List of compulsory and elective courses with number of teaching hours and ECTS credits allocated GRADUATE STUDY - TOURISM

LIST OF COURSES

Year of study: 1						
Semester: 1						
No.	COURSE CO-ORDINATOR	COURSE	L	E	S	**ECTS**
		COMPULSORY COURSES				
1.	Ivona Vrdoljak Raguž, PhD, Full Professor with tenure Dorotea Markasovič, Research and Teaching Assistant	Corporate Governance	20 0	0 20	0 0	7
2.	Iris Mihajlović, PhD, Associate Professor Mirta Brajak, MA	Management of Tour Operators	20 0	0 20	0 0	7
3.	Zorica Krželj, PhD, Associate Professor Sandra Serdarević, MA	Economics of Entrepreneurship	20 0	0 20	0 0	6
		ELECTIVE COURSES				
4.	Meri Šuman Tolić, PhD, Associate Professor Melko Dragojević, Research and Assistant Teacher	Capital Budgeting	20 0	0 20	0 0	5
5.	Tonći Svilokos, PhD, Associate Professor Amila Pervan, Research and Teaching Assistant	Financial Modelling	20 0	0 20	0 0	5
6.	Matea Matić Šošić, PhD, Associate Professor	Managing Prices	20	20	0	5

Year of study: 1						
Semester: 2						
No.	COURSE CO-ORDINATOR	COURSE	L	E	S	ECTS
		COMPULSORY COURSES				
1.	Ivana Pavlić, PhD, Full Professor Barbara Puh, PhD, Associate Professor	Market Research in Tourism	10 10	10 10	0 0	7
2.	Ana Portolan, PhD, Associate Professor Stjepan Garvan, MA, Teaching and Research Assistant	Sustainable Tourism	20 0	0 20	0 0	7
3.	Tonći Svilokos, PhD, Associate Professor Zdenka Obuljen Zoričić, PhD, Teaching and Research Assistant	Quantitative Methods in Business Decision-Making	20 0	0 20	0 0	6
		ELECTIVE COURSES				
4.	Ivona Vrdoljak Raguž, PhD, Full Professor with tenure Dorotea Markasović, MA	Strategic Management	20 0	0 20	0 0	6
5.	Iris Lončar, PhD, Associate Professor Mario Bilić, MA, Lecturer	Financial Reporting and Auditing	20 0	0 20	0 0	5
6.	Ana Pušić, PhD, Assistant Professor Ivona Antolović, MA	Integrated Marketing Communication	20 0	0 20	0 0	5
7.	Iris Lončar, PhD, Associate Professor	Managerial Accounting	20	20	0	5
8.	Katija Vojvodić, PhD, Full Professor	International Business Negotiations	20	20	0	5

<table>
<tr><td>Code</td><td colspan="7"></td></tr>
<tr><td>Course name</td><td colspan="7">Corporate Governance</td></tr>
<tr><td>Study programme</td><td colspan="7">Business Economics</td></tr>
<tr><td>Field of study</td><td colspan="7">Tourism</td></tr>
<tr><td rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td>X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td></td></tr>
<tr><td>Head lecturer</td><td colspan="7">Ivona Vrdoljak Raguž, PhD, Full Professor with tenure</td></tr>
<tr><td>Associate</td><td colspan="7">Dorotea Markasovič, Research and Teaching Assistant</td></tr>
<tr><td>Year of study</td><td colspan="3">1</td><td>Semester</td><td colspan="3">I</td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td>X</td><td>Compulsory course of the field of study</td><td></td><td>Elective course of the study programme</td><td></td><td>Elective course of the field of study</td></tr>
<tr><td>ECTS student workload coefficient</td><td colspan="2">7</td><td colspan="2">Percentage of e-learning</td><td colspan="3"></td></tr>
<tr><td>Number of semester hours</td><td>Lectures:</td><td>20</td><td>Seminars:</td><td></td><td>Exercises:</td><td colspan="2">20</td></tr>
<tr><td colspan="8">Course objectives</td></tr>
<tr><td colspan="8">The objectives of the course are to familiarise students with corporate governance as a scientific discipline, philosophy and practice.</td></tr>
<tr><td colspan="8">Course prerequisites and competency requirements</td></tr>
<tr><td colspan="8"></td></tr>
<tr><td colspan="8">Course content</td></tr>
<tr><td colspan="8">Introductory lecture – generally about the modern corporation and corporate governance. Enterprise, modern corporation and management structures – concepts, systems and theories of corporate governance. Context and external mechanisms of corporate governance – definition of corporate governance, mechanisms of corporate governance and systems of corporate governance. Corporate social responsibility and corporate governance. Theoretical framework of corporate governance – agency theory and utility theory. National and supranational legislation and corporate governance. Corporate Governance Code. The role of HANFA and the Zagreb Stock Exchange and corporate governance. The role of the supervisory board in corporate governance – the basic roles of the supervisory board, the supervisory board in the Croatian system of corporate governance, the legal powers of the supervisory board, the size and structure of the supervisory board, the organisation of the work of the supervisory board. Supervisory board and strategic management of the company – company strategy and supervisory board, representation of interests in the supervisory board, relationship between the supervisory board and management, influence of the supervisory board on strategy formulation and implementation. Top management remuneration models. Information systems</td></tr>
</table>

and corporate management. Corporate reporting. Internal audit and analysis of financial statements in the function of corporate management.

Learning outcomes at the level of the study programme to which the course contributes

1. Plan and analyse the management of modern corporations from different perspectives.
2. Understand the context and external mechanisms of corporate governance.
3. Judge the importance of social responsibility.
4. Differentiate between the agency theory and the service theory, and the stakeholder approach.
5. Create business strategies in modern corporations.
6. Critically judge the methods of corporate reporting and the methods of conducting internal audits and analysing financial reports, all in the function of the highest quality corporate management, and offer possible alternative solutions.

Expected learning outcomes at the level of the course (4–10 learning outcomes)

- Perform management tasks in all categories of companies regardless of size and the activity they perform.
- Analyse cases from business practice (with regard to the internal and external environment, resources, opportunities, threats, strengths and weaknesses, portfolio analysis and levels and types of strategies).
- Offer possible alternative ways of dealing with strategic sources and evaluate the benefits and risks of all of alternative solutions and to recommend the best alternative solution as well as the assessment and evaluation of the chosen one strategic alternatives.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Monks, R. A. G., Minow, N., Corporate Governance, John Wiley and Sons, 2011. (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1. Baker, K. H., Anderson, R., Corporate Governance, A Synthesis of Theory, Research and Practice, John Wiley and Sons, 2010.

Structure of classes:

☒ Lectures	☐ Laboratory
☐ Seminars and workshops	☐ Field work
☒ Exercises	☒ Work with the mentor
☐ Independent assignments	☒ Knowledge tests
☒ Multimedia and internet	☐ Other
☒ Distance learning	______________________

Comments

Student obligations

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	1	Activity in class	1	Practical training	
Experimental work		Research		Independent work	
Essay	1	Report		Exercises	
Preparations for exercises		Seminar essay	1	Preliminary exam	2
Project		Written exam	1	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Attendance of lectures, active participation, partial exams, individual work and written exam.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set the set learning outcomes					
The quality of the programme, the teaching process, teaching skills and the level of mastery of the material must be established will be conducted by conducting a written evaluation based on questionnaires and other standardised methods in accordance with the acts of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.					
Other information (according to the proponent's opinion)					

<table>
<tr><td>Code</td><td></td><td colspan="7"></td></tr>
<tr><td colspan="2">Course name</td><td colspan="7">Management of Tour Operators</td></tr>
<tr><td colspan="2">Study programme</td><td colspan="7">Business</td></tr>
<tr><td colspan="2">Field of study</td><td colspan="7">Tourism</td></tr>
<tr><td colspan="2" rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td>X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td></td></tr>
<tr><td colspan="2">Head lecturer</td><td colspan="7">Iris Mihajlović, PhD, Associate Professor</td></tr>
<tr><td colspan="2">Associate</td><td colspan="7">Mirta Brajak, MA</td></tr>
<tr><td colspan="2">Year of study</td><td colspan="3">1.</td><td>Semester</td><td colspan="3">1.</td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td></td><td>Compulsory course of the field of study</td><td>x</td><td>Elective course of the study programme</td><td></td><td>Elective course of the field of study</td><td></td></tr>
<tr><td colspan="2">ECTS student workload coefficient</td><td>6</td><td colspan="3">Percentage of e-learning</td><td colspan="3"></td></tr>
<tr><td colspan="2">Number of semester hours</td><td>Lectures:</td><td>20</td><td>Seminars:</td><td></td><td>Exercises:</td><td colspan="2">20</td></tr>
</table>

Course objectives

The objective of the course is to:

a) Develop, analyse and evaluate solutions for tourism problems in an intermediary sphere, pointing out structural changes in travel demand and transformation processes in distribution systems
b) Assess practices and professional roles in the context of varied disciplines related to organisers and travel intermediaries on tourism market
c) Devise creative and entrepreneurial responses to problems in the process of creating tourism products
d) Apply relevant technology for the management of tourism experiences and product placement: building flexibility and personalisation respecting the core traditional principles
e) Plan, lead, organise and control resources for effective and efficient operations in capital-intensive sphere of tour operator's industry
f) Create, apply, and evaluate marketing strategies for TO
g) To master uncertainties in the management of travel intermediaries: controlling the core business operations relating to product planning, product placement (booking, distribution, promotion), customer service; planning annual budgets and monitoring return on investment

