

## Form

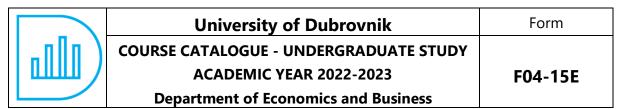
# COURSE CATALOGUE - UNDERGRADUATE STUDY ACADEMIC YEAR 2022-2023

## **Department of Economics and Business**

F04-15E

## CONTENT

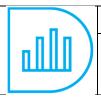
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University of Dubrovnik	Form
COURSE CATALOGUE UNDERGRADUATE	F04-15E

Winter semester



Form

#### **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

COURSE INFORMATION		
Course name		
	Basics of Marketing	
Degree	Bachelor	
Semester	Winter (5. sem)	
ECTS points	6 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	
	COLIDCE DESCRIPTION	

#### **COURSE DESCRIPTION**

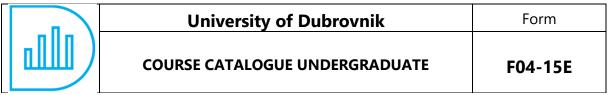
#### **Course content**

Introduction to Marketing. Marketing in todays business environment. Marketing environment. Marketing in the age of Internet. Analysis of the business markets and the business buying behavior. Analysis of the consumermarkets and the buying behavior. Competition analysis. Competitive strategies - market leaders, challengers, followers, nichers. Market segmentation, selection of target markets, positioning and the assessment. Market research and Marketing Information Systems (MIS). Marketing mix and its components. The product decision process - product development and product life cycle strategies. Decision on distribution related to marketing channels, the decision on the structure of the channel, marketing logistics and physical distribution. Promotion decisions: promotion, advertising, public relations, personal sales, sales promotion and direct marketing. Price decisions: basic terms, pricing. Ethics in Marketing and Social Responsibility

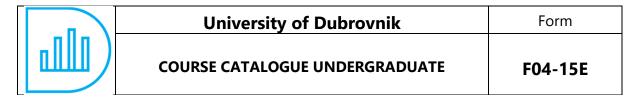
#### **Learning outcomes**

- 1. to understand the philosophy of marketing management
- 2. to analyze the microenvironment and macroenvironment of companies
- 3. to formulate the marketing strategy in the new digital age
- 4. to understand the consumer behavior and also buying on the business markets
- 5. to be able to obtain data and to use it in the form of information
- 6. identificirati konkurenta tvrtke i izgraditi prednost pred konkurencijom
- 7. odabrati marketinšku strategiju
- 8. to be able to shape an optimal marketing mix that will produce the desired reaction on the target market
- 9. to manage marketing mix and to establish a stable position in target markets
- 10. to develop socially responsible marketing

#### **TEACHING MODE**



⊠ Exe	ninars and workshops Crises	<ul><li>☑ Office hours</li><li>☐ Laboratory</li><li>☑ Field work</li><li>☐ Mantaging work</li></ul>			
		☐ Mentoring work			
		☐ Knowledge test			
□ DIS	ance education				
	EXAMII	NATION METHOD			
□ Ora	I	Other:			
⊠ Wri	tten exam				
⊠ Col	oquium				
	·				
		READING			
Comp	llsory reading				
1.	Kotler, P., Wong, V., Saunders, J., Edition, Prentice Hall, 2005.	Armstrong, G., Principles o	of Marketi	ng 4th Eu	ropean
2.	Kotler, P.T., Keller, K. L., Marketin	g Management, 15th Pearso	n.USA, 20	)16.	
3.	Strauss, J., Frost, D.R., E-marketir	ng, Routledge. USA, 2016.			
Option	al reading				
1.	Solomon, M.R., Marshall, G.W., St Real Decisions, Prentice Hall. Eng		ell, Marke	ting, Real	People,
	LIST OF TO	PICS			
No.	TOPIC			Hours	
INO.	TOTIC		L	E	S
1.	Introduction lecture. The market or marketing nowadays	rientation of companies,	2	2	0
2.	Marketing in the age of Internet		2	2	0
3.	Marketing environment (the micromacroenvironment)	environment and the	2	2	0
4.	Business buying behavior in the bu	usiness markets	2	2	0
5.	Analysing consumers markets and	buying behavior	2	2	0
6.	Competitive strategies - market lea	aders, challengers,	2	2	0



8.	Evaluation and selection of target markets, positioning	2	2	0
9.	Information systems for marketing purposes	2	2	0
10.	Marketing mix and its components	2	2	0
11.	Development of new products and strategies for the product life -cycle	2	2	0
12.	Marketing channels, decisions on the structure of the channel	2	2	0
13.	Advertising, public relations	2	2	0
14.	Personal Sales, Sales Promotion, Direct Marketing	2	2	0
15.	An organization of marketing	2	2	0
	TOTAL HOURS	30	30	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.



Form

#### **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

COURSE INFORMATION			
Business economics in international environment			
Bachelor			
Winter (5. sem)			
5 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**

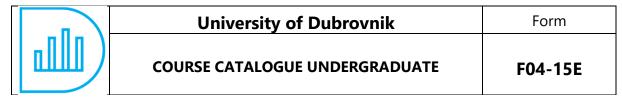
Business Theories- Theories of the International Trade- Apsolute Adevantage Theory, Theory of Competitive Advantage, Hecksher-Ohlin Theory, Theory of National Advantage (Porter Diamond Model) 2.Globalization and Competitiveness -Definition and The Role of Globalization-the Reasons and Factors That Influence on the Internationalization of Business, Costs Rationalization, Virtual Business, Global Expansion, Competitive Advantage of International Business Practice, Key Advatage.

3. Management of Multinational Company- the Role, Strategies, Responsible Business Practice 4. The Strategies of International Business- the Factors and Types-Export, "Turn Key" Project Licensing, Franchising, Joint Venture and Direct Investment, Networking, Virtual Business Practice, Hoteling, Telework, Barter Business Model, bBsiness Information and Communication 5. The Definition and The Role of Quality on International Market- Role, Systems, Development, Strategies, Quality- Definition, Development, Importance, Quality and Employees' Motivation, Quality and International Market Positioning, Employee Motivation 6. Quality and Responsible Business Practice- Environmental Protection, Recycling, Savings, Social Protection and Other Human Right

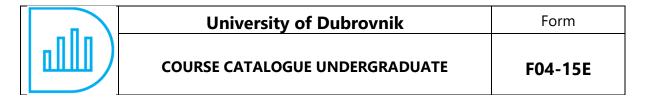
#### **Learning outcomes**

1. To introduce to students with the most important theoretical issues, on domestic and international market, paying attention o practical concepts refers to the specific kinds of business practice what will make students familiar with the problems in business practice and to train them to be able to apply their knowledge in organizations.

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



⊠ Dista	nce education	☑ Knowledge test			
EXAMINATION METHOD					
<ul><li>☑ Oral o</li><li>☑ Writto</li><li>☑ Collo</li></ul>	en exam	Other:			
		READING			
Compuls	ory reading				
1.	Harris, Busness Economics-The and Application, Butter Worth	Heineman, Oxford, 2001., 200	1.		
2.	Sloman, M. Sutcliffe, Economic England, 2001.				
3.	Baron, S., & Harris, K., Services 2003.	marketing: Texts and cases,	, Basingsto	oke UK, Pa	algrave ,
Optional	reading				
1.	Shostack, L.G., Breaking Free from April, 1997.	om Product Marketing, Journ	al of Marl	keting, Vo	l. 41,
2.	Zeithaml, V.A., Parasuraman, A. Marketing, Zeithaml, V.A., Para Strategies in Services Marketin	suraman, A. and Berry, L., (198	35),"Proble	ems and	
	LIST OF TOPICS				
			137 3 511119	,, pp. 33 .	
No.	LIST OF TO	OPICS		Hours	
No.	LIST OF TOPIO	OPICS C	L		S
No. 1.	LIST OF TO	DPICS  C  The International Trade- BEORY of Competitive BORY, Theory of National		Hours	
	Business Theories- Theories of the Apsolute Adevantage Theory, The Advantage, Hecksher-Ohlin Theory	DPICS  C  The International Trade- Beory of Competitive Bry, Theory of National Bdel)  Ilization-the Reasons and	L	Hours E	S
1.	Business Theories- Theories of the Apsolute Adevantage Theory, The Advantage, Hecksher-Ohlin Theory Advantage (Porter Diamond Mood Definition and The Role of Global Factors That Influence on the Interest of Theory 1988 (1988).	DPICS  The International Trade- Beory of Competitive Bry, Theory of National Bright del)  Ilization-the Reasons and Bernationalization of  The International Trade- Bright deligration and Bright deligration	<b>L</b> 2	Hours E	<b>S</b>
1. 2.	Business Theories- Theories of the Apsolute Adevantage Theory, The Advantage, Hecksher-Ohlin Theory Advantage (Porter Diamond Moor Definition and The Role of Global Factors That Influence on the Interpretation of Moor District Control of Cont	DPICS  The International Trade- Beory of Competitive Bory, Theory of National Blization-the Reasons and Bernationalization of Born, Competitive Advantage Brown, Key Advatage.  The International Trade- Born, Trade-	<b>L</b> 2	Hours E 2	<b>S</b> 0
1. 2. 3.	Business Theories- Theories of the Apsolute Adevantage Theory, The Advantage, Hecksher-Ohlin Theory Advantage (Porter Diamond Moor Definition and The Role of Global Factors That Influence on the Interpretation of International Business Practice Management of Multinational Company of Control of International Control of I	DPICS  The International Trade- eory of Competitive ory, Theory of National del)  Ilization-the Reasons and ernationalization of or, Competitive Advantage or, Key Advatage.  The International Trade- end of the Internationa	2 2 2	Hours E 2 2	<b>S</b> 0 0



