SVEUČILIŠNI PRIJEDIPLOMSKI STUDIJ: / UNDERGRADUATE STUDY PROGRAMME:

BUSINESS ECONOMICS: MARKETING

Ovjera Dekanice / **Acting Dean's Approval**

Potpis: / Signature _____

Ovjera Rektora / **Rector's Approval**

Potpis: / Signature _____

Dubrovnik, svibanj 2026. / May 2026

Ažurirano: / Updated: 30. rujna 2026.

Datum: / Date: 30. rujna 2026.

Prijediplomski studij:/ **UNDERGRADUATE STUDY PROGRAMME: BUSINESS ECONOMICS – MARKETING**

1. godina studija **/ YEAR OF STUDY**

Zimski semestar / **(1. sem.) / SEMESTER 1**

Br./ **No.**	Nastavnik / **COURSE CO-ORDINATOR**	Kolegij / **COURSE**	P+V+S **L+E+S**	**ECTS**
OBVEZNI KOLEGIJ / **COMPULSORY COURSES**				
1.	Perica Vojinić, PhD, Full Professor Ante Zdilar, PhD, Senior Assistant	Introduction to Economics	30+0+0 0+30+0	7
2.	Ivan Jelić, PhD, Assistant Professor Dawood Asghar Mughal, Research Assistant	Mathematics	30+0+0 0+30+0	6
3.	Merima Orlić, PhD, Associate Professor Dragica Lončar, Lecturer	Statistics	30+0+0 0+30+0	6
4.	Mario Spremić, PhD, Full Professor; Božidar Jaković, PhD, Full Professor	Business Informatics	15+0+0 15+30+0	5
5.	Aleksandar Selmanović, PhD, Associate Professor Dean Kontić, PhD, Associate Professor Đivo Ban, BA, Lecturer	Physical and Health Education	0+30+0	1
IZBORNI KOLEGIJ / **ELECTIVE COURSES**				
6.	Katija Vojvodić, PhD, Full Professor	Retail Management	30+30+0	6
7.	Nikolina Hazdovac Bajić, PhD, Assistant Professor	Sociology	30+30+0	5

Ljetni semestar / **(2. sem.) / SEMESTER 2**

Br./ **No.**	Nastavnik / **COURSE CO-ORDINATOR**	Kolegij / **COURSE**	P+V+S **L+E+S**	**ECTS**
OBVEZNI KOLEGIJ / **COMPULSORY COURSES**				
1.	Merima Orlić, PhD, Associate Professor Edvard Orlić, PhD, Lecturer	Fundamentals of Econometrics	30+0+0 0+30+0	7
2.	Zorica Krželj, PhD, Associate Professor Ivan Jelčić, MA, Teaching Assistant	Enterprise Organisation	30+0+0 0+30+0	6
3.	Meri Šuman Tolić, PhD, Associate Professor Melko Dragojević, MA, Teaching Assistant	Basics of Finance	30+0+0 0+30+0	6
4.	Aleksandar Selmanović, PhD, Associate Professor	Physical and Health Education	0+30+0	1

	Dean Kontić, PhD, Associate Professor Đivo Ban, Professor, Lecturer			
IZBORNI KOLEGIJ / **ELECTIVE COURSES**				
5.	Marija Benić Penava, PhD, Full Professor	Economic History of Croatia	30+30+0	5
6.	Nebojša Stojčić, PhD, Full Professor Ante Zdilar, PhD, Senior Teaching Assistant	The Economy of Croatia	30+0+0 0+30+0	5
7.	Tonći Svilokos, PhD, Full Professor Tonći Vicelić, MA	Banking	30+0+0 0+30+0	6

*U 2026./2027. u mirovanju su: Economic Policy; Linear Algebra.

Prijediplomski studij:/ **UNDERGRADUATE STUDY PROGRAMME: BUSINESS ECONOMICS – MARKETING**

2. godina studija **/ YEAR OF STUDY**

Zimski semestar / **(3. sem.) / SEMESTER 3**

Br./ **No.**	Nastavnik / **COURSE CO-ORDINATOR**	Kolegij / **COURSE**	P+V+S **L+E+S**	**ECTS**
OBVEZNI KOLEGIJ / **COMPULSORY COURSES**				
1.	Nebojša Stojčić, PhD, Full Professor Ante Zdilar, mag.oec., Senior Teaching Assistant	Microeconomics	30+0+0 0+30+0	7
2.	Ivana Pavlić, PhD, Full Professor with tenure; Barbara Puh, PhD, Associate Professor	Basics of Marketing	30+0+0 0+30+0	6
3.	Iris Lončar, PhD, Associate Professor	Accounting	30+30+0	7
4.	prof. dr. sc. Ivana Pavlić, PhD, Full Professor with tenure	Consumer Behaviour	30+30+0	6
IZBORNI KOLEGIJ / **ELECTIVE COURSES**				
5.	Marija Dragičević, PhD, Associate Professor	Business Economics in International Environment	30+30+0	5
6.	Marija Benić Penava, PhD, Full Professor Monika Grdiša Asić, PhD	History of Croatian Tourism	30+0+0 0+30+0	6

Ljetni semestar / **(4. sem.) / SEMESTER 4**

Br./ **No.**	Nastavnik / **COURSE CO-ORDINATOR**	Kolegij / **COURSE**	P+V+S **L+E+S**	**ECTS**
OBVEZNI KOLEGIJ / **COMPULSORY COURSES**				
1.	Marija Bečić, PhD, Associate Professor	Macroeconomics	30+30+0	7
2.	Ivona Vrdoljak Raguž, PhD, Full Professor with tenure Dorotea Markasović, MA, Teaching Assistant	Basics of Management	30+0+0 0+30+0	6
3.	Mario Spremić, PhD, Full Professor Božidar Jaković, PhD, Associate Professor Marino Stankoivć, MA, Teaching Assistant	Digital Business	26+0+0 4+0+0 0+30+0	6
IZBORNI KOLEGIJ / **ELECTIVE COURSES**				
4.	Meri Šuman Tolić, PhD, Assistant Professor Ante Zdilar, PhD., Teaching and Research Assistant	Financial Institutions and Markets	30+0+0 0+30+0	5
5.	Ivona Vrdoljak Raguž, PhD, Full Professor with tenure Dorotea Markasović, MA, Teaching Assistant	Human Resource Management	30+0+0 0+30+0	5