Course prerequisites and competency requirements

Course prerequisites and competency requirements are based on:

• analytical approach towards understanding the role of travel intermediaries respecting the specifics of travel market place • understanding challenges in the environment caused by disintermediation processes
Course content
Development of the business of tour operators. Market assumptions and historical conditions for the development of travel organisers. The mission of travel organisers in terms of socio-economic changes. Mass tourism. Conceptual and functional difference between tour operators and travel agencies, types and functions of tour operators. Creation of package arrangements – types, production, price calculation. Development and transformation of distribution channels – the role of ICT in the business of tour operators. Yield management. Innovations and the role of innovative tools in the placement of tour operator products. The role of innovation in the specialisation of tour operator products. The impact of new trends in the tourism market on the specialisation of tour operator products. Internal specialisation in response to dynamic change. Organised travel market – Germany, Great Britain, Italy, France, Scandinavia, the Netherlands, other markets – market specifics, the most important tour operators. Promotion and organisation of sales of package deals – forms of promotional activities, catalogue and online catalogue, forms of sales. Protection of tourist consumers in accordance with the EU guidelines and the role of tour operators in development.
Learning outcomes at the level of the study programme to which the course contributes
- Analyse the changes in micro and macro marketing environment on the tourism market, - Understand the role of tour operators in the sustainable development of a tourist destination, - Correctly interpret the specifics of consumer protection in the tour operator business and the specifics of cooperation between tour operators and hotel companies, - Explain the importance of local partnerships and cooperation in tourist destination development, and analyse numerous issues arising while entering into such partnerships, - Manage marketing information and identify market opportunities, - Analyse the positive and negative impacts of the tourism development on the environment.
Expected learning outcomes at the level of the course (4-10 learning outcomes)
- Understand the role of tour operators and travel intermediaries in terms of dynamic changes on travel market - Apply the knowledge and core business principles in tour operator's management - Explain the importance of business partnerships arising from market complexities influenced by high competition travel - Analyse the qualitative changes on initial travel market places as origins that are the generators of organised travel - Understand the specifics of cooperation between tour operators and service providers in terms of evolution of distribution systems, - Correctly interpret the specifics of consumer protection in the tour operator business and understand its impacts on other tour operator's functions

Mandatory literature (at the time of the submission of the study programme proposal)			
	Title	Number of copies in the library	Availability via other media
1.	Roy A. Cook, Cathy J. Hsu, and Joseph J. Marqua. (2014). The Business of Hospitality and Travel (5th Edition), Prentice Hall/Pearson; ISBN-10: 0133113531rc (selected chapters)	5	online
2	Mancini, Conducting Tours. (2001). 3rd Edition Delmar Thomson Learning (selected chapters)	2	online
3.	Mihajlović, I. (2014). The Impact of Global Trends at the Level of Macro Environment Dimensions on The Transformation of Travel Intermediaries, *WSEAS TRANSACTIONS on BUSINESS and ECONOMICS* In Vol.11 E-ISSN: 2224-2899 (selected chapters)	sufficient	Online
4	Melkić, S and Čavlek, N. (2020). The impact of blockchain technology on tourism intermediation Tourism, Vol. 68/ No. 2/ 2020/ 130 - 143 (selected chapters)	sufficient	online
5	Čavlek, N. (2013). Travel and tourism intermediaries. In L. Dwyer, & P. Forsyth (Eds.), International Handbook on the Economics of Tourism (pp. 155-172). (selected chapters)	sufficient	online
6.	Holloway J. (2006). The Business of Tourism 7th Edition, The Prentice Hall, Pearson: Harlow (selected chapters)	3	online

Optional literature (at the time of the submission of the study programme proposal)	
1.	Buhalis, D., Laws, E., Tourism Distribution Channels, Practice, Issues and Transformations, Continuum London, 2001.
2.	Adeberta, B., Danb, R. J., Longhib, C., Case Study: Innovation in the tourism industry: The case of Tourism, Tourism Management, Vol. 32 , 2011., str. od 1204, str. do 1213
3	Buhalis, D., eTourism: Information Technology for Strategic Tourism Management, Pearson, London, 2003.
4	European Commission , Health and Consumers DG. Study on Consumer Detriment in the area of Dynamic Packages, London Economics , 2009.
5	Kracht, J., Wang, Y. , Examining the Tourism Distribution Channel: Evolution and Transformation , Emerald Group Publishing, 2009.
6	Čavlek N. , Tour Operators and Destination Safety, , Annals of Tourism Research Vol. 29., No. 2., 2002 , 2021., str. od 478, str. do 496
7.	Žmuk, B; Dumičić, K.; Mihajlović, I., Resić, E. Novkovska, B. Impact of achieved development levels on the number of tour operators and travel agencies in selected European countries // Knowledge and business challenge of globalisation in 2019: conference proceedings of

	the 8th international scientific conference / Kovač, Tatjana ; Cingula, Marijan (ur.). Celje: Fakulteta za komercialne in poslovne vede, 2019. str. 271–280

Structure of classes:

☒ Lectures ☒ Seminars and workshops ☒ Exercises ☒ Independent assignments ☒ Multimedia and internet ☒ Distance learning	☐ Laboratory ☒ Field work ☒ Work with the mentor ☒ Knowledge tests ☐ Other ____________________________

Comments

Student obligations

Independent work, essay and activities in class

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance		Activity in class	0,3	Practical training	
Experimental work		Research		Independent work	0,6
Essay	0,3	Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	4,8
Project		Written exam		Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Competences of students are assessed and evaluated on the basis of an independent project assignment, achievements by activities in class, an essay and two colloquiums in period of the course programme performance in the semester.

**Ways of monitoring quality and success of course performance to ensure the acquisition of the set
the set learning outcomes**

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

Other information (according to the proponent's opinion)

Group works through teamwork, projects

Code								
Course name		Economics of Entrepreneurship						
Study programme		Business						
Field of study		Tourism						
Level of the study programme		Undergraduate			Graduate		X	
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Zorica Krželj, PhD, Associate Professor						
Associate		Sandra Serdarević, MA						
Year of study		1			Semester	1		
Course status	Compulsory course of the study programme	X	Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study	
ECTS student workload coefficient		6	Percentage of e-learning			0%		
Number of semester hours		Lectures:	20	Seminars:			Exercises:	20
Course objectives								
Students will be able to understand the process of entrepreneurship and be able to understand the economic and social conditions for the establishment and successful operation of an enterprise.								
Course prerequisites and competency requirements								
- Correctly explain and interpret the basic concepts of entrepreneurship - Define, describe and compare costs - Define principles of enterprise activity - Evaluate calculation of enterprise performance and determination of enterprise value - Describe business policy of enterprise - Evaluate of enterprise success in business through productivity, efficiency and profitability								
Course content								
Concept and content of economics of entrepreneurship; Economic environment; Business, entrepreneur and entrepreneurship; Economic and social conditions for the establishment and successful operation of an enterprise; Principles of enterprise activity; Planning and financing, means and operation of enterprises in the market; Theory of costs – concept and types, places and carriers of costs; Types and methods of costing; Determination of price theory and application of cost theory in pricing policy in various market situations; Calculation of enterprise performance and determination of enterprise value; Success and measures of enterprise success in business – productivity, efficiency and profitability; Business policy of the enterprise; Economic functions of the enterprise – procurement, production and sales.								

Learning outcomes at the level of the study programme to which the course contributes
- Describe the basic characteristics of entrepreneurship - Identify the role of economic environment on business - Utilise entrepreneurial skills in running a business - Analyse types and methods of costing - Distinguish economic functions of the enterprise - Utilise measures of enterprise success in business
Expected learning outcomes at the level of the course (4–10 learning outcomes)
- Explain the characteristics of entrepreneurship; - Analyse basic financial indicators; - Explain the types of costs; - Know economic functions of the enterprise; - Analyse the role of economic environment on business; - Know calculation of enterprise performance.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Takwi, F.M. Entrepreneurship and small business management, Consulting Group, Bonn, Germany, 2020. (selected chapters)	sufficient	online
2.	Scarborough, N.M., Effective Small Business Management: An Entrepreneurial Approach, Pearson Prentice Hall: Upper Saddle River, NJ, 2012. (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1.	Longenecker, J.G. et al., Small Business Management: Launching and Growing Entrepreneurial Ventures, Cengage learning, 2016.
2.	Hatten, T.S. Small Business Management Entrepreneurship and Beyond, CENGAGE Learning, USA, 2012.

