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	COURSE CATALOGUE - UNDERGRADUATE STUDY ACADEMIC YEAR 2022-2023 Department of Economics and Business	F04-15E

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Winter semester

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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
COURSE DESCRIPTION	
Course content	
<p>Introduction to Marketing. Marketing in today's business environment. Marketing environment. Marketing in the age of Internet. Analysis of the business markets and the business buying behavior. Analysis of the consumer markets 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</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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	

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

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

Compulsory reading


1.	Kotler, P., Wong, V., Saunders, J., Armstrong, G. , Principles of Marketing 4th European Edition, Prentice Hall, 2005.
2.	Kotler, P.T., Keller, K. L., Marketing Management, 15th Pearson.USA, 2016.
3.	Strauss, J., Frost, D.R. , E-marketing, Routledge. USA, 2016.

Optional reading

1.	Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., Mitchell, Marketing, Real People, Real Decisions, Prentice Hall. England.LIS, 2009.
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LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Introduction lecture. The market orientation of companies, marketing nowadays	2	2	0
2.	Marketing in the age of Internet	2	2	0
3.	Marketing environment (the microenvironment and the macroenvironment)	2	2	0
4.	Business buying behavior in the business markets	2	2	0
5.	Analysing consumers markets and buying behavior	2	2	0
6.	Competitive strategies - market leaders, challengers, followers, nichers	2	2	0
7.	The process of segmentation on the business consumption market and the personal consumption market	2	2	0

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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

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. 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	Business economics in international environment
Degree	Bachelor
Semester	Winter (5. sem)
ECTS points	5 ECTS
Course status	Elective
Course leader	izv.prof.dr.sc. Marija Dragičević Čurković
Department, room no.	Odjel za ekonomiju i poslovnu ekonomiju, EK 3
Phone	+385 20 456 922
e-mail	marija.dragicevic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>Business Theories- Theories of the International Trade- Absolute Advantage Theory, Theory of Competitive Advantage, Heckscher-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 Advantage. 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, Business 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</p>	
Learning outcomes	
<p>1. To introduce to students with the most important theoretical issues, on domestic and international market, paying attention to 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.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work

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<input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Harris, Business Economics-Theory and Application, Harris, Business Economics-Theory and Application, Butter Worth Heineman, Oxford, 2001., 2001.			
2.	Sloman, M. Sutcliffe, Economics for Business,, Prentice Hall-Financial Times, Harlow, England, 2001.			
3.	Baron, S., & Harris, K., Services marketing: Texts and cases, , Basingstoke UK, Palgrave , 2003.			
Optional reading				
1.	Shostack, L.G., Breaking Free from Product Marketing, Journal of Marketing, Vol. 41, April, 1997.			
2.	Zeithaml, V.A., Parasuraman, A. and Berry, L., Problems and Strategies in Services Marketing, Zeithaml, V.A., Parasuraman, A. and Berry, L., (1985), "Problems and Strategies in Services Marketing", Journal of Marketing, Vol. 49, Spring, pp. 33-46., 1985.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Business Theories- Theories of the International Trade- Absolute Advantage Theory, Theory of Competitive Advantage, Hecksher-Ohlin Theory, Theory of National Advantage (Porter Diamond Model)	2	2	0
2.	Definition and The Role of Globalization-the Reasons and Factors That Influence on the Internationalization of Business, Costs Rationalization	2	2	0
3.	Virtual Business, Global Expansion, Competitive Advantage of International Business Practice, Key Advantage.	2	2	0
4.	Management of Multinational Company- the Role, Strategies, Responsible Business Practice	2	2	0
5.	The Strategies of International Business- the Factors	2	2	0
6.	Types of International Business Practice	2	2	0

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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 Internationl 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

OTHER RELEVANT INFORMATION


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

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	COURSE CATALOGUE UNDERGRADUATE	F04-15E


COURSE INFORMATION	
Course name	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	
<p>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</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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 	