Code								
Course name	Introduction to Economics							
Study programme	Business							
Field of study	IT management, Marketing, Tourism							
Level of the study programme	Undergraduate	X	Graduate					
	Postgraduate specialist		Postgraduate doctoral					
Head lecturer	Perica Vojinić, PhD, Full Professor							
Associate	Ante Zdilar, PhD, Teaching and Research Assistant							
Year of study	1		Semester	I				
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:	30	Seminars:	-	Exercises:	30		

Course objectives

The course objectives are:

• To introduce students to an understanding of the domain of economics as a social science.

• To introduce students to the main analytical tools used in economic analysis.

• To enable students to participate in debates on economic matters.

Course prerequisites and competency requirements

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Course content

Fundamental problems of economic organisation; Markets and the government in the modern economy; Supply and demand in individual markets; Demand and consumer behaviour; Production and firm organisation; Cost analysis;

Market structures; Overview of macroeconomics, measuring GDP; Consumption and investments, aggregate supply and aggregate demand; Financial market; Labour market, international trade; Economic growth.

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

- Explain, interpret and differentiate the features of the marketing positioning of a product/service
- Define, describe and compare the impact of marketing on supply and demand synergies for certain products/services on the market
- Analyse the importance implementing marketing strategies

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

At the end of the course and having completed the essential reading and activities, students should be able to:

1. Define and connect basic microeconomic and macroeconomic concepts and interpret economic models
2. Conduct an analysis of the market mechanism and the impact of the macroeconomic on the microeconomic system
3. Use the basic tools of economic theory to analyse the market, consumer behaviour the behaviour of the firm
4. Use the basic tools of economic theory to analyse the entire economy

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.	Begg, D., G. Vernasca, S. Fischer and R. Dornbusch Economics. (McGraw Hill). Twelfth edition, 2020.	sufficient	online
2.	Mankiw, N. Gregory. Principles of economics. (Cengage Learning), Ninth edition, 2020.	sufficient	online

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

1.	Begg, D., Foundations of Economics, McGraw-Hill, London, 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

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Student obligations

To fulfil their obligations, full-time students have to:

1. actively participate in class

2. pass two colloquiums

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	1.5	Activity in class	1	Practical training	
Experimental work		Research		Independent work	2
Essay		Report		Exercises	0.5
Preparations for exercises	1.5	Seminar essay		Preliminary exam	
Project		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 10%),

2. Active participation in exercises through independent problem solving and preparation (the percentage of the grade is 10%),

3. Two written colloquiums (the percentage of the grade is 80%, each 40%).

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.

To pass the colloquium, the student must achieve at least 50% of total points. Students, who do not participate in the class and do not pass colloquiums during regular classes or part-time students will have to take final 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)
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Code								
Course name		Mathematics						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate			Graduate	X		
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Ivan Jelić, PhD, Assistant Professor						
Associate		Dawood Asghar Mughal						
Year of study		1			Semester	1 (winter)		
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:	30	Seminars:		Exercises:	30	

Course objectives

The main goal of the course is to present mathematics as a science with important applications in economy, technology and other fields. We present fundamental concepts such as numbers, sets and functions (primarily trigonometric, logarithmic or exponential and polynomial functions) as dynamic mathematical objects. We introduce natural numbers through Peano's axioms, and then integers and rationales as equivalence classes. On the other hand, we introduce real numbers through the concept of limes (limit values). Limes is the fundamental concept on which we base other important concepts, namely series, derivatives and integrals. Standard theorems in this part of mathematics are presented in details, through motivational examples, analysis and proofs.

Course prerequisites and competency requirements

Course content

I Sets and functions, II. Calculus, III. Financial mathematics, IV. Matrix calculus.

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

To select and apply appropriate mathematical methods to problems in the economy and the other fields.

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

After successfully completing the course, students will be able to:
1. Graphically describe, analyse and systematise the relationship between two or more quantities.
2. Recognise and classify elementary functions.
3. Use and apply differential calculus of elementary functions.
4. Use and apply the integral calculus of elementary functions.
5. Calculate simple and compound interest account.
6. Use matrices to model data.

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.	Basic Linear Algebra, 2nd edition, T. S. Blyth, E. F. Robertson, Springer, 2002.	sufficient	online
2.	Calculus: Early Transcendentals; J. Stewart; online: http://www.stewartcalculus.com/media/4_home.php	sufficient	online
3.	Giuseppe Campolieti, Roman N. Makarov, Financial Mathematics: A Comprehensive Treatment, ? Chapman and Hall, CRC, 2018.	sufficient	online

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

1.	Calculus for Business, Economics, and the Social and Life Sciences, 9th edition; L. D. Hoffmann, G. L. Bradley; McGraw-Hill, Inc.; 2006; ISBN: 978-0073309279

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 classes, lectures and exercises.					
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	3
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam		Oral exam	3
(Other - describe)		(Other - describe)		(Other - describe)	
Grading and evaluation of student work over the course of instruction and at the exam					
The student's work during the semester is monitored through colloquia. The exam consists of a written and an oral part.					
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes					
Other information (according to the proponent's opinion)					

Code								
Course name		Statistics						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Merima Orlić, PhD, Associate Professor						
Associate		Dragica Lončar, Lecturer						
Year of study		1			Semester			
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					
Number of semester hours		Lectures:	30	Seminars:		Exercises:	30	

Course objectives
Course prerequisites and competency requirements
Course content
Basic statistical terms and definitions. Statistical series of qualitative data. Numeric series. Mean values of a numerical sequence. Measures of dispersion. A standardised feature. Measures of asymmetry. Measures of shape. Linear correlation. Spearman's rank correlation coefficient. Descriptive-statistical analysis of the simple linear regression model. Analysis of variance. Basic graphical and numerical analysis time series. Statistical indexes (individual and collective). Linear trend model. Statistical asymptotic trend models.
Learning outcomes at the level of the study programme to which the course contributes

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

1. estimate population parameters by number and interval,
2. test statistical assumptions about population parameters,
3. select variables and define their status and
4. set up a simple and multiple linear regression model,
5. examine the assumptions of the application of the multiple linear regression model,
6. evaluate the representativeness of the estimated regression model,
7. valorise its usability for prognostic purposes,
8. analyse and critically valorise the results of the regression analysis of the time series,
9. use statistical software correctly and
10. interpret the obtained results of computer processing.