Structure of classes:

☒ Lectures ☐ Seminars and workshops ☐ Exercises ☐ Independent assignments ☒ Multimedia and internet ☐ Distance learning	☐ Laboratory ☐ Field work ☒ Work with the mentor ☒ Knowledge tests ☐ Other ____________________

Comments
Student obligations

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study programme, and the curriculum, and are explained in detail in the introductory lecture. To fulfil their obligations, full-time students must: 1. actively participate in class and earn at least 50% of the total points in continuous assessment, 2. earn at least 50% of the total points in exercises, 3. by the end of the semester choose, create, present, and defend student project. The obligations of part-time students differ from those of full-time students in that part-time students are not required to attend lectures. Part-time students may compensate for the points that full-time students can earn in lectures by completing assignments in additional deadlines. Students who do not meet the required obligations will lose the right to take the exam.					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	0.5	Activity in class	0.2	Practical training	
Experimental work		Research		Independent work	1.2
Essay	0.3	Report		Exercises	0.9
Preparations for exercises	0.5	Seminar essay	0.3	Preliminary exam	
Project	0.6	Written exam	0.5	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Continuous assessment of the work of all students during the semester includes: 1. Attendance and activity in class (the percentage of the grade is 5%), 2. Active participation in exercises through independent problem solving, preparation and delivering of seminars (the percentage of the grade is 25%), 3. Development, presentation, and defence of their student's project (the percentage of grade is 20%), 4. Two written midterm exams in the practical part and one written midterm exam in the theoretical part (the percentage of the grade is 50%). The collected minimum of 50% of the points during the continuous assessment exempts the student from the classical examination, which is organised during the examination period. The classical exam is taken by students who have fulfilled their obligations but have collected less than 50% of the points during the continuous assessment. The exam is written, and it tests the student's theoretical and practical knowledge. To pass the exam, the student must achieve at least 50% of the points from the theoretical part of the exam and at least 50% of the points from the practical part of the exam. Success in the exam and other knowledge tests is expressed in grades according to the Study and Examination Regulations of the University of Dubrovnik.					

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
The methods of quality and performance control of courses that ensure the acquisition of the specified learning outcomes are carried out in accordance with the regulations of the University of Dubrovnik.
Other information (according to the proponent's opinion)

<table>
<tr><td>Code</td><td></td><td colspan="8"></td></tr>
<tr><td colspan="2">Course name</td><td colspan="8">Capital Budgeting</td></tr>
<tr><td colspan="2">Study programme</td><td colspan="8">Tourism</td></tr>
<tr><td colspan="2">Field of study</td><td colspan="8">Business</td></tr>
<tr><td colspan="2" rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td colspan="2">X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td colspan="2"></td></tr>
<tr><td colspan="2">Head lecturer</td><td colspan="8">Meri Šuman Tolić, PhD, Associate Professor</td></tr>
<tr><td colspan="2">Associate</td><td colspan="8">Melko Dragojević, MA, Research and Assistant Teacher</td></tr>
<tr><td colspan="2">Year of study</td><td colspan="3">5.</td><td>Semester</td><td colspan="4">7.</td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td></td><td>Compulsory course of the field of study</td><td></td><td>Elective course of the study programme</td><td>X</td><td>Elective course of the field of study</td><td colspan="2">X</td></tr>
<tr><td colspan="2">ECTS student workload coefficient</td><td>5</td><td colspan="3">Percentage of e-learning</td><td colspan="4">0%</td></tr>
<tr><td colspan="2">Number of semester hours</td><td>Lectures:</td><td>20</td><td colspan="2">Seminars:</td><td>10</td><td>Exercises:</td><td colspan="2">10</td></tr>
<tr><td colspan="10">Course objectives</td></tr>
<tr><td colspan="10">The main objective of this course is to provide a framework that allows students to critically analyse corporate capital investment decisions from a financial perspective.</td></tr>
<tr><td colspan="10">Course prerequisites and competency requirements</td></tr>
<tr><td colspan="10">Knowledge of MS Excel</td></tr>
<tr><td colspan="10">Course content</td></tr>
<tr><td colspan="10">1. The concept and basics of capital budgeting
2. Real and financial investments
3. Types and characteristics of investment projects
4. Capital budgeting procedure and rules
5. Data collection and finding alternatives, project cash flow estimation and determination of capital budget
6. Methods of financial decision making, calculation of investment projects' financial efficiency
7. Selection of the optimal project
8. Determining the cost of capital. Capital structure.
9. Risk and capital budgeting
10. Special cases of capital budgeting. Internationally capital budgeting.</td></tr>
<tr><td colspan="10">Learning outcomes at the level of the study programme to which the course contributes</td></tr>
<tr><td colspan="10">After completing the course students will:</td></tr>
</table>

- understand and apply appropriate quantitative and qualitative tools to analyse tourism investment projects in the presence of risk and uncertainty
- Analyse the changes in micro and macro environment when deciding about long-term financing decisions in the tourism industry
- study how to do project investment analysis, how to evaluate investment opportunities, and how to make optimal long-term investment decisions in tourism organisation

Expected learning outcomes at the level of the course (4-10 learning outcomes)

After completing the course and passing the exam students will be able to:

1. understand the important characteristics of financial, real and intangible assets and the formation of investment projects
2. acquire specific knowledge in the field of project cash flow forecast, project risk analysis and forecasting and the inclusion of relevant risk in project performance assessment
3. identify the risks and calculate the returns of investment projects using different tools of financial analysis (NPV, IRR, payback, etc.)
4. understand the scope and limitations of individual method of evaluating investment projects and possibilities of their combining
5. analyse the risk-return profile of investment opportunities in different scenarios
6. identify the best investment alternative

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Eterson, P., Fabozzi, F. (2002), Capital Budgeting: Theory and Practice, JOHN WILEY & SONS, ISBN: 0471-218-332 (selected chapters)	sufficient	http://160592857366.free.fr/joe/ebooks/tech/Wiley%20Capital%20Budgeting%20Theory%20and%20Practice.pdf
2.	Sandeep Goel (2015) Capital Budgeting, Business Expert Pre ISBN: 9781606499870 (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1.	

Structure of classes:

☒ Lectures	☐ Laboratory
☒ Seminars and workshops	☐ Field work
☒ Exercises	☒ Work with the mentor
☒ Independent assignments	☒ Knowledge tests

☒ Multimedia and internet ☒ Distance learning	☐ Other ______________________

Comments
Student obligations

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study programme, and the curriculum, and are explained in detail in the introductory lecture. To fulfil their obligations, full-time students must:

1. attend class regularly (at least 75%) and they will receive5 % of their final grade
2. actively participate in lectures and exercises; if they contribute to the discussions they can gain additional 5% of their final grade
3. actively participate in lectures and exercises by development of research, report, seminar essay or consulting project, which must be submitted in written form and presented orally and use demo software and simulators to practice trading on different markets with virtual money to become familiar with trading software and get a sense of how the market works- they can receive 20% of the finale grade
4. pass two written midterm exams:
   First midterm exam (35% of total grade)
   Second midterm exam (35% of total grade)
   The exam is written, and it tests the student's theoretical and practical knowledge. The collected minimum of 50% of the points during the continuous assessment exempts the student from the classical examination, which is organised during the examination period. Passing only one midterm exam is not enough for a passing grade.
5. Classical written exam:
   The classical exam is taken by students who have fulfilled their obligations but have collected less than 50% of the points during the continuous assessment. The exam is written, and it tests the student's theoretical and practical knowledge. To pass the exam, the student must achieve at least 50% of the exam.
   Students can choose to answer orally if there is a valid reason.

The obligations of part-time students differ from those of full-time students in that part-time students are not required to attend lectures. Part-time students may compensate for the points that full-time students can earn in lectures by completing assignments in additional deadlines.
Students who do not meet the required obligations will lose the right to take the exam.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.25	Activity in class	0.25	Practical training	0.8
Experimental work		Research		Independent work	

Essay		Report		Exercises	
Preparations for exercises		Seminar essay	0.2	Preliminary exam (2)	3.5
Project		Written exam	✓	Oral exam	✓
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Continuous assessment of the work of all students during the semester includes:

1. Attendance and activity in class (the percentage of the grade is 10%, 0.5 ECTS points),
2. Active participation in lectures and exercises through independent problem solving, preparation and delivering of seminars and presentations (the percentage of grade is 20%, maximum 1.0 ECTS),
3. Two written midterm exams (70%), each 1.75 ECTS points

Success in the exam and other knowledge tests is expressed in grades according to the Study and Examination Regulations of the University of Dubrovnik.

Performance and grade

- 50-59% basic criteria met – grade: sufficient (2)
- 60-70% average performance with some errors – grade: good (3)
- 71%-89% above average performance with minor errors– grade: very good (4)
- 90%- 100% outstanding performance – grade: outstanding/excellent (5)

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The methods of quality and performance control of courses that ensure the acquisition of the specified learning outcomes are carried out in accordance with the regulations of the University of Dubrovnik

Other information (according to the proponent's opinion)

Teaching materials for students, current information and all other data are available by Merlin e-learning system to all students.