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TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test			
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium	Other:			
READING				
Compulsory reading				
1.	Ehrhardt, M. C. & Brigham, E. F., Corporate Finance – A Focused Approach, 5th Edition, South Western Cengage Learning, 2014.			
2.	McLaney, E., Business Finance – Theory and Practice, 9th Edition, Pearson Education Ltd, Essex – UK, 2011.			
3.	Lončar, I., Lectures (Power-point presentations) and other information about the course available on e-learning system Merlin, , 2021.			
Optional reading				
1.	Arnold, G., Essentials of Corporate Financial Management, 2nd Edition, , Pearson Education Ltd, Essex – UK, 2012.			
2.	Marsh, C., Business and Financial Models, Kogan Page Ltd., UK, 2013.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Explanation of the curriculum, literature and examination methods; Introduction to business finance; Place, role and importance of business finance in business systems; Types of financing; Principles of finance	2	2	0
2.	Financial environment; Financial system of the Republic of Croatia; Financial institutions	2	2	0
3.	Forms of business organizations; The relationship between the forms of business (enterprise structure) and capital structure	2	2	0
4.	Financial ratios and rules	2	2	0
5.	Valuating concepts; Time value of money; Discounting and compounding	2	2	0

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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
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
8.	Common stocks: concept, types and characteristics; Dividend policy	2	2	0
9.	Preference shares: concept, significance and characteristics; The valuation of preference shares and their cost of capital	2	2	0
10.	Financial statement analysis; Horizontal and vertical analysis; Computing financial ratios	2	2	0
11.	Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA	2	2	0
12.	Short-term, medium-term, and long-term funding; Selection of the most appropriate model of funding	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
14.	Working capital management; Receivables management; Stock management; Cash management	2	2	0
15.	The methods of capital budgeting: NPV, IRR, PI, ARR and PBP	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				
<p>Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopažanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE 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	
<p>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.</p>	
Learning outcomes	
<p>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.</p> <p>2. After analysing the historical development of tourism, students will gain a broader perspective on wider contextualization of Croatian tourism.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work

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<input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Benić Penava, Marija, Tourism in Croatia between the two World Wars: the Dubrovnik district case , Int. J. Business and Globalisation 12, 1 , , 2014, p.p. 109-123.			
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 (eds.), Yugoslavia's Sunny Side: A History of Tourism in Socialism (1950s-1980s), Central European University Press, 2010.			
Optional reading				
1.	Kos Nalis, Mirjana; Kranjčević, Jasenka, Fragments of inerrupted time - Unrealised projects of tourist architecture, Hrvatski muzej turizma, 2005.			
2.	Segreto, Luciano; Manera, Carles and Manfred Pohl (eds.) , Europe at the seaside The Economic History of Mass Tourism in the Mediterranean, Berghahn, 2009.			
3.	Stone, Philip R. (ed.), The Palgrave Handbook of Dark Tourism Studies, Palgrave Macmillan, 2018.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Modern tourism and similar phenomena in the past. Characteristics of tourism development	2	2	0
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.	2	2	0
4.	New transport possibilities and emerging of tourist destinations.	2	2	0
5.	Beginnings of organized tourism on the Croatian territory.	2	2	0

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

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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
COURSE DESCRIPTION	
Course content	
<p>1. The history of development of travel agencies. Development of intermediaries. 2. New travel trends considering geographical distribution; demographical features of travelers; European travel marketplac; Main travel associations 3. The main functions-and tasks of travel intermediaries. Differences between tour operators and travel intemediaries. 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. 8. 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 ofpromotional activities and measuring of efficiency of its activities. 13. 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</p>	
Learning outcomes	
<p>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</p>	

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environment				
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring work <input type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Singh, L. K., Management of Travel Agency , Gyan Publishing House , 2008.			
2.	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, Butterworth Heinemann, Oxford, 2008.			
5.	Mihajlovic, I. (2014). Intermediaries, ICT and New Trends in Consumer Behavior –New Experiential Knowledge Opportunities or Challenges for Travel Intermediaries, Journal of Marketing Management Vol. 2. No.1., 2014, p.p. 43-64.			
6.	Buhalis, D., Zoge, M., The strategic impact of the Internet on the tourism industry. In book: Sigala, M., Mich, L., Murphy J. (eds) .Information and communication technologies in tourism, Springer, Wien., 2007.			
Optional reading				
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 , Continuum, London, 2001.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Market conditions as a prerequisite for the emergence of travel intermediaries. Development of intermediaries	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