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

Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications.

Analyse internal and external environment.

Systematically analyse and interpret the role of the tourism industry.

Recognise and analyse the links and relations of the tourism industry with its environment.

Master the techniques and models of analysing the impacts of the tourism industry to the current and future development.

Link the basic principles of economic theory and analysis with the economic processes initiated by the tourism industry.

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.	Newbold P. et al., Statistics for Business and Economics. 9th Ed., Upper Saddle River. Pearson, 2020.	sufficient	online

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

1.	McClave T.J. et al. (2014), Statistics for Business and Economics. 12th Ed. , Upper Saddle River: Pearson, 2014.

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		Activity in class		Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam	6	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

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

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

Other information (according to the proponent's opinion)

Code								
Course name		Business Informatics						
Study programme		Business						
Field of study		IT Management						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Mario Spremić, PhD, Full Professor Božidar Jaković, PhD, Full Professor						
Associate								
Year of study					Semester			
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 application					
Number of semester hours		Lectures:	30	Seminars:		30	Exercises:	

Course objectives

Students acquire general knowledge about the application of information and communication technologies in business. They get acquainted with the function of information and communication technologies in the decision-making process and their strategic role in the conditions of electronic business. The course enables students to acquire knowledge about the role of information and knowledge as fundamental resources for successful business, and various forms of using information technology for business management. Students get acquainted with the tools of the MS Office software package and how to use it in solving business problems, especially office business, and business of small and medium enterprises.

Course prerequisites and competency requirements

No

Course content

1. Introduction to the course. The concept of digital economy

2. Basic components of IT - hardware. Understand aspects of decision-making on investing in computer systems in the conditions of modern economy, social responsibility and environmental protection.

3. Software. Explain the basic concepts related to computer processing, digital data and logical operations. Understand the definition and structure of computer programmes, programming and programming languages, and algorithms. Understand the most important applications of software in business.

4. Data. Explain the concept of data and its importance in business. Organise data within the computer, recognize the importance of using an adequate form of data organisation (file, database, data warehouse).

5. Computer Networks and IT. Recognising and analysing tasks and types of computer networks and connecting computers in business communication. Understanding the terms internet, intranet and extranet and their role in business.

6. Recognition of characteristics and development of Web 2.0 and Web 3.0 technology in business. Introduction to development and understanding of basic web design techniques.

7. World Wide Web. Understand the concepts and use of HTML, XML and CSS. Understanding the basic principles of website design, design methods and tools used in website design. Understanding methods of measuring performance and auditing websites. Getting to know the goals, tasks and ways of creating a company website.

8. Information system in business and administration. Understanding information and communication technology as a necessary support to business and administration. Understanding the business information system as part of the business system. Understanding the place and importance of a modern information system in business operations and the functioning of management.

9. Smart companies. Defining the environment in which smart companies operate. Conceptual definition of smart cities. Basic knowledge of information and communication technologies on which smart companies and smart cities are based.

10. Decision support and modelling systems. Explain the basic concepts related to computer aided decision making. Introduce students to the decision-making process. Modelling and different types of models. An overview of software tools used for different types of models. Master the concept and structure of general decision support systems. Get acquainted with the basics of selected decision support methods.

11. Introduction to digital business. Conceptual definition of digital business. Explanation of the concept of digital business of the company. Defining and describing business models of digital business.

12. Management of information and communication technologies. The role of information technology in business - the evolution of the application of IT in business - from 'technical servant' to 'strategic partner and innovator of the business model'. Ways of organising the function of information technology.

13. Risks of using information and communication technologies in business. The most common abuses of information and communication technologies and an explanation of protective measures. Information and communication technology risk management.

14. Business ethics and information and communication technologies. Explain the concepts of ethics, business ethics and business ethics in IT. Describe the legal aspects of business ethics from the perspective of privacy, freedom of

expression and intellectual property. Understand the specifics of business ethics in the IT industry. Apply the principles of business ethics in the field of social networks and disclosure of knowledge from databases

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

- Correctly explain and interpret the basic concepts of management and IT,
- Explain, interpret and differentiate the features of IT in modern management,
- Understand the role and importance of information systems in business,
- Acquire the basic knowledge about information system components (data, hardware, software, procedures, network, users),
- Understand the technical basis of information systems and acquire an understanding of the principles of functioning of information systems and their support to business transactions,
- Understand the topic of ethics in business and the importance of implementing corporate social responsibility,
- Develop their own entrepreneurial ideas with the support of experts, and be able to use the possibilities enabled by various software solutions,
- Design, develop, organise and economically valorise IT,
- Systematically adjust the general principles of IT and of management to specific features of various economic activities

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

1. Students will be able to demonstrate their understanding of the application of information technology in business,

2. demonstrate understanding of the differences between the terms information technology and information systems,

3. be able to explain the term information system and show its applications in business,

4. demonstrate an understanding of technological support (IT support) for the development of business processes,

5. become familiar with the function of information technology in the decision-making process and its strategic role in the conditions of electronic business and globalisation,

6. acquire specific competencies in the use of specific software tools, ready-made software solutions and how to use them in solving business problems.