<table>
<tr><td>Code</td><td></td><td colspan="7"></td></tr>
<tr><td colspan="2">Course name</td><td colspan="7">Financial Modelling</td></tr>
<tr><td colspan="2">Study programme</td><td colspan="7">Business</td></tr>
<tr><td colspan="2">Field of study</td><td colspan="7">Tourism</td></tr>
<tr><td colspan="2" rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td>X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td></td></tr>
<tr><td colspan="2">Head lecturer</td><td colspan="7">Tonći Svilokos, PhD, Associate Professor</td></tr>
<tr><td colspan="2">Associate</td><td colspan="7">Amila Pervan, Research and Teaching Assistant</td></tr>
<tr><td colspan="2">Year of study</td><td colspan="3">1st</td><td>Semester</td><td colspan="3">1st</td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td></td><td>Compulsory course of the field of study</td><td></td><td>Elective course of the study programme</td><td></td><td>Elective course of the field of study</td><td>x</td></tr>
<tr><td colspan="2">ECTS student workload coefficient</td><td>5</td><td colspan="3">Percentage of e-learning</td><td colspan="3">0%</td></tr>
<tr><td colspan="2">Number of semester hours</td><td>Lectures:</td><td>x</td><td>Seminars:</td><td></td><td></td><td>Exercises:</td><td>X</td></tr>
<tr><td colspan="9">Course objectives</td></tr>
<tr><td colspan="9">The goal of this course is to show students how to develop sophisticated financial models using spreadsheet tools in order to provide financial statements projections and firm evaluations.</td></tr>
<tr><td colspan="9">Course prerequisites and competency requirements</td></tr>
<tr><td colspan="9">Basic knowledge of Excel</td></tr>
<tr><td colspan="9">Course content</td></tr>
<tr><td colspan="9">INTRODUCTION – What is financial modelling, how to build a financial model
TIME VALUE OF MONEY – calculation of the present value of the principal, calculation of the future value of the principal, the present value of several equal payments, the future value of several equal payments, loan repayment models
FINANCIAL ANALYSIS – Financial statements (Balance Sheet, Profit and Loss Account, Cash Flow Statement, horizontal, vertical and trend analysis), calculation of financial indicators (indicators of liquidity, indebtedness, activity, profitability, valuation of investments)
APPLICATION OF FINANCIAL MODELING IN BUSINESS PLANNING – financial modelling based on historical data from financial statements, projection of financial indicators, projection of income and expenses (income statement), planning of working capital, planning of depreciation,</td></tr>
</table>

assessment of future indicators investment valuation, assessment of necessary borrowing and debt repayment ASSESSMENT OF COMPANY VALUE – Book value, market value, comparative analysis of companies, analysis of discounted cash flow, weighted average cost of capital (weighted average cost of capital – WACC), beta companies			
Learning outcomes at the level of the study programme to which the course contributes			
- Determine the ways of analysing tourism organisations and policies in the economic and social sphere - Make a portfolio analysis of business entities in the catering, hotel and tourism industry			
Expected learning outcomes at the level of the course (4-10 learning outcomes)			
1. Student will be able to use financial modelling techniques in the sphere of business analysis and business decision-making 2. Student will be able to apply the techniques of making plans, financial analysis, investment evaluation, value assessment of companies 3. Student will be able to set up a financial model for evaluating the optimal borrowing and debt repayment plan 4. Student will be able to evaluate a various kind of securities (shares, bonds and options)			
Mandatory literature (at the time of the submission of the study programme proposal)			
	Title	Number of copies in the library	Availability via other media
1.	Pignataro, P., (2013) Financial modelling & Valuation, A Practical Guide to Investment Banking and Private Equity, WILEY & SONS, New Jersey. (selected chapters)	Sufficient	online
2.	Fairhurst, S., D., 2012, Using Excel for Business Analysis, A Guide to Financial Modelling Fundamentals, , WILEY & SONS, Singapore, (selected chapters)	Sufficient	online
Optional literature (at the time of the submission of the study programme proposal)			
1.	Benninga, S., (2021), Financial modeling, 4th edition, The MIT Press Cabridge, Massachusetts, London, England., (selected chapters)		
2.	Fabozzi, J., F., Modigliani, F., Jones., J., F., Ferri, M., G., (2002) Foundations of Financial Markets and Institutions, third edition, Pearson Education International. (selected chapters)		
Structure of classes:			
☒ Lectures		☐ Laboratory	

☐ Seminars and workshops ☒ Exercises ☐ Independent assignments ☐ Multimedia and internet ☐ Distance learning	☐ Field work ☐ Work with the mentor ☐ Knowledge tests ☐ Other ________________________________

Comments

Student obligations

Active participation in classes
Student has the obligation to attend at least 70% of the classes in order to access the colloquiums and the final exam.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.5	Activity in class	0.5	Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	0.5
Preparations for exercises	0.5	Seminar essay		Preliminary exam	3
Project		Written exam		Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Knowledge tests and two preliminary exams are alternative to final written exam

The achieved number of total points (in %) corresponds to following grades:
0–49 insufficient (1)
50–64 sufficient (2)
64–79 good (3)
80–89 very good (4)
90–100 excellent (5)

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

- Class attendance records and documentation about students' results in knowledge tests and in preliminary exams
- All course learning outcomes are to be verified by the course teacher in the final exam
- Student poll on lecturer and class efficacy

Other information (according to the proponent's opinion)

Code							
Course name		Managing Prices					
Study programme		Business					
Field of study		Tourism					
Level of the study programme		Undergraduate		Graduate		X	
		Postgraduate specialist		Postgraduate doctoral			
Head lecturer		Matea Matić Šošić, PhD, Associate Professor					
Associate							
Year of study		1		Semester	1 (winter)		
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study
ECTS student workload coefficient			Percentage of e-learning				
Number of semester hours		Lectures:	20	Seminars:		Exercises:	20

Course objectives
Students will understand role of internet marketing in contemporary business and the integration of traditional marketing techniques into the context of internet environment
Course prerequisites and competency requirements
Basic of marketing
Course content
Fundamentals of price; Factors of pricing – costs, financial analysis of pricing; Factors of pricing–consumer's analysis; Psychological aspects of pricing; Interaction of price and marketing mix; Pricing over the product life cycle; Tactics for pricing differently across segments; Pricing strategies, Multidimensional prices; Analysing constraints on pricing.
Learning outcomes at the level of the study programme to which the course contributes
Understand the role of price in the organisation, Apply the methods to improve price realisation, Correctly interpret the specifics of tourist destination management, Make and implement the effective pricing strategies, Explain the importance of setting the right prices, Manage competition and market opportunities as a source of price advantages, Analyse the impact of pricing factors on the organisation.

Expected learning outcomes at the level of the course (4-10 learning outcomes)
Apply the techniques and models for pricing advantages Explain purpose and importance of setting the right price for sustainable profit Identify different tactics for pricing differently across segments Generate and apply the right pricing strategy in a market Identify the possible pricing restrictions

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Pricing Strategies: A Marketing Approach, Robert M. Schindler (selected chapters)	sufficient	online
2.	Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability, Jagmohan Raju, Z. Zhang (selected chapters)	sufficient	online
3.	Price Management, Strategy, Analysis, Decision, Implementation, Hermann Simon, Martin Fassnacht, 2019 (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1.	The strategy and tactics of pricing, A guide to growing more profitably, Nagle Hogan Zale, fifth edition, Pearson 2014.

Structure of classes:

☒ Lectures ☒ Seminars and workshops ☒ Exercises ☒ Independent assignments ☒ Multimedia and internet ☐ Distance learning	☐ Laboratory ☐ Field work ☐ Work with the mentor ☐ Knowledge tests ☐ Other ____________________

Comments

Student obligations

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.7	Activity in class	0.5	Practical training	
Experimental work		Research		Independent work	0.7
Essay	1.2	Report		Exercises	0.9
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam		Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam
It includes: 1. Attendance and activity in class (the percentage of the grade is 5%), 2. Active participation in homework through independent preparation and delivering of presentations (the percentage of the grade is 25%), 3. Development, presentation, and defence of student's work/presentations (the percentage of the grade is 20%), 4. Two written midterm exams in the practical part and one written midterm exam in the theoretical part (the percentage of the grade is 50%). The collected minimum of 50% of the points during the continuous assessment exempts the student from the classical examination, which is organised during the examination period. The classical exam is taken by students who have fulfilled their obligations but have collected less than 50% of the points during the continuous assessment. The exam is written, and it tests the student's theoretical and practical knowledge. To pass the exam, the student must achieve at least 50% of the points from the exam. Success in the exam and other knowledge tests is expressed in grades according to the Study and Examination Regulations of the University of Dubrovnik.
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
The methods of quality and performance control of courses that ensure the acquisition of the specified learning outcomes are carried out in accordance with the regulations of the University of Dubrovnik.
Other information (according to the proponent's opinion)

Code							
Course name		Market Research in Tourism					
Study programme		Business					
Field of study		Tourism					
Level of the study programme		Undergraduate		Graduate		X	
		Postgraduate specialist		Postgraduate doctoral			
Head lecturer		Ivana Pavlić, PhD, Full Professor and Barbara Puh, PhD, Associate Professor					
Associate							
Year of study		first		Semester			
Course status	Compulsory course of the study programme		Compulsory course of the field of study	X	Elective course of the study programme		Elective course of the field of study	
ECTS student workload coefficient		7	Percentage of e-learning				
Number of semester hours		Lectures:	20	Seminars:	20	Exercises:	

Course objectives
In this course the main objectives are to learn how to: - conduct research in tourism - collect data - transform data into meaningful information - apply results to solve business problems in tourism and/or capitalise on feasible opportunities - analyse contemporary trends in tourism market - interpret research findings and prepare a final report to the management team - determine when research is required, understand how to properly conduct research with an unbiased perspective, prepare research reports that interpret findings in a graphic and narrative format and use basic statistical inferences to substantiate research findings
Course prerequisites and competency requirements
-
Course content
Tourism market research characteristics. Tourism market trends. Marketing Information System (MIS) in tourism. Databases in the field of tourism. Tourism market research process. Defining research problems and goals. Types of tourism market research. Research plan development. Research methods – observation and survey. Collection and analysis of secondary data. Primary

data collection. Sampling plan. Research instruments. Processing, interpretation and presentation of results. Research for the needs of the tourism market segmentation. Competition research at the tourism market. Research for the needs of catering business entities. Research for the needs of intermediaries in the organisation and sale of tourist services. Research for the needs of transport companies. Customer satisfaction survey in tourism and hospitality. Research for the needs of brand management in tourism. Research for the development of sustainable tourism.

