquium						
READING						
Compuls	ory reading					
1.	1. Croatia: Past, Present and Future Perspectives (2020) Marušić, M. ed. New York: Nova Publishers					
	Inc.					
2.	2. Croatia: the land and its people (2019) Klemenčić, M.; Šunjić, A.; Frka-Petešić, Z.eds. Zagreb: The					
	Miroslav Krleža Institute of Lexicogr	aphy; 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					



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		
	TOPIC		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

	TOTAL HOURS			0
15.	Contemporary Croatia and Future Perspectives.	2	1	0
14.	Innovative and Creative Croatia, Croatian Sports Gene.	2	1	0
13.	Homeland and Diaspora, Croatian depopulation History.	2	1	0
12.	Croatian Inventions and Inventors, Unknown Croatian Greats.	2	1	0