7. Use ERS (ethical, responsibility and sustainability) principles in the selection and use of IT in the business and be able to develop alternative scenarios for the impact of IT on society and 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.	Spremić, M. (2018): Enterprise information systems in digital economy, Ekonomski fakultet Zagreb.	20	e-book

Optional literature (at the time of the submission of the study programme proposal)	
1.	Laudon, J., Laudon, K. (2018): Essentials of Management Information Systems, Prentice Hall, Inc., London, 2018
2.	Chaffey, (2018): Supporting and Transforming Business, John Wiley and Sons, New York.
3.	Rogers D.L. (2017): The Digital Transformation Playbook, Columbia Business School Publishing, 2017

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 class participation, pre-reading the literature, critical thinking

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	X	Activity in class	X	Practical training	X
Experimental work		Research		Independent work	
Essay		Report		Exercises	X
Preparations for exercises	X	Seminar essay		Preliminary exam	X

Project		Written exam	X	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam
exam (tests, colloquiums) 70%, class assignments and case studies 20%, proactively following classes 10%
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
Acquisition of learning outcomes will be carried out during the pedagogical work with students (activities at the lecture, discussion, critical thinking, student presentations and individual and team work). The final grade will be formed on the basis of these knowledge tests as well as through a written exam. Assessment of the quality of teaching will be carried out through an anonymous student survey at the end of the class. The quality of the programme, the teaching process, teaching skills and the level of mastery of the material will be established 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 (corporate representatives). Self-observation, analysis and corrections.
Other information (according to the proponent's opinion)

Code								
Course name		Physical and Health Education						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate	x	Graduate				
		Postgraduate specialist		Postgraduate doctoral				
Head lecturer		Aleksandar Selmanović, PhD, Associate Professor						
Associate		Dean Kontić, PhD, Associate Professor; Đivo Ban, Lecturer						
Year of study		1			Semester	I. and II.		
Course status	Compulsory course of the study programme	x	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		1	Percentage of e-learning		0			
Number of semester hours		Lectures:	0	Seminars:		Exercises:	30	

Course objectives

Positive influence on students' anthropological characteristics (motor and functional abilities, anthropometric attributes). Improvement in students' acquired fitness level and sports knowledge with the aim of further development of physical skills. Short-term help and support in overcoming the student's intellectual struggles.

Course prerequisites and competency requirements

The course is within mandatory field of requirements for all full-time students. No prerequisites and competency requirements.

In exceptional cases, the student may be allowed a modified form of attendance, with a valid justification approved by the course teacher.

Course content

Maintaining and upgrading the health status of students by regular application of kinesiological activities. The course comprises curriculums of 10 physical activities which students electively select. The activities are: football, basketball,

volleyball, table tennis, badminton, swimming, rowing, hiking, aerobics and fitness. Additionally, students meet the course obligations by regular attendance in supplementary forms of teaching (theoretical lectures, seminars).

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

Students' future occupation in the field of economy is based on sedentary lifestyle and heavy workloads.

Students learn which critical areas of the body are most affected by long-term sedentary lifestyle. By promoting good habits and regular exercise, students will be able to retain a fit physical shape, protect it from physical traumas and overcome mental and emotional stress more easily.

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

- Creating fitness awareness, persistent habits, and necessities of involvement in regular kinesiological activities
- Learn to exercise individually
- Upgrading students' motor and functional abilities
- Develop skills in different sports and physical activities

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.	/	/	/

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

1.	Hoffman, S. (2013) Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity. Book with online resource ISBN-13: 9781450434324
2.	Nutrition and Diet Therapy (2000), Mahan LK, Escott-Stump S., ured., 10 izd. Saunders Company, Philadelphia

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
The subject comprises a repertoire of kinesiological activities supplemented by theoretical lectures and extracurricular activities. Each kinesiological activity contains a specific curriculum.
Student obligations
Students are obligated to participate in 80% of the subject classes.
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		Practical training	0,2
Experimental work		Research		Independent work	
Essay		Report		Exercises	0,3
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
ECTS are earned by passing the course. The subject is not numerically graded. A mark (P) pass or (0) fail is determined by the student's class participation.
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
The quality of the programme, teaching skills and level of learning will be determined by conducting a written evaluation based on questionnaires and other standardised methods, in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching activities, self-analysis of teachers, etc.) in accordance with the Standards and quality assurance guidelines in the European Higher Education Area and the requirements of ISO 9001.
Other information (according to the proponent's opinion)

Code								
Course name		Linear Algebra * u mirovanju u 2025./2026.						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate		Graduate	X			
		Postgraduate specialist		Postgraduate doctoral				
Head lecturer								
Associate								
Year of study		1		Semester	2 (summer)			
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:	30	Seminars:		Exercises:	30	

Course objectives

The notion of matrices and operations with them. Determinants. Rank and inverse of a matrix. Linear equations system. Classical algebra of vectors. Elements of analytical geometry. Vector spaces. Base and dimension. Linear operators. Matrix representation of operators. Eigenvalues i eigenvectors. Diagonalization of operators. Scalar product. Orthonormal bases.

Course prerequisites and competency requirements

Course content

Vectors in plane and space. Linear dependence and independence. Gaussian elimination. Cayley-Hamilton theorem. Inverse of a matrix by means of Gaussian method. General vector space. Base and dimension of a space. Homogeneous and inhomogeneous system solution. Kronecker-Capelli theorem. Regular and singular matrices. Gramm-Schmidt process. Elements of analytic geometry.

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

To select and apply appropriate engineering principles, mathematical and computer methods to problems in the field of computing.