Learning outcomes at the level of the study programme to which the course contributes

- Correctly interpret the specifics of consumer protection in the tour operator business and the specifics of cooperation between tour operators and hotel companies
- Implement a tourist market survey project
- Manage marketing information and identify market opportunities
- Analyse the changes in micro and macro marketing environment on the tourism market
- Make a strategic marketing plan for the tourism industry

Expected learning outcomes at the level of the course (4-10 learning outcomes)

- Reproduce and apply basic knowledge about the theoretical and methodological foundations of tourism market research. Plan and organise tourism market research
- Evaluation of the problem and goal of the research and set the working hypotheses of the research
- Create a research plan, define a sample and determine research methods
- Research instrument design and data collection
- Compare, analyse, process and interpret data
- Create a report and present the results of tourism market research

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Malhotra, N., (2019), Marketing research, an applied orientation, Seventh edition, Pearson (selected chapters)	1	Online
2.	Sarstedt, M. and Mooi, E. (2014). A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, Springer, 2nd edition (selected chapters)	4	Online

Optional literature (at the time of the submission of the study programme proposal)

1.	Burns, A. and Bush, R. (2014). Marketing research, Pearson
2.	Altinay, L., Paraskevas, A & Jang, S., Planning Research in Hospitality and Tourism 2nd Edition, Routledge, 2015

Structure of classes:

☒ Lectures ☒ Seminars and workshops	☒ Laboratory ☒ Field work

☒ Exercises ☒ Independent assignments ☒ Multimedia and internet ☒ Distance learning	☒ Work with the mentor ☒ Knowledge tests ☐ Other ________________________

Comments

Student obligations

Minimum:

70% of total attendance

50% of total activity

50% of total assignment

50% of two colloquium or examine

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.5	Activity in class	0.5	Practical training	
Experimental work		Research	2	Independent work	0.5
Essay		Report	2	Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project	1	Written exam	0.5	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Continuous, multilevel testing of knowledge and developed understanding. Checking the understanding of the subject matter of consumer behaviour through short tests, partial exam and assignment.

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

- Monitoring of students' course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Other information (according to the proponent's opinion)

<table>
<tr><td colspan="2">Code</td><td colspan="7"></td></tr>
<tr><td colspan="2">Course name</td><td colspan="7">Sustainable Tourism</td></tr>
<tr><td colspan="2">Study programme</td><td colspan="7">Business</td></tr>
<tr><td colspan="2">Field of study</td><td colspan="7">Tourism</td></tr>
<tr><td colspan="2" rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td>X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td></td></tr>
<tr><td colspan="2">Head lecturer</td><td colspan="7">Ana Portolan, PhD, Associate Professor</td></tr>
<tr><td colspan="2">Associate</td><td colspan="7">Stjepan Garvan, MA</td></tr>
<tr><td colspan="2">Year of study</td><td colspan="3"></td><td>Semester</td><td colspan="3"></td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td></td><td>Compulsory course of the field of study</td><td>X</td><td>Elective course of the study programme</td><td></td><td>Elective course of the field of study</td><td></td></tr>
<tr><td colspan="2">ECTS student workload coefficient</td><td>7</td><td colspan="3">Percentage of e-learning</td><td colspan="3">10%</td></tr>
<tr><td colspan="2">Number of semester hours</td><td>Lectures:</td><td>10</td><td colspan="2">Seminars:</td><td></td><td>Exercises:</td><td>10</td></tr>
<tr><td colspan="9">Course objectives</td></tr>
<tr><td colspan="9">The main objective of the course is to indicate and analyse the role and the importance of sustainable development in the tourism.</td></tr>
<tr><td colspan="9">Course prerequisites and competency requirements</td></tr>
<tr><td colspan="9"></td></tr>
<tr><td colspan="9">Course content</td></tr>
<tr><td colspan="9">Conceptualisation of sustainability and its relevance to tourism.
Basic principles of sustainable development.
Indicators of sustainable development.
The implementation of indicators of sustainable development in the development of tourist destinations.
Theoretical background of sustainable tourism.
Indicators of sustainable tourism.
Dimensions of sustainable tourism (environmental, economic and socio-cultural).
The concept of a destination carrying capacity (calculation and setting the limits of acceptable changes caused by tourism development).
Key actors in sustainable tourism.</td></tr>
</table>

Learning outcomes at the level of the study programme to which the course contributes
Recognise and protect natural and cultural heritage with the aim of fostering the development of a high-quality tourist offer Analyse the positive and negative impacts of the tourism development on the environment Set limits for tourism development so that it brings the desired economic benefit but does not cause the saturation of an area
Expected learning outcomes at the level of the course (4-10 learning outcomes)
Correctly interpret knowledge of the theoretical and methodological basis of sustainable development and sustainable tourism; objectives; strategies; and principles; as well as of the instruments, holders, and implementation of the sustainable tourism development policy. Critically think over positive and negative effects of tourism development on environment. Set the limits within which tourism development will not lead to the saturation of destination while at the same time achieving the desired economic effects. Recognise and protect natural and cultural values to foster the development of responsible and sustainable tourism. Explain, interpret and differentiate indicators of sustainable development and sustainable tourism required for decision making in the future.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Swarbrooke, J., Sustainable Tourism Management, CABI Publishing, 2011. (selected chapters)	Sufficient	Online
2.	Weaver, D., Sustainable Tourism, Butterworth Heinmann, 2008. (selected chapters)	Sufficient	Online
3.	Indicators of Sustainable Development, A Guidebook, WTO, Madrid, 2004. (selected chapters)	Sufficient	Online
4.	Making Tourism More Sustainable, A Guide for Policy Makers, WTO, Madrid, 2005. (selected chapters)	Sufficient	Online

Optional literature (at the time of the submission of the study programme proposal)

1.	Harris, R., Griffin, T., Williams, P., Sustainable Tourism – A Global Perspective, Elsevier, Amsterdam, 2003.
2.	Wearing, S., Neil, J., Ecotourism: Impacts, Potentials and Possibilities, Butterworth Heinemann, Oxford, 2003.
3.	Monwforth, M., Munt, I., Tourism and Sustainability, Routledge, 2008.

Structure of classes:

☒ Lectures ☒ Seminars and workshops	☐ Laboratory ☐ Field work

☐ Exercises ☐ Independent assignments ☒ Multimedia and internet ☒ Distance learning	☒ Work with the mentor ☒ Knowledge tests ☐ Other ______________________________

Comments

Student obligations

The obligations of full-time students include attending classes, being active in classes, and presenting one case study in front of colleagues during classes, as well as writing two colloquiums during the course or a written exam at the end of the semester. Obligations of part-time students include the preparation of one case study and exam in written form at the end of the semester.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0,6	Activity in class	0,6	Practical training	
Experimental work		Research		Independent work	0,4
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	2,7
Project		Written exam	2,7	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

The monitoring of students' work during classes will be carried out by monitoring attendance and activities during the classes, as well as the preparation and presentation of one case study during the teaching process. Evaluation of students' work will be carried out by colloquiums and/or a written exam on exam dates.

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The quality of the programme and of the teaching process, teaching skills, and the level of acquired knowledge will be verified by means of a written evaluation based on questionnaires and other standardised methods complying with the regulations of the University of Dubrovnik.
Peer review. Self-evaluation, analysis, and corrections.

Other information (according to the proponent's opinion)

<table>
<tr><td>Code</td><td></td><td colspan="8"></td></tr>
<tr><td colspan="2">Course name</td><td colspan="8">Quantitative Methods in Business Decision-Making</td></tr>
<tr><td colspan="2">Study programme</td><td colspan="8">Business</td></tr>
<tr><td colspan="2">Field of study</td><td colspan="8">Tourism</td></tr>
<tr><td colspan="2" rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td colspan="2">X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td colspan="2"></td></tr>
<tr><td colspan="2">Head lecturer</td><td colspan="8">Tonći Svilokos, PhD, Associate Professor</td></tr>
<tr><td colspan="2">Associate</td><td colspan="8">Zdenka Obuljen Zoričić, PhD</td></tr>
<tr><td colspan="2">Year of study</td><td colspan="3">2nd</td><td>Semester</td><td colspan="4">2nd</td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td></td><td>Compulsory course of the field of study</td><td>X</td><td>Elective course of the study programme</td><td></td><td>Elective course of the field of study</td><td colspan="2"></td></tr>
<tr><td colspan="2">ECTS student workload coefficient</td><td></td><td colspan="3">Percentage of e-learning</td><td colspan="4">0%</td></tr>
<tr><td colspan="2">Number of semester hours</td><td>Lectures:</td><td>x</td><td>Seminars:</td><td></td><td>Exercises:</td><td colspan="3">X</td></tr>
<tr><td colspan="10">Course objectives</td></tr>
<tr><td colspan="10">The goal of this course is to help students develop an understanding which management science techniques are most useful, how they are used, and, most importantly, how they can assist managers in making better decisions.</td></tr>
<tr><td colspan="10">Course prerequisites and competency requirements</td></tr>
<tr><td colspan="10">Basic knowledge of mathematics (solving systems of equations and matrices)</td></tr>
<tr><td colspan="10">Course content</td></tr>
<tr><td colspan="10">Introduction: problem solving and decision making, quantitative analysis, models of cost, revenue and profit; Linear programming: standard problem of the maximum, minimum; Dual; General model; Graphical method of LP problem solving; Sensitivity analysis and interpretation of the solution; The use of QSB software package and Excel for LP problem solving. The transportation problem: basic concepts and problem setting; The transportation problem as LP problem; Transportation methods to find the initial solution (North-West corner method, minimum cost method and Vogel method); Transport optimisation methods (stepping stone method, MODI method); The use of QSB software package to solve the problem of transport. Analytic hierarchy process (AHP): structure, comparison in pairs. Calculating the vector preference of criteria within themselves. Calculating the vector preference of alternatives within</td></tr>
</table>