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
3.	The functions, tasks and features of intermediaries	2	2	0
4.	Types and delimitation criteria of travel agencies	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
6.	Tourism market research for the purpose of creating packages	2	2	0
7.	Travel packages as basic agency products. Diversification of the product program. Types and Classificationsof package-tours	2	2	0
8.	Transfers as vital services and activities of travel agencies. Excursions	2	2	0
9.	Costs -demarcation. Calculating and forming of prices of package tours	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
11.	Promotional policy, content of promotional activities, brochures, catalogs. Measuring the effectiveness of promotional activities	2	2	0
12.	Human Resources Management in the travel agency. Professional and specialized staff	2	2	0
13.	Organizational structure of the travel agencies in terms of contemporary business practices	2	2	0
14.	Business results and efficiency of business of travel intermediaries	2	2	0
15.	Economic indicators for measuring the performance of the business of travel agencies	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

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.

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

COURSE INFORMATION	
Course name	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	
<p>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.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring work <input type="checkbox"/> Knowledge test
EXAMINATION METHOD	

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

<input type="checkbox"/> Oral exam <input type="checkbox"/> Written exam <input type="checkbox"/> Colloquium	Other: No exam required. Meeting required participation quota.
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READING


Compulsory reading

Optional reading

1.	Bagarić, I., Vadjon, I., Exercises for musculoskeletal health, Medicinska zaklada, Zagreb, 2020., 2020.
2.	Hoffman, S. , Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity, Book with online resource ISBN-13: 9781450434324, 2013.
3.	Mahan LK, Escott-Stump S., Nutrition and Diet Therapy , Saunders Company, Philadelphia, 2000.

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Basketball - elective kinesiology 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 activity	0	2	0
5.	Volleyball - elective kinesiology 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 kinesiology activity	0	2	0
10.	Hiking - elective kinesiology activity	0	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


11.	Sailing - elective kinesiology activity	0	2	0
12.	Proper nutrition - theoretical lecture	0	2	0
13.	Prevention of obesity - theoretical lecture	0	2	0
14.	Prevention of various forms of addiction - theoretical lecture	0	2	0
15.	Mental health and stress prevention - theoretical lecture	0	2	0
TOTAL HOURS		0	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. Each kinesiology activity contains a specific curriculum. Participation in extracurricular activities according to prior notice.

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

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

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

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

8. To explain the importance of marketing in retailing and its role in retail business and to explain retailer customer relationships.

9. To discuss ethics in contemporary retailing and legal forms of trade.

10. To explain the impact of modern ICTs on retail trade development and the basic features of e-commerce and present contemporary trends in e-commerce.

TEACHING MODE

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

EXAMINATION METHOD

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

READING

Compulsory 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 reading

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

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Introduction – definitions and functions of retailing.	2	2	0
2.	Retailer's role in the distribution channel.	2	2	0
3.	Retail store formats.	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


4.	Typical retail business processes.	2	2	0
5.	Contemporary developments in retailing.	2	2	0
6.	Retailing in the EU.	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

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	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	<p>1. Introduction to the Croatian History Timeline and the Croatian identity. 2. Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy. 3. The first Centuries of Croatian History and the Establishment of the Croatian State. 4. Croatia and Hungary under One King: from 12th to 16th Century. 5. Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century. 6. Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life. 7. Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict. 8. Croatia in the first Yugoslavia, Croatia during WW2. 9. Croatia in the second Yugoslavia. 10. The Croatian War of Independence from 1991 to 1995. 11. Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage. 12. Croatian Inventions and Inventors, Unknown Croatian Greats. 13. Homeland and Diaspora, Croatian depopulation History. 14. Innovative and Creative Croatia, Croatian Sports Gene. 15. Contemporary Croatia and Future Perspectives.</p>
Learning outcomes	<p>Students will gain the essential understanding of Croatian history and Croatian identity. After successfully completing the course, students will be able to use the basic knowledge of Croatian turbulent history and cultural heritage. Students will also be able to interpret the impact of the historical inheritance of Croatia on today's geopolitical situation of the Republic of Croatia. After analysing the events in Croatian history, it is possible to make connections and critical considerations on the overall impact of analyzed events in shaping of the existing Croatian nation in order to place it all into broader context.</p>
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