Expected learning outcomes at the level of the course (4-10 learning outcomes)			
After successfully completing the course, students will be able to: 1. Use and apply the matrix calculation. 2. Solve systems of linear equations. 3. Find eigenvalues and eigenvectors. 4. Diagonalise the operator, that is, the matrix.			
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.	Basic Linear Algebra, 2nd edition, T. S. Blyth, E. F. Robertson, Springer, 2002.	sufficient	online
2.	Linear algebra and geometry, D. Smart, Cambridge Univ. Press., Cambridge, 1988.	sufficient	online
Optional literature (at the time of the submission of the study programme proposal)			
1.	Gilbert Strang, Introduction to Linear Algebra, 5th edition, Wellesley-Cambridge Press, 2016		
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 classes, lectures and exercises.			
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	3
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam		Oral exam	3
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam
The student's work during the semester is monitored through colloquia. The exam consists of a written and an oral part.
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
Other information (according to the proponent's opinion)

Code								
Course name		Retail Management						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist	Assoc. Prof.		Postgraduate doctoral			
Head lecturer		Katija Vojvodić, PhD, Full Professor						
Associate								
Year of study		1st			Semester	Winter		
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		6	Percentage of e-learning					
Number of semester hours		Lectures:	30	Seminars:	0	Exercises:	30	

Course objectives
The aim of the course is to familiarise students with the world of retailing in general, and in particular with store and non-store retailing, strategic issues in retailing, retail internalisation, strategic marketing in retailing, marketing mix in retailing, smart retailing and emerging issues in retailing.
Course prerequisites and competency requirements
None
Course content
Introduction - definitions and functions of trade. Distributive trade within economy. Retailing in the distribution channel. Factors of trade development. The emergence and development of trade. Trade institutions in the context of buying and selling goods. Retail and wholesale formats. Market facilitators. Typical retail business processes. Procurement. Warehousing. Selling. Contemporary developments in retailing. Retail internationalization and globalization. Retail concentration. Concepts of development of retail formats. Retailing in the EU. Retail planning process. Retail management development. Marketing in retailing. Marketing research. Assortment of goods. Selling methods. Retailer customer relationship. Customer relationship management. Retail location. The concept of location. Theoretical approaches to location. Types of locations. Location research methodology. Ethical norms and legal forms of trade.

Ethics in contemporary retailing. The impact of modern ICTs on retail trade development. Relationship between retailing and ICTs. E-commerce. The concept and historical development of e-commerce. Basic models in e-commerce. Contemporary trends in e-commerce.

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

- Identify ways and circumstances in which managers make decisions
- Systematically adjust general marketing principles to specific features of various economic activities
- Analyse the importance implementing marketing strategies
- Define, describe and compare the impact of marketing on supply and demand synergies for certain products/services on the market
- Identify ways and circumstances in which managers make decisions
- Gain a basic insight into the perspectives and possibilities of implementing the e-business concept as a modern form of business organisation with an intensive use of the internet technology

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

1. To specify and define basic functions of trade and to classify and differentiate different retail and wholesale formats.

2. To explain the importance of distributive trade within economy and retailing in distribution channel.

3. To discuss the emergence and development of trade and to discern theoretical approaches to trade and market.

4. To identify, discern and compare typical retail business processes and to identify, discern and discuss contemporary developments in retailing.

5. To identify, discern and discuss contemporary developments in retailing and to determine, explain and present the basic features of retailing in the EU.

6. To define, explain and apply retail planning process.

7. To explain the importance of marketing in retailing and its role in retail business, to explain retailer customer relationships and to determine and consider the main factors influencing retail location.

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

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

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

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.	Levy, M., Weitz, B. A., Grewal, D., Retailing Management, McGraw-Hill, 2018.	3	online
2.	Pantano, E., Dennis, C., Smart Retailing: Technologies and Strategies, Palgrave Macmillan, 2019.	0	

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

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

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

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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	2.0	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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Code							
Course name		Sociology					
Study programme		Business Economy					
Field of study							
Level of the study programme		Undergraduate	X	Graduate			
		Postgraduate specialist		Postgraduate doctoral			
Head lecturer		Nikolina Hazdovac Bajić, PhD, Assistant Professor					
Associate		-					
Year of study		1st		Semester	Winter		
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:	30	Seminars:	0	Exercises:	30

Course objectives

The aim of the Sociology course is to enable students to understand and critically analyse social structures, processes, and institutions, and their influence on economic behaviour and business decisions. Through sociological theories and practical examples, students develop the ability to apply their knowledge to the analysis of contemporary social and organizational challenges.

Course prerequisites and competency requirements

None

Course content

This course provides a comprehensive introduction to fundamental sociological concepts, including society, culture, and socialization, while tracing the evolution of sociological thought from classical theorists to contemporary perspectives. Students will explore the intricate relationship between social structures and economic life, focusing on social stratification, labour, and the shift toward postmodernity.

A special focus is placed on the interplay between social structures and economic behaviour, examining how institutions, culture, and social stratification shape the economy and vice versa. Students will analyse the impact of socialization and identity on organizational dynamics, as well as the sociological dimensions of labour and contemporary social changes. By bridging the gap between social theory and economic practice, the course encourages a critical reassessment of the paradigm of progress and explores how broader societal shifts influence global markets and professional decision-making in a (post)modern context.

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

1. Interpret economic concepts and their application in contemporary business.
2. Select business strategies at all levels of management, together with the methods and techniques based on them.
3. Critically argue for a defined marketing policy in positioning entrepreneurial ideas in a target market.
4. Adapt contemporary marketing knowledge to the specific characteristics of different economic sectors.
5. Apply key methods of market analysis and consumer behaviour analysis in an international environment.
6. Interpret the impact of globalization on business processes and international trade.
7. Function effectively in a team environment in accordance with professional standards.

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

Students will be able to:

- explain fundamental sociological concepts and theories and their application in the analysis of social phenomena;
- analyze the role of social institutions, such as family, religion, and education, in shaping economic and business decisions;

- interpret the impact of cultural identities and social stratification on consumer habits and market behaviour;
- critically evaluate the interconnectedness of economic processes and social phenomena within the context of globalization;
- apply sociological insights to specific business and organizational challenges in contemporary society.

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.	Giddens, A., & Sutton, P. W. (2021). Sociology (9th Edition). Polity Press.	Sufficient	Online
2.	Cabrera, A. S., Sweet, S. (2023). Handbook of Teaching and Learning in Sociology. Edward Elgar Publishing.	Sufficient	Online
3.	Swedberg, R. (2003). Principles of Economic Sociology. Princeton University Press.	Sufficient	Online

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

1.	Granovetter, M. (2017). Society and Economy: Framework and Principles. Harvard University Press.
2.	Ritzer, G. (2018). The McDonaldization of Society. SAGE Publications.
3.	Fukuyama, F. (1992). The End of History and the Last Man. Free Press.