7.	"Turn Key" Project Licensing, Franchising, Joint Venture and Direct Investment, Networking	2	2	0
8.	Virtual Business Practice, Hoteling, Telework, Barter Business Model, Business Information and Communication	2	2	0
9.	The Definiton and The Role of Quality on International Market- Role, Systems, Development	2	2	0
10.	The Definiton and The Role of Quality on International Market- Quality and InternationI Market Positioning, Employee Motivation	2	2	0
11.	Quality and International Standards (Systems)	2	2	0
12.	Quality and International Standards (Systems) for Improving Quality-ISO 9001	2	2	0
13.	Quality and Responsible Business Practice- Environmental Protection, Recycling	2	2	0
14.	Quality and Responsible Business Practice- Energy Savings	2	2	0
15.	Quality and Responsible Business Practice- Energy Savings	2	2	0
	TOTAL HOURS	30	30	0



Form

#### **COURSE CATALOGUE UNDERGRADUATE**

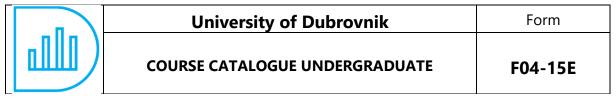
F04-15E

COURSE INFORMATION		
Course name		
	Pusings finance	
	Business finance	
Degree	Bachelor	
Semester	Winter (5. 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		

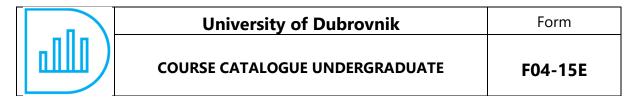
#### **Course content**

Introduction to business finance; Tasks and objectives of financing; theoretical perspectives of business finance; Place, role and importance of business finance in business systems; Forms of business organization and relationship between the organisation of business entities and their capital structure; Financial environment; Croatian financial system; Financial institutions; Financial decision making: the conflicts of interest between shareholders and managers; Valuating concepts; Time value of money: discounting and compounding; The cost of money and the cost of debt; Different forms of business financing (the question of fees/costs, the question of choice, comparative analysis of decisions); Common stocks (concept, significance, types and characteristics of certain types of stocks); Stocks' valuation; Dividend policy; Preference shares (concept, significance, types and their characteristics); The valuation of preference shares and their cost of capital; Bonds (concept, significance, types and characteristics of certain types of bonds); Financial statement analysis; Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA; Financial planning and forecasting; Short-term, medium-term, and long-term funding; Selection of the most appropriate model of funding; The theory of capital structure; Working capital management; The basic of capital budgeting; Investment appraisal methods

- 1. Students should be able to understand the basic concepts of financial management in firms
- 2. Students should be able to take active role in financial decisions making
- 3. Knowledge about quantitative models and core financial functions would enable students to participate in creation of corporate finances, as well as to take an active role in making sound decisions on how to adapt to all the challenges that occur in the given environment
- 4. Students should be able to use all available financial instruments
- 5. Students should be able to make high-quality financial decisions in creating the optimal financial structure in performing their future managerial positions for which they are educated



	TE	ACHING MODE				
	res	☑ Office hours				
⊠ Semiı	nars and workshops	☐ Laboratory				
	ises	☐ Field work				
	endent tasks					
Multi	media and internet					
□ Distar	nce education	J				
	EXAM	IINATION METHOD				
□ Oral e	exam	Other:				
Writte     ✓	en exam					
□ Collo	quium					
<u> </u>		READING				
	ory reading					
1.	Ehrhardt, M. C. & Brigham, E. F. South Western Cengage Learni	•	sed Appro	ach, 5th E	idition,	
2.	McLaney, E., Business Finance –		tion, Pears	on Educa	tion Ltd,	
	Essex – UK, 2011.	•				
3.	Lončar, I., Lectures (Power-poin	t presentations) and other in	formation	about the	course	
	available on e-learning system					
Optional	reading					
1.	Arnold, G., Essentials of Corporate Financial Management, 2nd Edition, , Pearson Education Ltd, Essex – UK, 2012.					
2.	Marsh, C., Business and Financi		IK 2013			
۷.	LIST OF TO		JK, 2013.			
NI.				Hours		
No.	ТОРІС	-	L	E	S	
	Explanation of the curriculum, lite	erature and examination				
1.	methods; Introduction to busine		2	2	0	
	importance of business finance in	n business systems; Types of				
	financing; Principles of finance					
2.	Financial environment; Financial	system of the Republic of	2	2	0	
۷.	Croatia; Financial institutions				O	
	Forms of business organizations;	The relationship between				
3.	the forms of business (enterprise	structure) and capital	2	2	0	
	structure					
4.	Financial ratios and rules		2	2	0	
5.	Valuating concepts; Time value of	of money; Discounting and	2	2	0	
Э.	compounding		۷	۷	U	



	TOTAL HOURS	30	30	0
15.	The methods of capital budgeting: NPV, IRR, PI, ARR and PBP	2	2	0
14.	Working capital management; Receivables management; Stock management; Cash management	2	2	0
13.	The theory of capital structure; Modigliani and Miller's theory; Financial agency model; Models based on asymmetric information	2	2	0
12.	Short-term, medium-term, and long-term funding; Selection of the most appropriate model of funding	2	2	0
11.	Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA	2	2	0
10.	Financial statement analysis; Horizontal and vertical analysis; Computing financial ratios	2	2	0
9.	Preference shares: concept, significance and characteristics; The valuation of preference shares and their cost of capital	2	2	0
8.	Common stocks: concept, types and characteristics; Dividend policy	2	2	0
7.	Bonds; Types of bonds; Ranking bonds; Market characteristics vs. nominal characteristics of bonds; Bonds' yield; Yield to maturity; Gabriel's formula	2	2	0
6.	Compounding as a method of selecting the optimal form of financing; Problems/tasks - the dilemma of fees/costs, risk and rate of return; CAPM model	2	2	0



Form

#### **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

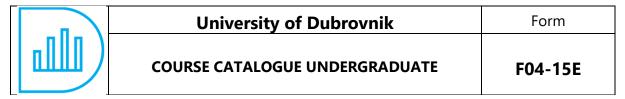
COURSE INFORMATION				
Course name				
	History of Croatian Tourism			
Degree	Bachelor			
Semester	Winter (3. sem)			
ECTS points	5 ECTS			
Course status	Elective			
Course leader	izv.prof.dr.sc. Marija Benić Penava; Daniel Dujmić, mag.oec.			
Department, room no.	Lapadska obala 7, E - K8			
Phone	+385 20 445 927			
e-mail marija.benic-penava@unidu.hr				
COURSE DESCRIPTION				

#### **Course content**

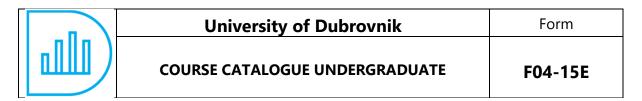
Modern tourism and similar phenomena in the past. Characteristics of tourism development. History of travel until the industrial revolution. Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade. New transport possibilities and emerging of tourist destinations. Beginnings of organized tourism on the Croatian territory. Development of technology, shipping and shipbuilding crisis. Development of the industry and the service industry. Tourism on the Croatian territory under the Austrian and the Hungarian administration. Development of tourism in the period between the Two World Wars. The influence of the Great Depression (1929-1933) on the service industries. Characteristics of tourism in the Dubrovnik area. Wartime tourism and tourism in the first years after the war. Period of intensive development of tourism from 1948 until 1965. Golden period of the Croatian tourism from 1948 until 1965. Period of tourism crisis from 1975 until 1991. The Croatian War of Independence (1991-95) and the postwar period.