criteria. The sensitivity analysis. Measuring consistency (AHP). The use of Expert Choice software package and Excel for AHP problem solving.			
Learning outcomes at the level of the study programme to which the course contributes			
- Apply the techniques and models of analysing various levels and forms of tourist destination system planning - Make a strategic marketing plan for the tourism industry - Make a portfolio analysis of business entities in the catering, hotel and tourism industry			
Expected learning outcomes at the level of the course (4-10 learning outcomes)			
1. The student will be able to discuss the characteristics of the problem-solving and decision-making procedure 2. The student will be able to define linear programming models: the standard maximum/minimum problem, show the connection between the standard maximum and minimum problem (their dual relationship) 3. The student will be able to use the LP approach for solving particular real life problems 4. The student will know how to define a transportation model, convert a transport model into an LP problem, to use of special transportation methods for finding the initial solution and transport optimisation methods with and without degeneration 5. The student will be able to discuss advantages and disadvantages of AHP method compared to other known multicriterial methods; to choose some real life problem, to formulate it as an AHP problem, and to solve the problem 6. The student will recognise the importance of post optimal analysis			
Mandatory literature (at the time of the submission of the study programme proposal)			
	Title	Number of copies in the library	Availability via other media
1.	Anderson, R. D., Sweeney, J., D., Williams, A. T., Camm, D. J., Martin, K., An Introduction to Management Science: Quantitative Approaches to Decision Making 15th Edition, 2019 (selected chapters)	Sufficient	online
Optional literature (at the time of the submission of the study programme proposal)			
1.	Vanderbei, J. R., Linear Programming, Springer International Publishing, 2020		
2.	Mishra, S. Solving transportation problem by various methods and their comparison. International Journal of Mathematics Trends and Technology, 44(4), 270-275, 2017.		
3.	Gaudenzi, B., & Borghesi, A. Managing risks in the supply chain using the AHP method. The International Journal of Logistics Management, 2006		
4.	Li, F., Phoon, K. K., Du, X., & Zhang, M. Improved AHP method and its application in risk identification. Journal of Construction Engineering and Management, 139(3), 312-320, 2013.		

Structure of classes:	
☒ Lectures ☐ Seminars and workshops ☒ Exercises ☐ Independent assignments ☐ Multimedia and internet ☐ Distance learning	☐ Laboratory ☐ Field work ☐ Work with the mentor ☐ Knowledge tests ☐ Other ____________________________

Comments

Student obligations

Active participation in classes

Student has the obligation to attend at least 70% of the classes in order to access the colloquiums and the final exam.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0.5	Activity in class	0.5	Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	1
Preparations for exercises	1	Seminar essay		Preliminary exam	3
Project		Written exam		Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Knowledge tests and two preliminary exams are alternative to final written exam

The achieved number of total points (in %) corresponds to following grades:
0-49 insufficient (1)
50-64 sufficient (2)
64-79 good (3)
80-89 very good (4)
90-100 excellent (5)

Ways of monitoring quality and success of course performance to ensure the acquisition ofthe set learning outcomes

- Class attendance records and documentation about students' results in knowledge tests and in preliminary exams
- All course learning outcomes are to be verified by the course teacher in the final exam
- Student poll on lecturer and class efficacy

Other information (according to the proponent's opinion)

<table>
<tr><td>Code</td><td></td><td colspan="8"></td></tr>
<tr><td colspan="2">Course name</td><td colspan="8">Strategic Management</td></tr>
<tr><td colspan="2">Study programme</td><td colspan="8">Business Economics</td></tr>
<tr><td colspan="2">Field of study</td><td colspan="8">Tourism</td></tr>
<tr><td colspan="2" rowspan="2">Level of the study programme</td><td colspan="2">Undergraduate</td><td colspan="2"></td><td colspan="2">Graduate</td><td colspan="2">X</td></tr>
<tr><td colspan="2">Postgraduate specialist</td><td colspan="2"></td><td colspan="2">Postgraduate doctoral</td><td colspan="2"></td></tr>
<tr><td colspan="2">Head lecturer</td><td colspan="8">Zorica Krželj, PhD, Associate professor</td></tr>
<tr><td colspan="2">Associate</td><td colspan="8">Dorotea Markasović, MA</td></tr>
<tr><td colspan="2">Year of study</td><td colspan="4">1</td><td>Semester</td><td colspan="3">II</td></tr>
<tr><td>Course status</td><td>Compulsory course of the study programme</td><td></td><td>Compulsory course of the field of study</td><td></td><td>Elective course of the study programme</td><td>x</td><td>Elective course of the field of study</td><td colspan="2"></td></tr>
<tr><td colspan="2">ECTS student workload coefficient</td><td>6</td><td colspan="3">Percentage of e-learning</td><td colspan="4"></td></tr>
<tr><td colspan="2">Number of semester hours</td><td>Lectures:</td><td>20</td><td colspan="2">Seminars:</td><td></td><td>Exercises:</td><td colspan="2">20</td></tr>
<tr><td colspan="10">Course objectives</td></tr>
<tr><td colspan="10">The objectives of the course are to familiarise students with strategic management as a scientific discipline, philosophy and practice.</td></tr>
<tr><td colspan="10">Course prerequisites and competency requirements</td></tr>
<tr><td colspan="10"></td></tr>
<tr><td colspan="10">Course content</td></tr>
<tr><td colspan="10">Introduction to strategic management. Strategy and strategic management – the concept of strategy, strategic management, strategic management process, strategic management process stages, strategic management development. Strategic environmental analysis – the concept of environment, the external and internal environment. Examples of a strategic environmental analysis of an enterprise example. Strategic intent – the concept of vision, mission, goals, strategy, concrete examples of strategic intentions. Strategy formulation – corporate strategy, business and functional strategies – corporative level corporate strategies: a major strategy and business portfolio, examples of concrete businesses and corporate Strategies. The concept of business strategy, Porter's generic pole strategy, functional strategy. Examples of enterprise strategy implementation from business practice. Strategy implementation and strategic control – concept and methods for implementing strategies for entrepreneurs. Resource approach to enterprise strategy – VRIO Access. Global strategic management – strategic alliances and partnerships – the concept of strategic alliances, state-level alliances, the advantages and disadvantages of strategic alliances, the notion of global strategic management, the way outsourcing to foreign markets.</td></tr>
<tr><td colspan="10">Learning outcomes at the level of the study programme to which the course contributes</td></tr>
</table>

1. To distinguish between strategy and strategic management from various aspects.
2. To manage all categories of enterprises irrespective of their size and activity.
3. To analyse cases from business practice (with respect to external and internal environment, resources, opportunities, threats, strengths and weaknesses, portfolio analysis as well as strategy levels and kinds).
4. To offer alternatives in solving strategic sources and to estimate the benefits and risks of all the alternatives.
5. To recommend the best alternative solution as well as evaluation and assessment of the selected strategic alternative.
6. To understand the difference between the structural and resource-based strategy approach.
7. To apply models of project strategic management and to understand varied models of international marketing, particularly the role and importance of strategic alliances in contemporary business operations.

Expected learning outcomes at the level of the course (4-10 learning outcomes)

- Distinguish strategy from strategic management from different perspectives.
- To perform management tasks in all categories of companies regardless of size and the activity they perform.
- Analyse cases from business practice (with regard to the internal and external environment, resources, opportunities, threats, strengths and weaknesses, portfolio analysis and levels and types of strategies).
- Offer possible alternative ways of dealing with strategic sources and evaluate the benefits and risks of all of alternative solutions and to recommend the best alternative solution as well as the assessment and evaluation of the chosen one strategic alternatives.
- Apply strategic project management models and understand different ways of existing foreign markets, especially the role and importance of strategic alliances in modern business

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	David, F.R., Strategic management: concept, thirteen edition, Pearson Education, 2011. (selected chapters)	sufficient	online
2.	Wheelen, T. L., Hunger, J.D., Strategic Management and Business Policy: Toward Global Sustainability, thirteen edition, Pearson Education, 2012. (selected chapters)	sufficient	online
3.	Dess, G.G., et al., Strategic management: text and cases, McGraw-Hill Education, 2014. (selected chapters)	sufficient	online

4	Vrdoljak Raguž, I., Podrug, N., Jelenc, L., Neostrategic Management: An International Perspective on Trends and Challenges, Springer, 2016. (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)	
1.	Coulter, M., Strategic Management in Action, sixth edition, Pearson Education, 2013.2
2.	Hitt, M. A., Ireland R. D., Hoskisson, R. E., Strategic Management: Competitiveness and Globalization, Concepts, Cengage Learning, 2010.
3.	Barney, J. B., Clark, D. N., Resourced Based Theory Creating and Sustaining Competitive Advantage, Oxford University Press, 2007.
4.	Ireland, D. R., Hoskisson, R. E., Hitt. M. A., Management of strategy: concepts and cases, South-Western, 2009.
5.	Hill, C., Jones, G., Strategic Management Theory: An Integrated Approach, Cengage Learning, 2009.