<input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Croatia: Past, Present and Future Perspectives (2020) Marušić, M. ed. New York: Nova Publishers Inc.			
2.	Croatia: the land and its people (2019) Klemenčić, M.; Šunjić, A.; Frka-Petešić, Z. eds. Zagreb: The Miroslav Krleža Institute of Lexicography; Ministry of Foreign and European Affairs of the Republic of Croatia. Available on: http://www.croatia.eu/pdf/Croatia-land_and_people.pdf			
Optional reading				
1.	Goldstein, I. (2004) Croatia: A History. London: Hurst&Company.			
2.	Skoko, B. (2018) Understanding Croatia: A Collection of Essays on Croatian Identity.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Introduction to the Croatian History Timeline and the Croatian identity.	2	1	0
2.	Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy.	2	1	0
3.	The first Centuries of Croatian History and the Establishment of the Croatian State.	2	1	0
4.	Croatia and Hungary under One King: from 12th to 16th Century.	2	1	0
5.	Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century.	2	1	0
6.	Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life.	2	1	0
7.	Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict.	2	1	0
8.	Croatia in the first Yugoslavia, Croatia during WW2.	2	1	0

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


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
12.	Croatian Inventions and Inventors, Unknown Croatian Greats.	2	1	0
13.	Homeland and Diaspora, Croatian depopulation History.	2	1	0
14.	Innovative and Creative Croatia, Croatian Sports Gene.	2	1	0
15.	Contemporary Croatia and Future Perspectives.	2	1	0
TOTAL HOURS		30	15	0

OTHER RELEVANT INFORMATION


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

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

S u m m e r s e m e s t e r

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

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	
Course content	
<p>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</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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 	

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

companies

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

TEACHING MODE

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

EXAMINATION METHOD

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

READING

Compulsory reading


- | | |
|----|--|
| 1. | Wild, J.J.; Shaw, K.W. & Chiappetta, B., Fundamental Accounting Principles, 21th Edition, McGraw Hill IRWIN Inc., Boston, 2012. |
| 2. | Saguinsin, A.T. , Basic Concept of Accounting/Fundamentals of Accounting, Booktango, Bloomington, 2013. |
| 3. | Guilding, C. , Accounting Essentials for Hospitality Managers, 2nd Edition, Elsevier Ltd., Oxford, 2009. |
| 4. | Lončar, I., Lectures (Power-point presentations) and other information about the course available on e-learning system Merlin, , 2021. |

Optional reading


- | | |
|----|--|
| 1. | Horngren, Ch.T., Sundem,G.I. & Elliott,J.A., Introduction to Financijal Accounting, 7th Edition, Prentice Hall, Upper Saddle River, New Jersey, 1999. |
| 2. | Thomas, A. & Ward, A. M., Introduction to Financial Accounting, 6th Edition, The McGraw Hill Companies, London, Boston, New York, Toronto..., 2009. |
| 3. | Weygandt, J. J., Kimmel, P. D. & Kieso, D. E., Financial Accounting A Focus on Fundamentals, 6th Edition, International Student Version, WILEY, John Wiley & Sons, Inc. Europe, Asia, Africa, Middle East, 2008. |

LIST OF TOPICS


No.	TOPIC	Hours
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	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


		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

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


TOTAL HOURS	30	30	0
OTHER RELEVANT INFORMATION			
<p>Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>			