- 1. After finishing the course, it is possible to interpret, compare and critically consider individual phases of the historical development of tourism and put them into wider contexts within European framework.
- 2. After analysing the historical development of tourism, students will gain a broader perspective on wider contextualization of Croatian tourism.

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



⊠ Dista	nce education	☑ Knowledge test			
	EXAMINATION METHOD				
⊠ Writt	Other:  Oritten exam  olloquium				
		READING			
Compuls	Compulsory reading				
1.	Benić Penava, Marija, Tourism i district case , Int. J. Business an				ovnik
2.	Benić Penava, Marija; Dujmić, Daniel, »The origins of tourism promotion in Dubrovnik.«, u: MEGATRENDS AND MEDIA: Reality and Media Bubbles Conference Proceedings from the International Scientific Conference 24th – 25th April 2018, eds. M. Solík,; R. Rybanský, Faculty of Mass Media Communication University of SS. Cyril and Methodius in Trnava, 2018, p.p. 371-386.				
3.	Grandits, Hannes, Karin Taylor Socialism (1950s-1980s), Centra	_		ry of Touri	sm in
Optiona					
1.	Kos Nalis, Mirjana; Kranjčević, Jasenka, Fragments of ineterrupted time - Unrealised projects of tourist architecture, Hrvatski muzej turizma, 2005.				
2.	Segreto, Luciano; Manera, Carlo Economic History of Mass Tour		•		e The
3.	Stone, Philip R. (ed.), The Palgra Macmillan, 2018.	ave Handbook of Dark Touris	m Studies	, Palgrave	
LIST OF TOPICS					
No.	TOPIC	•		Hours	
110.	1011	<b>-</b>	L	E	S
1.	Modern tourism and similar pher Characteristics of tourism develo	·	2	2	0
2.	2. History of travel until the industrial revolution. 2 2				0
3.	Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade.				0
4.	New transport possibilities and emerging of tourist destinations.				0
5.	Beginnings of organized tourism	on the Croatian territory.	2	2	0



	TOTAL HOURS	30	30	0
15.	The Croatian War of Independence (1991-95) and the postwar period.	2	2	0
14.	Period of tourism crisis from 1975 until 1991.	2	2	0
13.	Golden period of the Croatian tourism from 1948 until 1965.	2	2	0
12.	Period of intensive development of tourism from 1948 until 1965.	2	2	0
11.	Wartime tourism and tourism in the first years after the war.	2	2	0
10.	Characteristics of tourism in the Dubrovnik area.	2	2	0
9.	The influence of the Great Depression (1929-1933) on the service industries.	2	2	0
8.	Development of tourism in the period between the Two World Wars.	2	2	0
7.	Tourism on the Croatian territory under the Austrian and the Hungarian administration.	2	2	0
6.	Development of technology, shipping and shipbuilding crisis. Development of the industry and the service industry.	2	2	0



Form

#### **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

COURSE INFORMATION				
Course name				
	Management of tourist agencies			
Degree	Bachelor			
Semester	Winter (5. sem)			
ECTS points	6 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				
COLIDCE DECEDIDATION				

#### **COURSE DESCRIPTION**

#### **Course content**

1. The history of development of travel agencies. Development of intermediaries.

2. New travel trends considering geographical distribution; demograpical features of travelers; European travel marketplac; Main travel associations 3. The main functions-and tasks of travel intermediaries. Differences between tour operators and travel intermediaries. 4. Classification of travel agencies 5. Modalities of integrations, strategic alliances. The relationship with the other stakeholders and service prviders Types of contracts; the realization of the business cooperation between travel agencies and the business partners, hotels; partnerships 6. Marketing reserach for the purpose of creating the travel packages 7. Travel agency products – creating packages, types, classification of package-tours, receptivebusiness.

Transfers and excursions new products and perception of added values 9 Pricing-types, costs, calculations 10.

Placement of products, booking, distribution, promotion, online booking. Innovative tools and perception of added values

11. Managing

human resources in the travel agency- specific features of employees in travel agencies 12. Promotion- types, brochures, catalogues. Promotional policy, contents of promotional activities and

Organizational structure of travel agencies in terms of contemporary business practices 14. Business results and efficiency of business of travel intermediaries 15

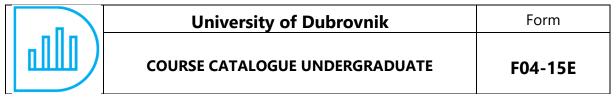
Economic indicators for measuring the efficiency of business activities

#### **Learning outcomes**

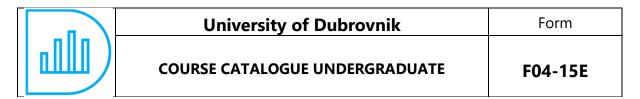
measuring of efficiency of its activities.

- 1. to acquire adequate theoretical knowledge about travel agency business
- 2. to develop practical skills necessary for the management of travel agencies
- 3. to apply the knowledge and special skills on the concrete problems
- 4. to be acquainted with the importance and the role of travel agencies on the tourist market
- 5. to be acquainted with the importance of continuous education regarding the trends in the

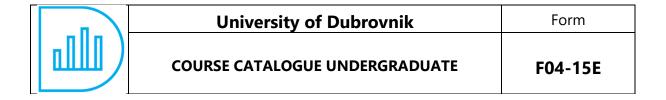
13



environment					
	TE	EACHING MODE			
	res	☑ Office hours			
⊠ Semi	nars and workshops	☐ Laboratory			
	ises	☑ Field work			
	pendent tasks	☐ Mentoring work			
	☑ Multimedia and internet ☐ Knowledge test				
□ Dista	nce education				
	EXAN	IINATION METHOD			
□ Oral	exam	Other:			
Writt	en exam				
	quium				
Compula	on roading	READING			
1.	oulsory reading				
2.	Singh, L. K., Management of Travel Agency , Gyan Publishing House , 2008.				
۷.	Buhalis, D., eTourism: Information technology for strategic tourism management., Pearson, London, 2003.				
3.	Čavlek, N. T, Travel and tourism intermediaries: Their changing rolein book. Tisdell, C.A.				
	(eds) Handbook of Tourism Economics: Analysis, New Applications and Case Studies,				
	2013.				
4.	Egger, R., Buhalis, D. , eTourism, Case Studies, Butteworth Heinemann, Oxford, 2008.				
5.	Mihajlovic, I. (2014). Intermediaries, ICT and New Trends in Consumer Behavior –New				
	Experiental Knowledge Opport	unities or Challenges for Trav	el Interme	ediaries, Jo	ournal of
	Marketing Management Vol. 2.	• •			
6.	Buhalis, D., Zoge, M., The strate				-
	book: Sigala, M., Mich, L., Murp	· · · · · · · · · · · · · · · · · · ·	ommunica	ation tech	nologies
	in tourism, Springer, Wien., 2007.				
Optiona	reading		.1 .1 .		
1.	Buhalis, D., Costa, C., Tourism Business Frontiers, Butterworth Heinemann, New York.,				
	2005.				
2.	Buhalis, D., Laws, E., Tourism Distribution Channel Practice, Issues and Transformations,				
Continum, London, 2001.  LIST OF TOPICS					
				Hours	
No.	TOPIC		L	E	S
1.	Market conditions as a prerequis travel intermediaries. Developme	9	2	2	0



OTHER RELEVANT INFORMATION				
TOTAL HOURS 30 30 0				0
15.	Economic indicators for measuring the performance of the business of travel agencies	2	2	0
14.	Business results and effiiciency of business of travel intermediaries	2	2	0
13.	Organizational structure of the travel agencies in terms of contemporary business practices	2	2	0
12.	Human Resources Management in the travel agency. Professional and specialized staff	2	2	0
11.	Promotional policy, content of promotional activities, brochures, catalogs. Measuring the effectiveness of promotional activities	2	2	0
10.	Product placement, booking, distribution and promotion. The role of new technologies in product placement of travel agencies. Innovative tools and perceived value added	2	2	0
9.	Costs -demarcation. Calculating and forming of prices of package tours	2	2	0
8.	Transfers as vital services and activities of travel agencies. Excursions	2	2	0
7.	Travel packages as basic agency products. Diversification of the product program. Types and Classificationsof packagetours	2	2	0
6.	Tourism market research for the purpose of creating packages	2	2	0
5.	Criteria and forms of integration and concentration of travel agencies, forms of business cooperation, partnerships. Contract levels between travel agencies and stakeholders. Contracts of service providers and travel agencies.	2	2	0
4.	Types and delimitation criteria of travel agencies	2	2	0
3.	The functions, tasks and features of intermediaries	2	2	0
2.	Trends in the market of organized travel. Characteristics and market trends of demand with regard to the organized trips.  Europeantravel marketplace. Main travel associations	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.