Structure of classes:

- ☒ Lectures
- ☐ Seminars and workshops
- ☒ Exercises
- ☐ Independent assignments
- ☒ Multimedia and internet
- ☒ Distance learning
- ☐ Laboratory
- ☐ Field work
- ☒ Work with the mentor
- ☒ Knowledge tests
- ☐ Other

Comments

Student obligations

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	1	Activity in class	1	Practical training	
Experimental work		Research		Independent work	
Essay	1	Report		Exercises	
Preparations for exercises		Seminar essay	1	Preliminary exam	1
Project		Written exam	1	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Attendance of lectures, active participation, partial exams, individual work and written exam.

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The quality of the programme, the teaching process, teaching skills and the level of mastery of the material must be established will be conducted by conducting a written evaluation based on questionnaires and other standardised methods in accordance with the acts of the University of Dubrovnik. Evaluation by professional colleagues. Self-observation, analysis and corrections.

Other information (according to the proponent's opinion)

Code								
Course name		Financial Reporting and Auditing						
Study programme		Business						
Field of study		Tourism						
Level of the study programme		Undergraduate			Graduate		X	
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Iris Lončar, PhD, Associate Professor						
Associate		Mario Bilić, MA, Lecturer						
Year of study		1			Semester	2. / summer		
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study	
ECTS student workload coefficient		5	Percentage of e-learning			20%		
Number of semester hours		Lectures:	20	Seminars:		---	Exercises:	20

Course objectives
The aim of the course is to familiarise students with the financial accounting process and prepare them to understand and correctly apply the theories, methods and categories contained in externally oriented financial statements. This will constructively enable them to participate in the design of the flow of information and the organisation of the entire information process (or in the broader sense of the business process) in concrete business systems. In addition, this course provides knowledge about the process of auditing, i.e. the independent verification of a company's financial information. Upon completion of the course, students will be able to evaluate all company financial reports and assess the validity and reliability of the information they contain.
Course prerequisites and competency requirements
The knowledge of basic accounting theories and practices required for active participation in this course is acquired during the undergraduate studies.
Course content
1. Theoretical concept of financial accounting and main users of financial accounting information 2. Accounting principles and standards

3. Balance sheet, income statement, cash flow statement, statement of changes in equity, notes to the financial statements – the main features of each financial statement and the constituent parts
4. The adjustment process – accrual based accounting versus cash based accounting
5. Audit framework and objectives, internal vs. external audit, benefits and limitations, statutory duties of the auditor
6. Principles of auditing
7. Audit process: planning the engagement, performing audit procedures, closing, reporting
8. Process of detecting and preventing errors and fraud

Learning outcomes at the level of the study programme to which the course contributes

- Determine the ways of analysing tourism organisations and policies in the economic and social sphere,
- Efficiently manage numerous organisers of tourist activities
- Solve problems of the functioning of economic systems

Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. Understand and be able to apply all accounting techniques available for the preparation of company financial statements
2. Understand and apply all auditing standards that must be applied in the audit of financial statements
3. Record, summarise and present data in financial statements
4. Analyse, interpret and audit the accuracy of the information presented
5. Apply and understand advanced accounting, reporting and auditing frameworks, standards and practices

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Elliott, B. & Elliott, J. (2019): Financial accounting and reporting, 19th Edition, Pearson Education (selected chapters)	sufficient	online
2.	Porter, B.; Simon, J. & Hatherly, D. (2014): Principles of External Auditing, 4th Revised Edition, John Wiley & Sons (selected chapters)	sufficient	online
3.	Gray, I., Crawford, L.; & Manson, S. (2019) The Audit Process: Principles, Practice and Cases, 7th Edition, Cengage Learning (selected chapters)	sufficient	online
4.	Lončar, I. (2022) Lectures (PP presentations) and other information about the course FINANCIAL	sufficient	online

	ACCOUNTING AND AUDITING available on the website of the University of Dubrovnik (selected chapters)		

Optional literature (at the time of the submission of the study programme proposal)	
1.	Fraser, L. & Ormiston, A. (2015) Understanding Financial Statements, 11th Edition, Pearson – Global Edition
2.	Revsine, L. et al. (2020) Financial Reporting and Analysis, 8th Edition, McGraw-Hill Irwin

Structure of classes:

- ☒ Lectures
- ☐ Seminars and workshops
- ☒ Exercises
- ☒ Independent assignments
- ☒ Multimedia and internet
- ☒ Distance learning
- ☐ Laboratory
- ☐ Field work
- ☒ Work with the mentor
- ☒ Knowledge tests
- ☐ Other ______________________________

Comments

Student obligations

Active participation in class – lectures and exercises and taking the examination through two colloquiums, i.e. in the form of a written exam and oral examination.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0,4	Activity in class	0,4	Practical training	
Experimental work		Research		Independent work	0,8
Essay		Report		Exercises	0,4
Preparations for exercises		Seminar essay		Preliminary exam	0,8
Project		Written exam	1,3	Oral exam	0,8
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

The examination is taken by two colloquiums or by a written and oral exam.

A prerequisite for a positive grade is that at least 50% of the total score is achieved in each colloquium.

The written exam is considered passed if the student has achieved at least 50% of the total score.

A prerequisite for participation in the oral examination is passing the written exam.

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The quality of the course programme and the teaching process, which ensures the acquisition of learning outcomes, is systematically carried out by written evaluation, the form of which is

harmonised with the acts of the University of Dubrovnik (student survey on the quality of teaching, self-analysis of teaching staff, etc.).
Other information (according to the proponent's opinion)

Code								
Course name		Integrated Marketing Communication						
Study programme		Business						
Field of study		Tourism						
Level of the study programme		Undergraduate			Graduate		X	
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Ana Pušić, PhD, Assistant Professor						
Associate		Ivona Antolović, MA						
Year of study		first			Semester			
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study	X
ECTS student workload coefficient		5	Percentage of e-learning					
Number of semester hours		Lectures:	20	Seminars:	20		Exercises:	

Course objectives

- Provide useful knowledge about marketing communication
- Train students (through classes, interactive discussions and practical exercises) to work in different areas of marketing communication, work in advertising agencies or other related areas
- Develop critical thinking and practice of integrated marketing communication.

Course prerequisites and competency requirements

-

Course content

Introduction to the process of integrated marketing communication; Communication process; Sources, messages and communication channels; Consumer behaviour; Advertising organisation – the role of advertising agencies; Advertising – creative strategy, planning and development; Advertising – planned media strategies, budgeting and evaluation; Public relations; Corporate advertising; Direct marketing and advertising via the internet; Sales promotion and personal selling; Digital marketing; Evaluation of the promotional programme.

Learning outcomes at the level of the study programme to which the course contributes

- Correctly interpret the specifics of consumer protection in the tour operator business and the specifics of cooperation between tour operators and hotel companies
- Implement a tourist market survey project
- Manage marketing information and identify market opportunities
- Analyse the changes in micro and macro marketing environment on the tourism market
- Make a strategic marketing plan for the tourism industry

Expected learning outcomes at the level of the course (4-10 learning outcomes)

- The theoretical and methodological basis classification of the integrated marketing communication
- Creation of different learned concepts and methods of marketing communication
- Evaluation of concrete teamwork, define the duties and responsibilities of team members and coordinate the team
- Work designing in different fields of marketing communication; in advertising agencies or other related areas
- Creation of the basic skills of creating a promotional campaign

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Belch, G. & Belch, M. , Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill, 2019. (selected chapters)	sufficient	online
2.	Clow, K.E., Baack, D.E., Integrated Advertising, Promotion and Marketing Communications, Pearson, 2018. (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1.	Blakeman, R., Integrated Marketing Communication: Creative Strategy from Idea to Implementation, Rowman, 2018.
2.	Jones, S.K. & Kelly, J.S, The IMC Case Book: Cases in Integrated Marketing Communications, Second Edition, Kindle edition, 2020.

Structure of classes:

- ☒ Lectures
- ☒ Seminars and workshops
- ☒ Exercises
- ☒ Independent assignments
- ☒ Multimedia and internet
- ☒ Distance learning
- ☒ Laboratory
- ☒ Field work
- ☒ Work with the mentor
- ☒ Knowledge tests
- ☐ Other ______________________________

Comments

Student obligations

Minimum:

70% of total attendance 50% of total activity 50% of total assignment 50% of two colloquium or exam					
Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):					
Class attendance	0.5	Activity in class	0.5	Practical training	
Experimental work		Research	0.5	Independent work	1
Essay		Report	1	Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project	1	Written exam	0.5	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
Continuous, multilevel testing of knowledge and developed understanding. Checking understanding the subject matter of consumer behaviour through the short tests, partial exam and assignment.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
- Monitoring of students' course attendance and fulfilment of other obligations. - Course assessment through anonymous student survey at the end of each semester. - Learning outcomes assessed by course co-ordinator.					
Other information (according to the proponent's opinion)					

Code							
Course name	Managerial Accounting						
Study programme	Business						
Field of study	Tourism						
Level of the study programme	Undergraduate		Graduate	X			
	Postgraduate specialist		Postgraduate doctoral				
Head lecturer	Iris Lončar, PhD, Associate Professor						
Associate	---						
Year of study	1		Semester	2. / summer			
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study
ECTS student workload coefficient	5	Percentage of e-learning		20%			
Number of semester hours	Lectures:	20	Seminars:	---	Exercises:	20	

Course objectives

The aim of the course is to familiarise students with the managerial accounting process and prepare them to understand and correctly apply the theories, methods and categories contained in managerial accounting internal reports. This would be a constructive way to enable them to participate in the design of the information flow and the organisation of the entire information process (or in a broader sense the business process) in concrete business systems. The ultimate goal would be to enable students to interpret and use strategic accounting reports in their future management functions and, by recognizing the possibilities of this discipline, to know what information can be extracted from it, provided the information requirements are properly set.