Structure of classes:

☒ Lectures	☒ Office hours
☐ Seminars and workshops	☐ Laboratory
☒ Exercises	☐ Field work
☒ Independent tasks	☒ Mentoring work
☒ Multimedia and internet	☒ Knowledge test
☒ Distance education	

Comments

-

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	2	Activity in class		Practical training	
Experimental work		Research		Independent work	
Essay	1	Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	

Project		Written exam	2	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 Work on the essay 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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Code								
Course name		Fundamentals of Econometrics						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate	X	Graduate				
		Postgraduate specialist		Postgraduate doctoral				
Head lecturer		Merima Orlić, PhD, Associate Professor						
Associate		Edvard Orlić, PhD, Lecturer						
Year of study		1		Semester	Summer			
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		7	Percentage of e-learning					
Number of semester hours		Lectures:	30	Seminars:		Exercises:	30	

Course objectives

Course prerequisites and competency requirements

Course content

Probability. Random variables and probability distributions. Theoretical probability distributions. Basic concepts of inferential statistics. Estimates of population parameters. Hypothesis testing of assumed values of population parameters. Inferential statistical analysis of simple linear regression models. Inferential statistical analysis of multiple linear regression models.

Nonlinear regression models. Regression diagnostics. Econometric analysis of time series: basic concept and forecasting. Analysis of non-stationarity (UR test). Cointegration. VAR model. Statistical program support.

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

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

1. estimate population parameters by number and interval,

2. test statistical assumptions about population parameters,

3. select variables and define their status

4. set up a simple and multiple linear regression model,

5. examine the assumptions of the application of the multiple linear regression model,

6. evaluate the representativeness of the estimated regression model,

7. valorise its usability for prognostic purposes,

8. analyse and critically valorise the results of the regression analysis of the time series,

9. correctly use statistical software and

10. interpret the obtained results of computer processing.

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

Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications.

Analyse internal and external environment.

Systematically analyse and interpret the role of the tourism industry.

Recognise and analyse the links and relations of the tourism industry with its environment.

Master the techniques and models of analysing the impacts of the tourism industry to the current and future development.

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.	Wooldridge, J. M., Introductory Econometrics, A Modern Approach, 6th Ed, Thomson, 2016.	sufficient	online

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

1.	Maddala, G. S., Lahiri, K. , Introduction to Econometrics, 4th Edition, John Wiley and Sons, 2009.
2.	Newbold P. et al., Statistics for Business and Economics. 8th Ed., Upper Saddle River. Pearson, 2012.

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		Activity in class		Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam	7	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

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

Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
Other information (according to the proponent's opinion)

Code								
Course name	Enterprise Organisation							
Study programme	Business							
Field of study	IT management, Marketing, Tourism							
Level of the study programme	Undergraduate	x	Graduate					
	Postgraduate specialist		Postgraduate doctoral					
Head lecturer	Zorica Krželj, PhD, Associate Professor							
Associate	Ivan Jelčić, MA, Teaching and Research Assistant							
Year of study	1		Semester	2				
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	6	Percentage of e-learning	0%					
Number of semester hours	Lectures:	30	Seminars:		Exercises:	30		

Course objectives

The aim of this course is to train students to be able to explain the basic concepts from organisational theory as well as to classify contemporary trends in organisation.

Course prerequisites and competency requirements

-

Course content

The course analyses organisational theories, factors influencing the formation of an organisation, types of organisational structures, organisational changes, organisational culture, organisational conflicts, organisational learning, and organisational development.

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

1. Define, describe and compare the impact of marketing on supply and demand synergies for certain products/services on the market
2. Evaluate and develop a line of arguments about a marketing policy defined for the placement of an entrepreneurial idea on the target market
3. Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications

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

1. Students will be able to distinguish and compare the ways of shaping organisational structures
2. Students will be able to identify all the key elements for building an organisation
3. Students will be able to predict changes in the environment
4. Students will be able to distinguish different forms of change in the organisation

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.	Galbraith, J. R. (2014) Designing Organizations: Strategy, Structure, and Process at the Business Unit and Enterprise Levels, Jossey-Bass	sufficient	online
2.	Draft, L. R., Murphy, J. & Wilimott, H. (2020) Organization Theory & Design: An International Perspective, Cengage Learning	sufficient	online

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

1.	Morgan, G. (2006) Images of Organization, Sage Publications
2.	Senge, P. M. (2010) The Fifth Discipline: The Art and Practice of the Learning Organization, Random House

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

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

1. attend at least 75% of the classes and that is a prerequisite for taking exam,
2. by the end of the semester choose, make, present, and defend their 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.

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	1.5
Essay		Report		Exercises	
Preparations for exercises		Seminar essay		Preliminary exam	
Project		Written exam	4.5	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 (prerequisite),
2. Development, presentation, and defence of student's project (the percentage of the grade is 25%),
3. Two written midterm exams or a final written exam (the percentage of the grade is 75%).

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)

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Code								
Course name	Basics of Finance							
Study programme	IT management, Marketing, Tourism							
Field of study	Business Economics							
Level of the study programme	Undergraduate	X	Graduate					
	Postgraduate specialist		Postgraduate doctoral					
Head lecturer	Meri Šuman Tolić, PhD, Associate Professor							
Associate	Melko Dragojević, MA, Teaching and Research Assistant							
Year of study	1.			Semester	2.			
Course status	Compulsory course of the study programme	X	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	6		Percentage of e-learning	0%				
Number of semester hours	Lectures:	30	Seminars:	0	Exercises:	30		

Course objectives

The goal is to acquaint students with the complex modern financial system and the intertwining of relationships and stakeholders in segment of public finance, corporate finance and personal finance.