Form

#### **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

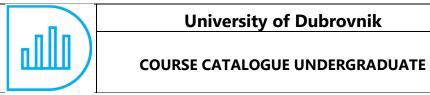
COURSE INFORMATION			
Course name			
	Dhysical and health adjustion		
	Physical and health education		
Degree	Bachelor		
Semester	Winter (5. sem)		
ECTS points	1 ECTS		
Course status	Elective		
Course leader			
	doc.dr.sc. Aleksandar Selmanović		
Department, room no.	Ćira Carića 4, B29		
Phone	+385 20 445 737		
e-mail	sasa.selmanovic@unidu.hr		
COURSE DESCRIPTION			

#### **Course content**

Maintaining and upgrading students' health status by regular practice of kinesiology activities. Students fulfill course obligations through regular participation in physical activities and supplemental forms of instruction (theoretical lectures, seminars). The course includes a curriculum of 14 physical activities that students voluntarily select. The activities are: futsal, basketball, volleyball, table tennis, badminton, floorball, swimming, rowing, jogging, hiking, streetworkout, aerobics, fitness (weight room) and fitness exercises for beginners.

- 1. Positive influence on students' anthropological characteristics (motor and functional abilities, anthropomorphic characteristics)
- 2. Application of the acquired knowledge and developed skills in everyday life and in urgent situations.
- 3. Long term creating awareness of fitness, lasting habits and the need to participate in regular kinesiological activities in order to enhance ability to overcome future sedentary and heavy professional workload, retain fit body and protect it from physical trumas.
- 4. Short term aid and support in overcoming the student's intellectual struggles.

	TEACHING MODE		
□ Lectures	☑ Office hours		
☑ Seminars and workshops	☐ Laboratory		
	☑ Field work		
☑ Independent tasks	☐ Mentoring work		
☐ Multimedia and internet	☐ Knowledge test		
☐ Distance education			
EXA	MINATION METHOD		



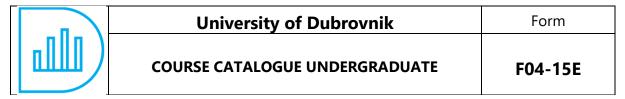
Form

F04-15E

□ Oral e		Other: No exam required. N	leeting re	quired	
☐ Writte		participation quota.			
	<b></b>				
		READING			
	sory reading				
Optional	l reading	C	1		, ,
1.	Bagarić, I., Vadjon, I., Exercises 2020., 2020.				
2.	Hoffman, S. , Introduction to Ki Physical Activity, Book with onl	9,			udying
3.	Mahan LK, Escott-Stump S., Nu Philadelphia, 2000.	itrition and Diet Therapy , Sau	ınders Cor	mpany,	
	LIST OF TO	OPICS			
No.	TOPIC	•		Hours	
INO.	TOPIC		L	E	S
1.	Basketball - elective kinesiology a	activity	0	2	0
2.	Football/Futsal - elective kinesiology activity		0	2	0
3.	Aerobics - elective kinesiology activity		0	2	0
4.	Fitness - elective kinesiology acti	vity	0	2	0
5.	Volleyball - elective kinesiology a	activity	0	2	0
6.	Swimming - elective kinesiology	activity	0	2	0
7.	Rowing - elective kinesiology activity		0	2	0
8.	Badminton - elective kinesiology	activity	0	2	0
9.	Table tennis - elective kinesiolog	y activity	0	2	0
10.	Hiking - elective kinesiology activ	vity	0	2	0

University of Dubrovnik	Form
COURSE CATALOGUE UNDERGRADUATE	F04-15E

OTHER RELEVANT INFORMATION				
	TOTAL HOURS			0
15.	Mental health and stress prevention - theoretical lecture	0	2	0
14.	Prevention of various forms of addiction - theoretical lecture	0	2	0
13.	Prevention of obesity - theoretical lecture	0	2	0
12.	Proper nutrition - theoretical lecture	0	2	0
11.	Sailing - elective kinesiology activity	0	2	0

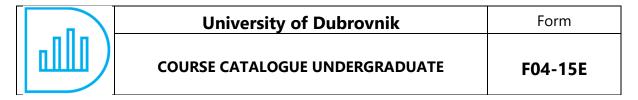


COURSE INFORMATION				
Course name				
	Patail management			
	Retail management			
Degree	Bachelor			
Semester	Winter (5. sem)			
ECTS points	6 ECTS			
Course status	Elective			
Course leader				
	izv.prof.dr.sc. Katija Vojvodić			
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, Lapadska obala 7, C-8			
Phone	+385 20 445 935			
e-mail	katija.vojvodic@unidu.hr			
COURSE DESCRIPTION				
Carrier				

#### **Course content**

1. Introduction – definitions and functions of trade. 2. Distributive trade within economy. Retailing in the distribution channel. Factors of trade development. The emergence and development of trade. 3. Trade institutions in the context of buying and selling goods. Retail and wholesale formats. Market facilitators. 4. Typical retail business processes. Procurement. Warehousing. Selling. 5. Contemporary developments in retailing. Retail internationalization and globalization. Retail concentration. Concepts of development of retail formats. 6. Retailing in the EU. 7. Retail planning process. Retail management development. 8. Marketing in retailing. Marketing research. Assortment of goods. Selling methods. 9. Retailer customer relationship. Customer relationship management. 10. Retail location. The concept of location. Theoretical approaches to location. Types of locations. Location research methodology. 11. Ethical norms and legal forms of trade. Ethics in contemporary retailing. 12. The impact of modern ICTs on retail trade development. Relationship between retailing and ICTs. 13. E-commerce. The concept and historical development of e-commerce. Basic models in e-commerce. Contemporary trends in e-commerce.

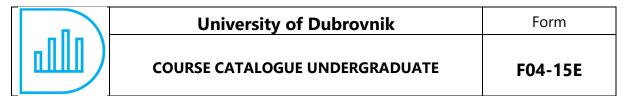
- 1. To specify and define basic functions of trade and to classify and differentiate different retail and wholesale formats.
- 2. To explain the importance of distributive trade within economy and retailing in distribution channel.
- 3. To discuss the emergence and development of trade and to discern theoretical approaches to trade and market.
- 4. To identify, discern and compare typical retail business processes and to identify, discern and discuss contemporary developments in retailing.
- 5. To identify, discern and discuss contemporary developments in retailing and to determine, explain and present the basic features of retailing in the EU.
- 6. To define, explain and apply retail planning process.
- 7. To explain the importance of marketing in retailing and its role in retail business, to explain



retailer customer relationships and to determine and consider the main factors influencing retail location.