Course prerequisites and competency requirements

The knowledge of basic accounting theories and practices required for active participation in this course is acquired during the undergraduate studies.

Course content

9. Theoretical concept of managerial accounting – position and role in corporate governance.
10. Accounting aspects of cost management in the business process.
11. The process of planning and control in the management of business systems.
12. Responsibility accounting (business plan, budgeting, transfer pricing).
13. Cash flow management.
14. Strategic accounting and its instruments (costing process, target costing, quality costing, lifetime, BSC).
15. Defining and interpreting relevant information in the accounting and financial statements required for the decision-making processes.

16. Connecting the accounting and financial business aspects with the managerial decision-making process.

Connecting

Learning outcomes at the level of the study programme to which the course contributes

- Determine the ways of analysing tourism organisations and policies in the economic and social sphere
- Efficiently manage numerous organisers of tourist activities
- Solve problems of the functioning of economic systems

Expected learning outcomes at the level of the course (4-10 learning outcomes)

1. Determine the place and role of the managerial accounting information system in theory and practice, especially within the complex information system of companies.
2. Apply various managerial accounting techniques in the 'production' of internal accounting reports that help managers solve various problems in business systems and suggest the optimal way to make decisions.
3. Evaluate items in the internal managerial reports.
4. Explain how accounting decisions are influenced by employee and leadership needs.
5. Make predictions about possible future trends based on available financial and internal reports.
6. Provide the knowledge and possibility of understanding various influences on the basis of internal reports in order to be able to participate in decision-making in the Board of Directors.

Mandatory literature (at the time of the submission of the study programme proposal)

	Title	Number of copies in the library	Availability via other media
1.	Garrison, R. H., Noreen, E. W. & Brewer, P. C. (2021) Managerial Accounting, 17th Edition, McGraw-Hill/Irwin **(selected chapters)**	sufficient	online
2.	Drury, C. & Tayles, M. E. (2021) Management and Cost Accounting, 11th Edition, Cengage Learning (selected chapters)	sufficient	online
3.	Werner, M. L. & Jones, K. H. (2009) Introduction to Management Accounting - A User Perspective, 3rd Edition, Kendall Hunt Publishing (selected chapters)	sufficient	online
4.	Gupta, D. (2016) "Best" Management Accounting: Successful Business - Decision Making & Budgeting, Kindle Edition (selected chapters)	sufficient	online
5.	Lončar, I. (2022) Lectures (PP presentations) and other information about the course MANAGERIAL ACCOUNTING available on the website of the University of Dubrovnik (selected chapters)	sufficient	online

Optional literature (at the time of the submission of the study programme proposal)

1.	Hossain, D. M. et al. (2011) Contemporary Issues in Strategic Management Accounting: Six Lecture Modules, LAP LAMBERT Academic Publishing
2.	Mowen, M. M., Hansen, D. R. & Heitger, D. L. (2018) Managerial Accounting: Cornerstone of Business Decision-Making, 7th Edition, Cengage Learning
3.	Hansen, D. R., Mowen, M. M. & Guan L. (2007) Cost Management: Accounting and Control, 6th Edition, South-Western College Publishing

Structure of classes:

☒ Lectures	☐ Laboratory
☐ Seminars and workshops	☐ Field work
☒ Exercises	☒ Work with the mentor
☒ Independent assignments	☒ Knowledge tests
☒ Multimedia and internet	☐ Other
☒ Distance learning	

Comments

Student obligations

Active participation in class – lectures and exercises and taking the examination through two colloquiums, i.e. in the form of a written exam and oral examination.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance	0,4	Activity in class	0,4	Practical training	
Experimental work		Research		Independent work	0,8
Essay		Report		Exercises	0,4
Preparations for exercises		Seminar essay		Preliminary exam	0,8
Project		Written exam	1,3	Oral exam	0,8
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

The examination is taken by two colloquiums or by a written and oral exam.

A prerequisite for a positive grade is that at least 50% of the total score is achieved in each colloquium.

The written exam is considered passed if the student has achieved at least 50% of the total score.

A prerequisite for participation in the oral examination is passing the written exam.

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The quality of the course programme and the teaching process, which ensures the acquisition of learning outcomes, is systematically carried out by written evaluation, the form of which is harmonised with the acts of the University of Dubrovnik (student survey on the quality of teaching, self-analysis of teaching staff, etc.).

Other information (according to the proponent's opinion)

Code							
Course name	International Business Negotiations						
Study programme	Business						
Field of study	Tourism						
Level of the study programme	Undergraduate		Graduate	X			
	Postgraduate specialist		Postgraduate doctoral				
Head lecturer	Katija Vojvodić, PhD, Full Professor						
Associate	-						
Year of study	1st		Semester	Summer			
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme	X	Elective course of the field of study
ECTS student workload coefficient	5	Percentage of e-learning					
Number of semester hours	Lectures:	20	Seminars:	0	Exercises:	20	
Course objectives							
The aim of the course is to familiarise students with the process of international business negotiations, in particular with the impact of culture on international business negotiations and specific features of negotiating in different parts of the world (Europe, North and South America, Africa, Asia and Australia).							
Course prerequisites and competency requirements							
None							
Course content							
Basic business negotiating terms. The nature of business negotiations. Business negotiation process. Principles and techniques of negotiations. Negotiating skills. Negotiating power. Strategies and tactics of negotiation. Introduction to international business negotiation. Features of international business negotiation. The challenges of international negotiations. The specific features of international negotiations. The context of environment and directness. International business negotiation outcomes. The impact of culture on international business negotiations. Culturally sensitive strategies in negotiations. The importance of time in international business negotiations. Communication and international business negotiation. Negotiating in different types of businesses. Ethics in international business negotiations. Ethical issues in international business negotiations. Negotiators' propensity towards unethical methods. Business protocol. Specific features of negotiating in different parts of the world. Basic specificities of international business negotiations in Europe, North and South America, Africa, Asia and Australia. Characteristics and examples of international negotiations in Europe. Case studies of selected European countries. Characteristics and examples of international negotiations in North and							

South America. Case studies of selected countries in the Americas. Characteristics and examples of international negotiations in Africa. Case studies of selected African countries. Characteristics and examples of international negotiations in Asia and Australia. Case studies of Australia and selected Asian countries.			
Learning outcomes at the level of the study programme to which the course contributes			
1. To specify and define the basic terms and elements of the business negotiation process. 2. To explain, compare, and discern the principles and techniques of business negotiations. 3. To determine the basic features of negotiations and identify the negotiation skills. 4. To classify, discern, and compare the strategies and tactics of international business negotiations. 5. To anticipate the challenges of international business negotiations and identify the specific features of international negotiations. 6. To discuss the impact of culture on international business negotiation. 7. To recognise the importance of communication and communication skills in international business negotiation. 8. To present and discuss the specific features of negotiations in different types of businesses. 9. To discuss ethical issues in international business negotiations. 10. To state and explain the specific features of negotiating in different parts of the world, and apply them correctly in the international business negotiation process.			
Expected learning outcomes at the level of the course (4-10 learning outcomes)			
- Master an integral knowledge of economics and of economic disciplines - Explain the importance of local partnerships and cooperation in tourist destination development, and analyse numerous issues arising while entering into such partnerships - Manage marketing information and identify market opportunities - Analyse the changes in micro and macro marketing environment on the tourism market			
Mandatory literature (at the time of the submission of the study programme proposal)			
	Title	Number of copies in the library	Availability via other media
1.	Ghauri, P. N., Ott, U. F., Rammal, H. G., International Business Negotiations, Edward Elgar Publishing, 2020. (selected chapters)	Sufficient	Online
2.	Garten, F., The International Manager, CRC Press – Taylor & Francis Group, 2015. (selected chapters)	Sufficient	Online
Optional literature (at the time of the submission of the study programme proposal)			
1.	Karsaklian, E., The Intelligent International Negotiator, Business Expert Press, 2014.		
2.	Katz, L., Principles of Negotiating International Business, Booksurge Publishing , 2008.		
Structure of classes:			
☒ Lectures	☐ Laboratory		

☐ Seminars and workshops ☒ Exercises ☒ Independent assignments ☒ Multimedia and internet ☒ Distance learning	☐ Field work ☒ Work with the mentor ☒ Knowledge tests ☐ Other ______________________________

Comments

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Student obligations

Attendance in class.
Active participation in class.
Preparation and presentation of assignments.
Study of literature and preparation for exam.

Screening of student's work (specify the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the credit value of the course):

Class attendance		Activity in class		Practical training	
Experimental work		Research		Independent work	1.0
Essay		Report		Exercises	1.0
Preparations for exercises	1.0	Seminar essay		Preliminary exam	1.0
Project		Written exam	1.0	Oral exam	
(Other – describe)		(Other – describe)		(Other – describe)	

Grading and evaluation of student work over the course of instruction and at the exam

Class attendance
Student activity in class
Work on the assignment
Taking a colloquium or written exam.

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes

The quality of the programme, the teaching process, teaching skills and the level of mastery of the material is determined by conducting written evaluations based on questionnaires and in other standardised ways in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching, self-analysis of teachers, etc.).

Other information (according to the proponent's opinion)

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