Course prerequisites and competency requirements

No prerequisites are required

Course content

1. INTRODUCTION TO THE BASICS OF FINANCE

2. THE ROLE OF MONEY IN THE FINANCIAL SYSTEM - Definition of money, functions of money, origin of money, value of fiat money (exchange rate, theories explaining exchange rate movements, balance of payments)

3. THE ROLE OF MONEY IN THE FINANCIAL SYSTEM - Change in the purchasing power of money, measuring inflation, types of inflation, deflation, benefits of price stability, nominal vs. real size, time value of money (interest, discounting), equilibrium on the market

4. THE ROLE OF MONEY IN THE FINANCIAL SYSTEM - Money creation and multipliers, balance sheet of commercial and central banks, historical development of monetary systems and foreign exchange regimes - classical gold standard, gold bullion standard, Bretton Woods system, free system

5. FINANCIAL INSTITUTIONS AND MARKETS - Financial system; concept, role and classification of financial markets (money market, capital market), money market instruments (T-bills, commercial bills, REPO contracts, transferable certificates of deposit

6. FINANCIAL INSTITUTIONS AND MARKETS - Capital market instruments (shares, bonds), new money market and capital market instruments (futures contracts, option contracts, securitization)

7. FINANCIAL INSTITUTIONS AND MARKETS - Financial market participants (commercial banks, central bank, institutional investors (insurance companies, investment and pension fund management companies), other participants (Ministry of Finance)

8. FINANCIAL ANALYSIS – Balance Sheet, Profit and Loss Account, Cash Flow Statement

9. FINANCIAL ANALYSIS - Horizontal, vertical and trend analysis of financial statements

10. FINANCIAL ANALYSIS - Indicators of liquidity, indebtedness, activity, profitability, investment valuation

11. PUBLIC FINANCE - Public sector, economic functions of the public sector (allocation, redistribution, stabilization)

12. PUBLIC FINANCE - Public expenditures, taxes, tax glossary, goals and effects of taxation, special sales taxes

13. PUBLIC FINANCE - Contributions, fees or charges, customs, parafiscals

14. PUBLIC FINANCE - Public debt (conceptual definitions, instruments of public borrowing, problems and limitations of public borrowing)

15. PUBLIC FINANCE - Budget (budget principles, structure of the state budget, budget process)

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

After completing the course students will:

- increase their financial literacy: become proficient in financial language and terminology,
- build a financial knowledge base by understanding essential topics in modern finance
- analyse complex modern financial sector as important factor of firm's environment
- be ready to conduct financial statements analysis
- understand and apply the time value of money in order to value financial and real asset investments and to make investment decisions.
- learn how to apply finance principles in the real world to make financially rational decisions and add value

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

1. Ability to identify the importance of finance from a macro perspective

2. Knowledge of the role of money, the role of credit and the interest rate in the economy

3. Knowledge of how financial institutions and markets function, and how fiscal and monetary policy work within a given framework

4. Ability to identify the basic tools of monetary policy, obstacles that monetary policy encounters in practice

5. Knowledge to conduct basic financial statements analysis

6. Knowledge of the way of financing public expenditures, and the mechanisms of fiscal policy

7. Knowledge of how taxes and public debt can be used as levers of the economic policy of the public sector or the state

8. Ability to perceive the latest technological changes in the financial sector

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.	Frederic S. Mishkin, Apostolos Serletis, The economics of money, banking, and financial markets, 4th Canadian ed., ISBN 978-0-321-58471-7	sufficient	http://bibliotheque.pssfp.net/livres/THE_ECONOMICS_OF_MONEYS_BAMKING_AND_FINANCIAL_MARKETS.pdf
2.	Subramanyam, R., Financial statement analysis , 11th ed, ISBN 978-0-07-811096-2	sufficient	https://omidfa.ir/uploads/files/K.R._Subramanyam_-_Financial_Statement_Analysis-McGraw_Hill_(2014).pdf
3.	Hyman David N., Public finance: A Contemporary Application of Theory to Policy, 10th Edition, 2010.	sufficient	PDF available at: https://www.uv.mx/personal/clelanda/files/2014/09/Hyman-David-2011-Public-Finance.pdf

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

1.	https://www.investopedia.com/guide-to-financial-literacy-4800530

2.	https://www.youtube.com/channel/UCvwFhI0mrlWDiZUabRapS5Q
3	https://www.investopedia.com/terms/f/finance.asp
4.	http://aei.pitt.edu/62607/1/Money_Finance_Real_economy.pdf

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

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study program, 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 receive 5 % 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 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	0.3	Activity in class	0.3	Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	
Preparations for exercises		Seminar essay	0.5	Preliminary exam (2)	4.2
Project	0.7	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%, 0.6 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 1.2 ECTS),
3. Two written midterm exams (70%), each 2.1 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.

Code								
Course name		Economic History of Croatia						
Study programme		Business						
Field of study		IT management, Marketing, Tourism						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Marija Benić Penava, PhD, Full Professor						
Associate								
Year of study		1			Semester	Summer (2. sem.)		
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:	30	Seminars:			Exercises:	30

Course objectives

Students will gain an understanding of the economic history of Croatia, its development and will be able to interpret the basics of economic history.

Course prerequisites and competency requirements

Course content

1. Economic disintegration of the Croatian territory in the Habsburg Monarchy. 2. Manufacturing machines in the pre-industrial Croatian society. 3. Bad traffic connection between the Croatian provinces. Caravan, road and river transport and trade. 4. Agrarian and owners' relations in the Croatian provinces (Croatia proper and Slavonia, Istria and Dalmatia). Characteristics of the military feudalism of Krajina. Economic importance of Dubrovnik. 5. Development of railways on the Croatian territory until the First World War. Austrian and Hungarian traffic policy. 6. Development of technology, shipping, and shipbuilding crisis. Viticulture crisis and emigration. 7. Formation of monetary institutes in Croatia. Activities of chambers of trade and economy. Industrialisation of Croatia until the First World War. 8. Economic changes in Croatia caused by joining the Kingdom of SHS. 9. Impact of the world economic crisis on the Croatian economy. 10. Agrarian policy in the interwar period and its consequences. Development of the industry and the service industry.