- 8. To explain the importance of marketing in retailing and its role in retail business and to explain retailer customer relationships.
- 9. To discuss ethics in contemporary retailing and legal forms of trade

10. To ex	cuss etnics in contemporary retail plain the impact of modern ICTs of ce and present contemporary tren	on retail trade development a	nd the ba	sic feature	s of e-
	Ti	ACHING MODE			
□ Lectu	res	☑ Office hours			
☐ Seminars and workshops ☐ Laboratory					
		☐ Field work			
	endent tasks	☑ Mentoring work			
	media and internet	⊠ Knowledge test			
□ Distar	nce education				
	EXAN	IINATION METHOD			
⊠ Oral €	exam	Other:			
⊠ Writte	en exam				
⊠ Collo	☑ Colloquium				
		READING			
-	npulsory reading				
1.	Levy, M., Weitz, B. A., Grewal, D., Retailing Management, McGraw-Hill, 2018.				
2.	Pantano, E., Dennis, C., Smart Retailing: Technologies and Strategies, Palgrave Macmillan, 2019.				
Optional	onal reading				
1.	Fernie, J., Sparks, L., Logistics a	nd Retail Management, Kogar	n Page, 20	19.	
2.	Vedamani, G. G., Retail Manage	ement, Pearson, 2017.			
3.	Nie, W., Greeven, M. J., Feng, Y.	., Wang, J., The Future of Glob	al Retail,	Routledge	, 2022.
	LIST OF TO	OPICS			
No.	TOPIC	С	_	Hours	
			L	E	S
1.	Introduction – definitions and functions of retailing.		2	2	0
2.	Retailer's role in the distribution channel. 2 2		2	0	
3.	Retail store formats.		2	2	0



7.	Retail planning process.	2	2	0
8.	Marketing in retailing.	2	2	0
9.	Marketing research.	2	2	0
10.	Retailer customer relationship.	2	2	0
11.	Retail locations.	2	2	0
12.	Location research methodology.	2	2	0
13.	Ethics in retailing.	2	2	0
14.	ICT and retail development.	2	2	0
15.	E-commerce.	2	2	0
	TOTAL HOURS	30	30	0



Form

#### COURSE CATALOGUE UNDERGRADUATE

F04-15E

COURSE INFORMATION				
Course name				
	Cupation History and Identity			
	Croatia: History and Identity			
Degree	Bachelor			
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			

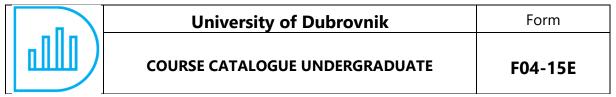
#### **Course content**

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.

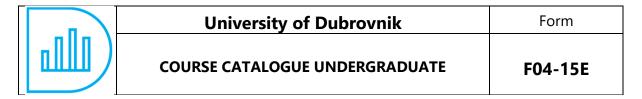
#### **Learning outcomes**

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



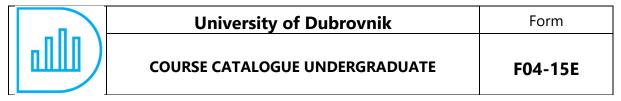
	media and internet nce education	☑ Knowledge test			
	EXAM	INATION METHOD			
⊠ Oral e		Other:			
⊠ Writte	en exam				
⊠ Collo	Colloquium				
		READING			
Compuls	ory reading				
1.	Croatia: Past, Present and Future Pe Inc.				
2.	Croatia: the land and its people (20:	•		_	
	Miroslav Krleža Institute of Lexicogr		-		
0.1	Republic of Croatia. Available on: ht	tp://www.croatia.eu/pdf/Croat	ia-land an	<u>d people.</u>	<u>oat</u>
Optional		ny Landani Hurst 9 Campany			
1. 2.	Goldstein, I. (2004) Croatia: A Histor Skoko, B. (2018) Understanding Cro		roatian Ida	ntity	
۷.	LIST OF TO	· · · · · · · · · · · · · · · · · · ·	i Oatiaii iue	illity.	
	Hours				
No.	TOPIC		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, Croat	ia 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
Diversity of Traditional Croatian culture: Pannonian, Dinaric and 11. Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage.	2	1	0
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			0

University of Dubrovnik	Form
COURSE CATALOGUE UNDERGRADUATE	F04-15E

Summer semester

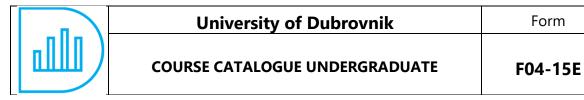


COURSE INFORMATION			
Course name			
	Accounting		
Degree	Bachelor		
Semester	Summer (6. sem)		
ECTS points	7 ECTS		
Course status	Elective		
Course leader	izv.prof.dr.sc. Iris Lončar		
Department, room no.	Lapadska obala 7, E-K5		
Phone	+385 20 445 924		
e-mail	iris.loncar@unidu.hr		
COURSE DESCRIPTION			
Common combant			

#### **Course content**

Accounting information system; History of accounting; Accounting principles and standards; Accounting tools (documents, general ledger, financial statements) in theory and practice; Accounts in the general ledger as a location for recording and storing the effects of business transaction; Types of accounts; Identifying number assigned to each account based on a chart of accounts; Recording business transactions on the accounts; Opening and closing accounts in the general ledger; Preparing the statements (reports) from the accounts at the end of an accounting period; Balance sheet as a basic financial statement (types, the rules of presenting information in balance sheet, forms); Storing information in asset accounts, liability accounts and owner's equity accounts (centripetal, centrifugal, concentric, peripheral); Recording transactions in revenue and expense accounts; Cost and outputs (a schedule of cost of goods manufactured, general cost classifications, different approaches in pricing products); Expenses and revenues (concept and types, differences between costs, expenses and cash outflows, differences between revenues, performances and cash inflows); Accounting for revenues from sales; Preparing the income statement (concept and content, accrual basis, forms and methods of revenues, expenses and result recognitions); Interrelations between internally and externally reported business results; The statement of cash flows (cash inflows and cash outflows, differences between cash inflows and revenues, differences between cash outflows and expenses, cash basis recognition, forms and methods of cash flow statement presentation); The statement in changes in equity; Interrelationships between basic financial statements; Accounting Act; Accounting principles and standards; International Financial Reporting Standards

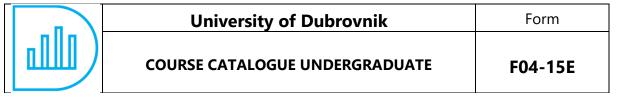
- 1. Students should be able to understand the content of the accounting categories encompassed in the ledgers, as well as the nature of accounting information presented in financial statements
- 2. Understand the place and role of accounting systems in theory and practice, as well as a starting point that should be respected in its defining in business entities (Accounting Act, International Financial Reporting Standards)
- 3. Use specific accounting terminology in interpretation of accounting data and information in



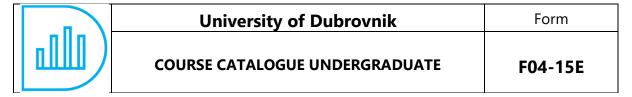
com	pan	ies

- 4. Apply the principles of the balance equation (double-entry accounting) in the recording transactions in the general ledger, as well as in the process of preparing financial statements
- 5. Understanding the cause-effect relationships of specific categories and conditions of the companies and explain them from the accounting point of view
- 6. Explain the accounting aspect of information and adjust it with the informational requirements of internal and external users
- 7. Understand, read and interpret specific items of the presented financial statements

		·		
	Ti	EACHING MODE		
	res	☑ Office hours		
⊠ Semi				
	☑ Exercises ☐ Field work			
	endent tasks			
	media and internet	☑ Knowledge test		
□ Dista	nce education			
	FYΔM	INATION METHOD		
⊠ Oral (		Other:		
⊠ Writte		outer.		
⊠ Collo				
	4			
READING				
Compulsory reading				
1.	Wild, J.J.; Shaw, K.W. & Chiappetta, B., Fundamental Accounting Principles, 21th Edition,			
	McGraw Hill IRWIN Inc., Bostor			
2.	Saguinsin, A.T. , Basic Concept	of Accounting/Fundamentals	of Accounting, Booktango,	
	Bloomington, 2013.			
3.	Guilding, C. , Accounting Essen	tials for Hospitality Managers	, 2nd Edition, Elsevier Ltd.,	
	Oxford, 2009.			
4.	Lončar, I., Lectures (Power-poir	-	formation about the course	
Ontional	available on e-learning system	Merlin, , 2021.		
Optional	Optional reading  Horngren, Ch.T., Sundem,G.I. & Elliott,J.A., Introduction to Financijal Accounting, 7th			
1.			-	
	Edition, Prentice Hall, Upper Saddle River, New Jersey, 1999.  Thomas, A. & Ward, A. M., Introduction to Financial Accounting, 6th Edition, The			
2.	2. McGraw Hill Companies, London, Boston, New York, Toronto, 2009.			
Weygandt, J. J., Kimmel, P. D. & Kieso, D. E., Financial Accounting A Focus on				
3.	Fundamentals, 6th Edition, International Student Version, WILEY, John Wiley & Sons, Inc.			
	Europe, Asia, Africa, Middle Eas		, , , , , , , , , , , , , , , , , , , ,	
	LIST OF TO			
No.	TOPIC	c	Hours	