	University of Dubrovnik	Form
	COURSE CATALOGUE 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	
<p>1. Economic disintegration of the Croatian territory in the Habsburg Monarchy. 2. Manufacturing machines in the pre-industrial Croatian society. 3. Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade. 4. Agrarian and owners relations in the Croatian provinces (Croatia proper and Slavonia, Istria and Dalmatia). Characteristics of the military feudalism of Krajina. Economic importance of Dubrovnik. 5. Development of railways on the Croatian territory until The First World War. Austrian and Hungarian traffic policy. 6. Development of technology, shipping and shipbuilding crisis. Viticulture crisis and emigration. 7. Formation of monetary institutes in Croatia. Activities of chambers of trade and economy. 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.</p>	
Learning outcomes	
<p>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.</p> <p>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.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Office hours
<input type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory

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	COURSE CATALOGUE UNDERGRADUATE	F04-15E


<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Stipetić, Vladimir, Dva stoljeća razvoja hrvatskoga gospodarstva (1820.-2005.), HAZU, 2012.			
2.	Kolar-Dimitrijević, Mira; Feletar, Dragutin, Kratka povjesnica Prve hrvatske štedionice, "Dr. Feletar", 1994.			
Optional reading				
1.	Bićanić, Rudolf, Ekonomska podloga hrvatskog pitanja, Dom i svijet; Ekonomski fakultet Sveučilišta u Zagrebu, 2004.			
2.	Feletar, Petar, Hrvatske povijesne ceste - Karolina, Jozefina i Lujzijana, Meridijani, 2016.			
3.	Kolar, Mira, Organizirano obrtništvo u Hrvatskoj 1852.-2002., Hrvatska obrtnička komora; Dom i svijet, 2002.			
4.	Kolar-Dimitrijević, Povijest novca u Hrvatskoj od 1527. do 1941. godine, Hrvatska narodna banka, 2013.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		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 Croatian provinces (Croatia proper and Slavonia, Istria and Dalmatia). Feudalism of the Military Frontier. Economic importance of Dubrovnik.	2	2	0
5.	Development of railways on the Croatian territory until The First World War. Austrian and Hungarian traffic policy.	2	2	0

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E


6.	Development of technology, shipping and shipbuilding crisis. Viticulture crisis and emigration.	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
8.	Economic changes in Croatia caused by joining the Kingdom of SHS.	2	2	0
9.	Impact of of the Great Depression (1929-1933) on the Croatian economy.	2	2	0
10.	Agrarian policy in the interwar period and its consequences.	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
12.	Croatian economy before and during The Second World War.	2	2	0
13.	Planned economy and industrial development of Croatia after 1945.	2	2	0
14.	The economy of Croatia and the economic policy of socialist Yugoslavia.	2	2	0
15.	International economic position of Croatia.	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	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	
<p>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.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work

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	COURSE CATALOGUE UNDERGRADUATE	F04-15E


<input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance education		<input type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Blanchard, O. and Johnson, D.R. , Macroeconomics, Sixth Edition, Prentice Hall, Pearson Education, 2013.			
2.	Mankiw, N., G. , Macroeconomics, Fifth Edition, Worth Publishers, New York, 2003.			
Optional reading				
1.	Romer, D., Advanced Macroeconomics, McGraw-Hill, New York, 1996.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
TOTAL HOURS		0	0	0
OTHER RELEVANT INFORMATION				
<p>Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik. Kvaliteta programa, nastavnog procesa, vještine poučavanja i razine usvojenosti gradiva ustanovit će se provedbom pismene evaluacije temeljeno na upitnicima te na druge standardizirane načine a sukladno aktima Sveučilišta u Dubrovniku. Evaluacija kolega iz struke. Samoopazanje, analize i korekcije.</p>				

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

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	
<p>Scope of managerial economics; Optimization Techniques; Demand theory, demand estimation, and demand forecasting; Production theory and estimation; Cost theory and estimation; Market Structure: Perfect Competition and Monopoly; Market Structure: Monopolistic Competition and Oligopoly; Pricing strategies; Risk Analysis; Long-Run Investment Decisions</p>	
Learning outcomes	
<ol style="list-style-type: none"> 1. Apply demand theory in order to determine elasticity and to estimate and forecast trends and changes in demand. 2. Apply production theory in production management of the firm. 3. Utilise cost theory in order to identify short-term and long-term decisions of the firm. 4. Describe market structures in order to assess market equilibrium. 5. Apply theoretical knowledge in decision making under risk. 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work <input checked="" type="checkbox"/> Knowledge test
EXAMINATION METHOD	
<input type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam	Other:

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	COURSE CATALOGUE UNDERGRADUATE	F04-15E


<input checked="" type="checkbox"/> Colloquium				
READING				
Compulsory reading				
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, , Oxford University Press, New York, 2015.			
2.	Wilkinson, N., Managerial Economics: A Problem Solving Approach, Cambridge University Press, 2005.			
Optional reading				
1.	Samuleson, W. F., Marks, S. G., Managerial Economics , John, Wiley & Sons, 2012.			
2.	Perloff, J. M., Microeconomics, Berkeley, 2011.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Nature, scope and methods of managerial 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 Estimation	2	2	0
8.	Cost Theory and Estimation	2	2	0
9.	Market Structures: Perfect Competition, Monopoly, and Monopolistic Competition	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	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	sasa.selmanovic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>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.</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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 kinesiology 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	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance education	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring work <input type="checkbox"/> Knowledge test
EXAMINATION METHOD	

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

<input type="checkbox"/> Oral exam <input type="checkbox"/> Written exam <input type="checkbox"/> Colloquium	Other: No exam required. Meeting required participation quota.
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READING


Compulsory reading

Optional reading

1.	Bagarić, I., Vadjon, I., Exercises for musculoskeletal health, Medicinska zaklada, Zagreb, 2020., 2020.
2.	Hoffman, S. , Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity, Book with online resource ISBN-13: 9781450434324, 2013.
3.	Mahan LK, Escott-Stump S., Nutrition and Diet Therapy , Saunders Company, Philadelphia, 2000.

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	Basketball - elective kinesiology 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 activity	0	2	0
5.	Volleyball - elective kinesiology 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 kinesiology activity	0	2	0
10.	Hiking - elective kinesiology activity	0	2	0

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11.	Sailing - elective kinesiology activity	0	2	0
12.	Proper nutrition - theoretical lecture	0	2	0
13.	Prevention of obesity - theoretical lecture	0	2	0
14.	Prevention of various forms of addiction - theoretical lecture	0	2	0
15.	Mental health and stress prevention - theoretical lecture	0	2	0
TOTAL HOURS		0	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. Each kinesiology activity contains a specific curriculum. Participation in extracurricular activities according to prior notice.

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

COURSE INFORMATION	
Course name	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 content	
<p>Special features of the tourist market, specifics of tourist services, tourism supply holders, service providers and tourism demand. Needs, preferences, 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 - organization, implementation, evaluation and control of marketing activities. Models of marketing organization in companies doing business in tourism</p>	
Learning outcomes	
<ol style="list-style-type: none"> 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 	

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9. to manage costs in order to competitive pricing leadership in purpose of specific tourist products
 10. to manage distribution channels; to manage promotion of tourism products in accordance with sustainable development and marketing approach to the destination and space
 11. to develop destination marketing plan; create marketing plan in the enterprise in tourism as well as on tourist destination level
 12. to define the values that tourists expect creating quality satisfaction

TEACHING MODE

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

EXAMINATION METHOD

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

READING

Compulsory reading


- | | |
|----|---|
| 1. | Baloglu, S. Kotler, P.T., Bowen, J.T. Makens J., Marketing for Hospitality and Tourism Marketing for Hospitality and Tourism, 7th Edition, Pearson. USA, 2017. |
| 2. | Middleton, V. T. C., Clarke, J., Marketing in Travel and Tourism, Butterworth Heinemann. Oxford, 2002. |
| 3. | Pike, S. Routledge, Nex York, 2016, Destination Marketing, 2nd Edition, Routledge, N.Y, 2016. |
| 4. | Sindell, K., Loyalty Marketing for the Internet Age —How to Identify, Attract, Serve and Retain Customers in an Ecommerce Environment, Chicago, Dearborn Trade, 2000. |