		L	E	S
1.	Introduction: Explanation of the curriculum, literature and examination methods; Development, definition and structure of accounting; Accounting principles and standards	2	2	0
2.	Main characteristics and fundamental steps of accounting process; Accounting documents, general ledger and chart of accounts	2	2	0
3.	"Statically" and "dynamically" defined accounting categories	2	2	0
4.	Accounts; Double-entry accounting; The rules of recording transactions on accounts	2	2	0
5.	Accounting for fixed assets: purchase, depreciation, sale	2	2	0
6.	Accounting for current assets: purchase, consumption, methods of assigning costs of inventory items, sale	2	2	0
7.	Recording specificities connected with other forms of current assets (except inventories); Accounting for liabilities and owner's equity	2	2	0
8.	Integral exercises - preparation for the first colloquium	2	2	0
9.	Concept and types of costs; Basic costs in the chart of accounts and their recording in the accounts	2	2	0
10.	Cost allocation depending on the business activity; Methods of calculation and costing	2	2	0
11.	Accounting recognition of expenses and their records; Accounting recognition of revenues and their records; Reporting income at the end of the accounting period	2	2	0
12.	The balance sheet and changes	2	2	0
13.	The income statement; Content and methods of preparing this report	2	2	0
14.	The cash flow statement; Methods of cash flow statement preparation; The statement in changes in equity	2	2	0
15.	Integral exercises - preparation for the second colloquium	2	2	0



TOTAL HOURS	30	30	0		
OTHER RELEVANT INFORMATION					



### Form

### **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

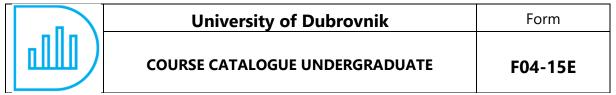
COURSE INFORMATION			
Course name			
	Economic History of Croatia		
Degree	Bachelor		
Semester	Summer (2. sem)		
ECTS points	5 ECTS		
Course status	Elective		
Course leader	izv.prof.dr.sc. Marija Benić Penava; Daniel Dujmić, mag.oec.		
Department, room no.			
Phone			
e-mail			
COURSE DESCRIPTION			

#### **Course content**

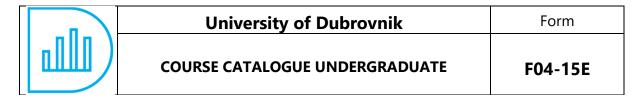
1. Economic disintegration of the Croatian territory in the Habsburg Monarchy. 2. Manufacturing machines in the pre-industrial Croatian society. 3. Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade. 4. Agrarian and owners relations in the Croatian provinces (Croatia proper and Slavonia, Istria and Dalmatia). Characteristics of the military feudalism of Krajina. Economic importance of Dubrovnik. 5. Development of railways on the Croatian territory until The First World War. Austrian and Hungarian traffic policy. 6. Development of technology, shipping and shipbuilding crisis. Viticulture crisis and emigration. 7. Formation of monetary institutes in Croatia. Activities of chambers of trade and economy. Industrialization of Croatia until the First World War. 8. Economic changes in Croatia caused by joining the Kingdom of SHS. 9. Impact of the world economic crisis on the Croatian economy. 10. Agrarian policy in the interwar period and its consequences. Development of the industry and the service industry. Croatian banking in the Kingdom of SHS and the Kingdom of Yugoslavia. 11. Croatian economy before and during The Second World War. 12. Planned economy and industrial development of Croatia after 1945. 13. Economy of the Socialist Republic of Croatia and economic policy of the socialist Yugoslavia. 14. International economic position of Croatia.

- 1. After finishing the course, a student will be able to interpret the impact of the historical inheritance on the structure of the Croatian economy.
- 2. After analysing the historical experiences, it is possible to make connections and critical considerations on the economic changes and put them into wider contexts.

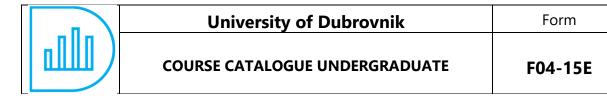
TEACHING MODE				
□ Lectures	☑ Office hours			
☐ Seminars and workshops	☐ Laboratory			



⊠ Exerc					
	pendent tasks   Mentoring work				
□ Dista	nce education				
	EXAMI	NATION METHOD			
✓ Oral €		Other:			
⊠ Writt	Written exam				
⊠ Collo	Colloquium				
Camanida		READING			
Compuis 1.	sory reading Stipetić, Vladimir, Dva stoljeća ra	uzvoja hrvatskoga gospodars	tva (1920	2005 ) 📙	14711
1.	2012.	izvoja filvatskoga gospodars	otva (1020	2005.), П	IAZU,
2.	Kolar-Dimitrijević, Mira; Feletar, I "Dr. Feletar", 1994.	Dragutin, Kratka povjesnica I	Prve hrvat	ske štedic	nice,
Optional	l reading				
1.	Bićanić, Rudolf, Ekonomska podloga hrvatskog pitanja, Dom i svijet; Ekonomski fakultet				fakultet
	Sveučilišta u Zagrebu, 2004.				
2.	Feletar, Petar, Hrvatske povijesne ceste - Karolina, Jozefina i Lujzijana, Meridijani, 2016.				
3.	Kolar, Mira, Organizirano obrtniš komora; Dom i svijet, 2002.	itvo u Hrvatskoj 18522002.,	. Hrvatska	obrtnička	
4.	Kolar-Dimitrijević, Povijest novca u Hrvatskoj od 1527. do 1941. godine, Hrvatska narodna banka, 2013.				
	LIST OF TO	PICS			
No.	TOPIC		Hours		
INO.	TOPIC		L	E	S
1.	Economic disintegration of the Croatian territory in the Habsburg Monarchy.		2	2	0
2.	Manufacturing machines in the pre-industrial Croatian society.		2	2	0
3.	Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade.		2	2	0
4.	Agrarian and owners relations in the (Croatia proper and Slavonia, Istria of the Military Frontier. Economic in the Military Frontier.	and Dalmatia). Feudalism	2	2	0
5.	Development of railways on the Cr First World War. Austrian and Hun	- 1	2	2	0



TOTAL HOURS			30	0
15.	International economic position of Croatia.	2	2	0
14.	The economy of Croatia and the economic policy of socialist Yugoslavia.	2	2	0
13.	Planned economy and industrial development of Croatia after 1945.	2	2	0
12.	Croatian economy before and during The Second World War.	2	2	0
11.	Development of the industry and the service industry. Croatian banking in the Kingdom of SHS and the Kingdom of Yugoslavia.	2	2	0
10.	Agrarian policy in the interwar period and its consequences.	2	2	0
9.	Impact of of the Great Depression (1929-1933) on the Croatian economy.	2	2	0
8.	Economic changes in Croatia caused by joining the Kingdom of SHS.	2	2	0
7.	Formation of monetary institutes in Croatia. Activities of chambers of trade and economy. Industrialization of Croatia until the First World War.	2	2	0
6.	Development of technology, shipping and shipbuilding crisis. Viticulture crisis and emigration.	2	2	0



COURSE INFORMATION			
Course name			
	Macroeconomics II		
Degree	Bachelor		
Semester	Summer (6. sem)		
ECTS points	6 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			

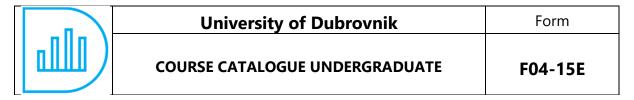
## **Course content**

The Role of expectations in the macroeconomic analysis; Expectations: basic tools; Expectations, Consumption and Investment; Financial markets Expectations; Expectations, Output, and Policy; The Time Consistency of Economic Policy and Expectations. Openness in Goods and Financial Markets; IS-LM model of an open economy; Exchange rate and exchange rate regimes. Growth and Growth models; Long-term growth determinants according to growth theories. Business cycles; Business cycles characteristics; Cyclical movement of Macroeconomic variables; Business cycle theories; Depressions and crisis; Inflation.