Optional reading


- | | |
|----|--|
| 1. | Cohen, S. A. Prayag, G. Moital, M., Consumer behaviour in tourism: Concepts, influences and opportunities, (2014). Consumer behaviour in tourism: Current Issues in Tourism, Vol. 17, No.10, 2014, p.p. 872-909. |
| 2. | Ritchie, B.W., Burns, P., Palmer, C. T, Tourism Research Methods: Integrating Theory With Practice, CABI Pub. Cambridge, 2005. |

LIST OF TOPICS


No.	TOPIC	Hours		
		L	E	S
1.	An introductory lecture. Special features of the tourism market concept	2	2	0

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

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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 content	<p>1. Introduction to the Croatian History Timeline and the Croatian identity. 2. Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy. 3. The first Centuries of Croatian History and the Establishment of the Croatian State. 4. Croatia and Hungary under One King: from 12th to 16th Century. 5. Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century. 6. Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life. 7. Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict. 8. Croatia in the first Yugoslavia, Croatia during WW2. 9. Croatia in the second Yugoslavia. 10. The Croatian War of Independence from 1991 to 1995. 11. Diversity of Traditional Croatian culture: Pannonian, Dinaric and Adriatic, cultural elements inscribed on the UNESCO List of Intangible Cultural Heritage. 12. Croatian Inventions and Inventors, Unknown Croatian Greats. 13. Homeland and Diaspora, Croatian depopulation History. 14. Innovative and Creative Croatia, Croatian Sports Gene. 15. Contemporary Croatia and Future Perspectives.</p>
Learning outcomes	<p>Students will gain the essential understanding of Croatian history and Croatian identity. After successfully completing the course, students will be able to use the basic knowledge of Croatian turbulent history and cultural heritage. Students will also be able to interpret the impact of the historical inheritance of Croatia on today's geopolitical situation of the Republic of Croatia. After analysing the events in Croatian history, it is possible to make connections and critical considerations on the overall impact of analyzed events in shaping of the existing Croatian nation in order to place it all into broader context.</p>
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent tasks	<input checked="" type="checkbox"/> Office hours <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring work

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

<input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance education		<input checked="" type="checkbox"/> Knowledge test		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral exam <input checked="" type="checkbox"/> Written exam <input checked="" type="checkbox"/> Colloquium		Other:		
READING				
Compulsory reading				
1.	Croatia: Past, Present and Future Perspectives (2020) Marušić, M. ed. New York: Nova Publishers Inc.			
2.	Croatia: the land and its people (2019) Klemenčić, M.; Šunjić, A.; Frka-Petešić, Z. eds. Zagreb: The Miroslav Krleža Institute of Lexicography; Ministry of Foreign and European Affairs of the Republic of Croatia. Available on: http://www.croatia.eu/pdf/Croatia-land_and_people.pdf			
Optional reading				
1.	Goldstein, I. (2004) Croatia: A History. London: Hurst&Company.			
2.	Skoko, B. (2018) Understanding Croatia: A Collection of Essays on Croatian Identity.			
LIST OF TOPICS				
No.	TOPIC	Hours		
		L	E	S
1.	Introduction to the Croatian History Timeline and the Croatian identity.	2	1	0
2.	Geostrategic Position, Population, Beauty of the Country, Preserved Environment, Historical regions, Special regional features, Gastronomy.	2	1	0
3.	The first Centuries of Croatian History and the Establishment of the Croatian State.	2	1	0
4.	Croatia and Hungary under One King: from 12th to 16th Century.	2	1	0
5.	Croatia between the Venetian Republic and the Ottoman and Austrian Empires: from 16th to 18th Century.	2	1	0
6.	Dubrovnik: Timeline of Ragusa's Political and Historical Evolution; Diplomacy; Economic, Social and Cultural Life.	2	1	0
7.	Towards a modern nation: Croatian National Revival, Economic development in 19th Century, The Croats and the Serbs: cooperation and conflict.	2	1	0
8.	Croatia in the first Yugoslavia, Croatia during WW2.	2	1	0

	University of Dubrovnik	Form
	COURSE CATALOGUE UNDERGRADUATE	F04-15E

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.