# **Learning outcomes**

- 1. After completing the course and passing the exam, students will acquire a theoretical knowledge of advanced macroeconomics.
- 2. Students will be capable of using IS-LM model, as well as of conducting a qualitative analysis of foreign exchange markets, exchange rates, business cycles and economic growth.
- 3. Furthermore, students will be able of critical thinking and defining the basic principles of advanced macroeconomics.

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



Multi	media and internet	☐ Knowledge test			
☐ Dista	nce education				
	EXAIV	INATION METHOD			
☐ Oral e	exam	Other:			
Writte     ✓	en exam				
⊠ Collo	quium				
		READING			
Compuls	ory reading				
1.	Blanchard, O. and Johnson, D.R	R., Macroeconomics, Sixth Edi	tion, Pren	tice Hall, F	earson
	Education, 2013.				
2.	Mankiw, N., G. , Macroeconomi	ics, Fifth Edition, Worth Publis	hers, New	York, 200	)3.
Optional	reading				
1.	Romer, D., Advanced Macroeco	onomics, McGraw-Hill, New Yo	ork, 1996.		
	LIST OF TO	OPICS			
No	Hours				
No.	TOPIC		Г	Е	S
TOTAL HOURS 0 0 0				0	
	OTHER DE	I EVANT INCODMATION			

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.



☐ Oral exam

☑ Independent tasks

□ Distance education

☑ Multimedia and internet

# **University of Dubrovnik**

Form

# **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

	COURCE INFORMATION			
	COURSE INFORMATION			
Course name				
	Managerial economics			
Degree	Bachelor			
Semester	Summer (6. sem)			
ECTS points	6 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				
3	heory and estimation; Cost theory and estimation; Market Structure poly; Market Structure: Monopolistic Competition and Oligopoly ong-Run Investment Decisions			
Learning outcomes				
<ol> <li>Aply demand theory in order to determine elasticity and to estimate and forecast trends and changes in demand.</li> <li>Apply production theory in production management of the firm.</li> <li>Utilise cost theory in order to identify short-term and long-term decisions of the firm.</li> <li>Describe market structures in order to assess market equilibrium.</li> <li>Apply theoretical knowledge in decision making under risk.</li> </ol>				
TEACHING MODE				
□ Lectures	☑ Office hours			
☐ Seminars and workshops	☐ Laboratory			
	l — - · · · ·			

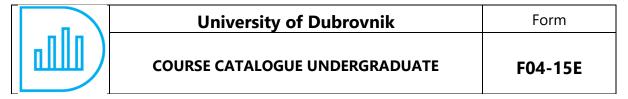
☐ Field work

**EXAMINATION METHOD** 

Other:

 $oxed{\boxtimes}$  Knowledge test

39



⊠ Collo	quium					
READING						
Compuls	Compulsory reading					
1.	Salvatore, D., Managerial Econo	omics – Principles and Worldv	vide Appli	cations, , (	Oxford	
	University Press, New York, 201	5.				
2.	Wilkinson, N., Managerial Econ	omics: A Problem Solving App	proach, Ca	ambridge		
	University Press, 2005.					
Optional	reading					
1.	Samuleson, W. F., Marks, S. G.,		Wiley & S	Sons, 2012	<u>)</u> .	
2.	Perloff, J. M., Microeconomics,					
	LIST OF TO	OPICS				
No.	TOPI	C		Hours		
110.			L	E	S	
1.	Nature, scope and methods of m	anagerial economics	2	2	0	
2.	The theory of the firm		2	2	0	
3.	Optimization Techniques		2	2	0	
4.	Demand Theory		2	2	0	
5.	Demand Estimation		2	2	0	
6.	Demand Forecasting		2	2	0	
7.	Production Theory and Estimatio	n	2	2	0	
8.	Cost Theory and Estimation		2	2	0	
9.	Market Structures: Perfect Comp Monopolistic Competition	etition, Monopoly, and	2	2	0	
10.	Oligopoly and Game Theory		2	2	0	

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COURSE CATALOGUE UNDERGRADUATE	F04-15E

11.	Pricing Strategies	2	2	0	
12.	Pricing in Practice	2	2	0	
13.	The Role of Government in the Economy	2	2	0	
14.	Risk Analysis	2	2	0	
15.	Long-Run Investment Decisions	2	2	0	
	TOTAL HOURS	30	30	0	
	OTHER RELEVANT INFORMATION				

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.



# **University of Dubrovnik**

Form

## **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

COURSE INFORMATION			
Course name			
	Dhysical and boolth advention		
	Physical and health education		
Degree	Bachelor		
Semester	Summer (6. sem)		
ECTS points	1 ECTS		
Course status	Elective		
Course leader			
	doc.dr.sc. Aleksandar Selmanović		
Department, room no.	Ćira Carića 4, B29		
Phone	+385 20 445 737		
e-mail	e-mail sasa.selmanovic@unidu.hr		
COURSE DESCRIPTION			

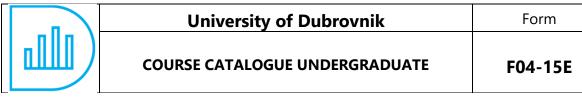
#### **Course content**

Maintaining and upgrading students' health status by regular practice of kinesiology activities. Students fulfill course obligations through regular participation in physical activities and supplemental forms of instruction (theoretical lectures, seminars). The course includes a curriculum of 14 physical activities that students voluntarily select. The activities are: futsal, basketball, volleyball, table tennis, badminton, floorball, swimming, rowing, jogging, hiking, streetworkout, aerobics, fitness (weight room) and fitness exercises for beginners.

## **Learning outcomes**

- 1. Positive influence on students' anthropological characteristics (motor and functional abilities, anthropomorphic characteristics)
- 2. Application of acquired knowledge and developed skills in everyday life and urgent situations.
- 3. Long term creating awareness of fitness, lasting habits and the need to participate in regular kinesiologicy activities in order to enhance ability to overcome future sedentary and heavy professional workload, retain fit body and protect it from physical trumas.
- 4. Short term aid and support in overcoming the student's intellectual struggles.

TEACHING MODE				
□ Lectures	☑ Office hours			
☑ Seminars and workshops	☐ Laboratory			
	☑ Field work			
☑ Independent tasks	☐ Mentoring work			
☐ Multimedia and internet	☐ Knowledge test			
☐ Distance education				
EXA	MINATION METHOD			



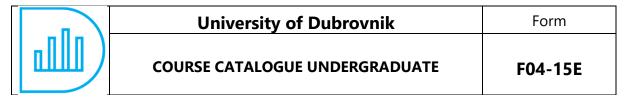
□ Oral e	exam	Other: No exam required. M	leeting re	quired	
□ Writte		participation quota.			
□ Collo	quium				
		READING			
Compuls	sory reading	112/12/1110			
	l reading				
1.	Bagarić, I., Vadjon, I., Exercises 2020., 2020.	for musculoskeletal health, M	edicinska	zaklada, Z	agreb,
2.	Hoffman, S. , Introduction to Ki Physical Activity, Book with onl	3,			udying
3.	Mahan LK, Escott-Stump S., Nu Philadelphia, 2000.	trition and Diet Therapy , Sau	nders Cor	mpany,	
	LIST OF TO	OPICS			
No.	ТОРІС	C	_	Hours	
			L	E	S
1.	Basketball - elective kinesiology a	activity	0	2	0
2.	Football/Futsal - elective kinesiol	ogy activity	0	2	0
3.	Aerobics - elective kinesiology ac	tivity	0	2	0
4.	Fitness - elective kinesiology acti	vity	0	2	0
5.	Volleyball - elective kinesiology a	octivity	0	2	0
6.	Swimming - elective kinesiology	activity	0	2	0
7.	Rowing - elective kinesiology act	ivity	0	2	0
8.	Badminton - elective kinesiology	activity	0	2	0
9.	Table tennis - elective kinesiolog	y activity	0	2	0
10.	Hiking - elective kinesiology activ	rity	0	2	0

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COURSE CATALOGUE UNDERGRADUATE	F04-15E

	OTHER RELEVANT INFORMATION			
	TOTAL HOURS	0	30	0
15.	Mental health and stress prevention - theoretical lecture	0	2	0
14.	Prevention of various forms of addiction - theoretical lecture	0	2	0
13.	Prevention of obesity - theoretical lecture	0	2	0
12.	Proper nutrition - theoretical lecture	0	2	0
11.	Sailing - elective kinesiology activity	0	2	0

#### OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije. Each kinesiology activity contains a specific curriculum. Participation in extracurricular activities according to prior notice.



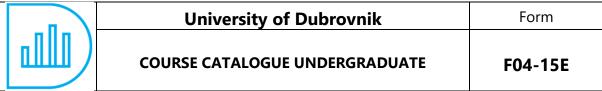
COURSE INFORMATION				
Course name				
	Tourism Marketing			
	Tourism Marketing			
Degree	Bachelor			
Semester	Summer (6. sem)			
ECTS points	5 ECTS			
Course status	Elective			
Course leader				
	izv.prof.dr.sc. Iris Mihajlović			
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK11			
Phone	+385 20 445 930			
e-mail	iris.mihajlovic@unidu.hr			
COURSE DESCRIPTION				
COURSE DESCRIPTION				

#### **Course content**

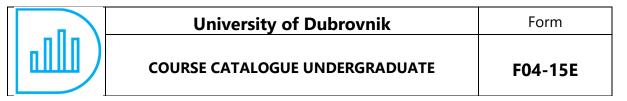
Special features of the tourist market, specifics of tourist services, tourism supply holders, service providers and tourism demand. Needs, preferesnces, tourist requests. Marketing activities at the micro and macro level. Understanding the marketing process in hospitality, hotel industry and tourism. Management strategies for service providers. The role of marketing in strategic planning. The development of marketing opportunities and strategies in tourism. Marketing Information System and tourism research. Behavior of tourists when buying. Segmentation of the tourist market, selection of target markets and positioning on the tourist market. Development of marketing sphere in hospitality, hotel industry and tourism. Product management, brand decisions, building quality-based tourists loyalty. Internal marketing. Determining product prices in hospitality, hotel industry and tourism. Distribution channels on the tourist market, travel agents, tour operators, specialists, hotel representatives, consortium, internet. Target market communication. Advertising, public relations, sales promotion, personal sales. E-marketing in hospitality, hotel industry and tourism. Destination Marketing. Marketing plan. Application and control of marketing efforts - organi zation, implementation, evaluation and control of marketing activities. Models of markieting organization in companies doing business in tourism

#### **Learning outcomes**

- 1. to understand the crucial role of marketing management in tourism
- 2. to define the needs and preferences of tourists
- 3. to define the values that tourists expect creating quality satisfaction
- 4. to be able to manage with differentiation, manage quality of the service, manage employees who create services
- 5. to manage demand, customer relationships
- 6. to acquire the ability to master the techniques of collecting data for marketing purposes and use them in making business decisions
- 7. to identify segments in the tourist market and choose the target market
- 8. to create a tourist product building the recognizable brand, successful positioning in the market



	nage costs in order to competitive		•		
	anage distribution channels; to ma	<b>5</b> '			ıcce
	ainable development and marketi		•		المسامة
	velop destination marketing plan; ırist destination level	create marketing plan in the	enterprise	: in tourisi	n as weii
	fine the values that tourists expec	t creating quality satisfaction			
12. 10 00	The the values that tourists expec	e creating quanty satisfaction			
		EACHING MODE			
□ Lectu		☐ Office hours			
	nars and workshops	☐ Laboratory			
□ Exerc		☑ Field work			
	endent tasks				
	media and internet	☑ Knowledge test			
□ Distai	nce education				
	EXAN	INATION METHOD			
□ Oral e	exam	Other:			
⊠ Writte	en exam				
⊠ Collo	quium				
		READING			
	ory reading				•
1.	Baloglu , S. Kotler, P.T., Bowen, Marketing for Hospitality and T		•	•	ırism
2.	Middleton, V. T. C., Clarke, J	. , Marketing in Travel and	Tourism,	Butterwo	rth
	Heinemann. Oxford, 2002.				
3.	Pike, S. Routledge, Nex York, 2	2016, Destination Marketing,2	nd Editior	ı , Routled	ge, N.Y,
	2016.				
4.	Sindell, K., Loyalty Marketing for the Internet Age —How to Identify, Attract, Serve and				
	Retain Customers in an Ecomm	nerce Environment, , Chicago,	Dearborn	Trade,, 20	)00.
Optional					
	Cohen, S. A. Prayag, G. Moital,				
1.	and opportunities , (2014). Cor		Current Is:	sues inTou	ırism,
	Vol. 17, No.10 , 2014, p.p. 872-			.: =1	
2.	Ritchie, B.W., Burns, P., Palmer,		hods: Inte	grating II	neory
	With Practice, , CABI Pub.Camb	•			
				Hours	
No.	TOPI	C	L	E	S
4	An introductory lecture. Special f	eatures of the tourism	2	2	0
1.	market concept				



	OTHER RELEVANT INCORMATION	30	30	l
	TOTAL HOURS			0
15.	Destination Marketing	2	2	0
14.	Internet Marketing, Data-Dedicated Marketing and Direct Marketing	2	2	0
13.	Distribution channels, criteria of selection an optimal modality selection criteria	2	2	0
12.	The communication process and the promotion policy	2	2	0
11.	Customer Relationship Management. Internal marketing, empowering loyalty via quality	2	2	0
10.	Product management in the tourist market , Pricing strategies	2	2	0
9.	The process of market segmentation, targeting and positioning on the tourism market	2	2	0
8.	Marketing Information System (MIS) and Marketing Research	2	2	0
7.	Consumer behvaior when buying tourism products	2	2	0
6.	Marketing environment	2	2	0
5.	The role of marketing in strategic planning process	2	2	0
4.	Management strategies for service companies. Service quality management for service providers.	2	2	0
3.	Features of services. Specifics of services in marketing of hotel companies. Delivering values to the consumers	2	2	0
2.	Needs, preferences, tourist requests: percieved values for clients, satisfaction	2	2	0

# OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed

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COURSE CATALOGUE UNDERGRADUATE	F04-15E

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.



# **University of Dubrovnik**

Form

## **COURSE CATALOGUE UNDERGRADUATE**

F04-15E

COURSE INFORMATION				
Course name				
	Croatia: History and Identity			
Degree	Bachelor			
Semester	Summer (2. 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 DES

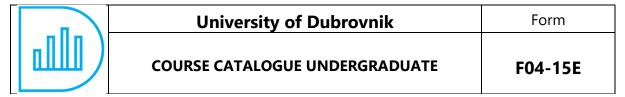
#### **Course content**

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.

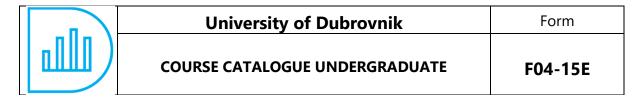
#### **Learning outcomes**

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



	ultimedia and internet   Knowledge test  stance education				
	EXAM	IINATION METHOD			
⊠ Writt	Oral exam Vritten exam Colloquium				
		READING			
Compuls	ory reading				
1.	Croatia: Past, Present and Future Pe Inc.	erspectives (2020) Marušić, M. e	ed. New Yo	rk: Nova Pı	ublishers
2.	Croatia: the land and its people (20: Miroslav Krleža Institute of Lexicogr Republic of Croatia. Available on: <u>ht</u>	aphy; Ministry of Foreign and E	uropean Af	ffairs of the	<u> </u>
Optional	reading				
1.	Goldstein, I. (2004) Croatia: A Histor				
2.	Skoko, B. (2018) Understanding Cro	·	roatian Ide	ntity.	
	LIST OF TO	OPICS	ı		
No.	TOPIC	Ξ		Hours	
		_	L	E	S
1.	Introduction to the Croatian History identity.	Timeline and the Croatian	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 Repu Austrian Empires: from 16th to 18th		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, Croat	ia 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
16.	Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage.	2	1	0
17.	Croatian Inventions and Inventors, Unknown Croatian Greats.	2	1	0
18.	Homeland and Diaspora, Croatian depopulation History.	2	1	0
19.	Innovative and Creative Croatia, Croatian Sports Gene.	2	1	0
20.	Contemporary Croatia and Future Perspectives.	2	1	0
	TOTAL HOURS 30 15 0			

# **OTHER RELEVANT INFORMATION**

Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.