Croatian banking in the Kingdom of SHS and the Kingdom of Yugoslavia. 11. Croatian economy before and during the Second World War. 12. Planned economy and industrial development of Croatia after 1945. 13. Economy of the Socialist Republic of Croatia and economic policy of the socialist Yugoslavia. 14. International economic position of Croatia.

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

- Correctly explain and interpret the basic concepts of the economic history,
- Explain, interpret, and differentiate the characteristics of positioning of Croatian economy in the European framework,
- Systematically analyse and interpret the role of economic history,
- Recognise and analyse the past and present links and relations of the economic history with its environment,
- Critically review economic development of Croatia from its beginnings and implement its principles,
- Discuss the inter-dependence of transport history and the economy and review their positive implications.

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

- critically review economic history of Croatia and implement its principles,

- interpret the impact of the historical inheritance on the structure of the Croatian economy,

- interpret, compare, and critically consider individual phases of the historical development of economy and put them into wider contexts within the European framework,

- be able to analyse and critically use primary and secondary written and visual sources, and argumentatively critically discuss the important events of the economic history,

- understand and interpret the influence of the past experiences on the shaping of modern economy.

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.	Berend, Ivan T. *An economic history of twentieth-century Europe: economic regimes from laissez-faire to globalization*. New York: Cambridge University Press, 2006. (Selected chapters)	sufficient	Merlin
2.	Fuerst-Bjeliš, Borna; Glamuzina, Nikola. *The Historical Geography of Croatia Territorial Change and Cultural Landscapes* (Selected chapters)	sufficient	Merlin

3.	Stipetić, Vladimir, *Two Centuries of Croatian Economy Development (1820-2005)*, Croatian Academy of Sciences and Arts, 2012. (Selected chapters in Croatian)	5	Merlin

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

1.	Havrylyshyn, Oleh; Srzentic, Nora. *Economy of Ragusa, 1300-1800 The Tiger of Mediaeval Mediterranean.* Zagreb: Croatian national bank, 2014. (Selected chapters)

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

Part-time students who attend classes together with full-time students will be evaluated the same as full-time students.

Student obligations

Full-time students are obliged to: attend lectures in the amount of at least 70% of the scheduled hourly rate, actively participate in classes, perform individual and group assignments independently, regularly participate in the preliminary exam that are taken during classes and consult with teachers about literature, independent work, etc. Passing the preliminary exam exempts the student from the final written exam, which is organised during the exam period. The obligations of part-time students differ from the obligations of full-time students only in the following items: attendance at lectures in the amount of at least 50% of the scheduled hourly rate - possibility of taking preliminary exam in agreement with the course teacher if the student, for justified reasons, could not take the exam in the time provided for it.

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	
Experimental work		Research		Independent work	0.25
Essay		Report		Exercises	0.25
Preparations for exercises		Seminar essay		Preliminary exam	2
Project		Written exam	2	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam
Success in the preliminary and written exams are expressed by the following grades: from 90 to 100% - excellent (5), from 80 to 89% - very good (4), from 65 to 79% - good (3), from 50 to 64 % - sufficient (2), from 0 to 49 % - insufficient (1)
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 will be established by conducting a written evaluation based on questionnaires and other standardised methods in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching activities, teacher self-analysis, etc.) aligned with the Standards and guidelines for quality assurance in the European Higher Education Area and the requirements of the ISO 9001 standard.
Other information (according to the proponent's opinion)
Although there are no copies of the literature available in the library, the literature (digitised selected chapters) will be available to students through Merlin. Self-observation, analysis, and corrections.

Code								
Course name	The Economy of Croatia							
Study programme	Business							
Field of study	IT management, Marketing, Tourism							
Level of the study programme	Undergraduate	X	Graduate					
	Postgraduate specialist		Postgraduate doctoral					
Head lecturer	Nebojša Stojčić, PhD, Full Professor							
Associate	Ante Zdilar, PhD, Teaching and Research Assistant							
Year of study	1.			Semester	2.			
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		10				
Number of semester hours	Lectures:	30	Seminars:		Exercises:	30		

Course objectives
knowledge regarding the subject matter
Course prerequisites and competency requirements
Enrolment at the University of Dubrovnik
Course content
The Economy of Croatia, with the application of economic analysis, analyses the changes of macroeconomic variables such as prices, employment, economic growth and economic relations with foreign countries. Furthermore, the course explains the causes and consequences of structural changes in the economy of the Republic of Croatia and key economic sectors.
Learning outcomes at the level of the study programme to which the course contributes

After attending the course and passing the exam, students are trained to: critically analyse and reflect on national economic development while acquiring knowledge about the processes regarding economic sectors in the Republic of Croatia (which includes correctly explaining and interpreting the basic concepts of management and IT, marketing, and tourism industry).

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

1. learning important things about the explained course
2. critically analyse and reflect on national economic development
3. acquiring knowledge about the processes regarding economic sectors in the Republic of Croatia
4. explaining and interpreting the basic concepts of management and IT, marketing, and tourism industry

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.	Macroeconomic Issues in Eastern Europe // Macroeconomic Management / Sharma, Soumitra (ed.). London, New York: Macmillan Press, St. Martin's Press, 1995. str. 221-238	sufficient	online
2.	Druzic, Ivo A Journey through Transition Time - With Special Reference to Croatia. Zagreb: Politicka kultura, 2006 (monography)	sufficient	online
3.	Druzic, I. (2007). „Progress and Regress Symmetry of the Croatian Economy.“. Ekonomski pregled, 58(3–4), 131-157.	sufficient	online

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

1.	Organisation for Economic Co-operation and Development. (2007). The role of foreign direct investment in the Croatian economy. OECD Publishing.
2.	Blanchard, O. and Johnson, D.R. (2013), Macroeconomics, Sixth Edition, Prentice Hall, Pearson Education
3.	Franicevic, V., & Kraft, E. (1997). Croatia's economy after stabilisation. Europe-Asia Studies, 49(4), 669-691.
4.	Feletar, D., & Stiperski, Z. (1996). The development and structure of the Croatian economy. GeoJournal, 38(4), 437-444.

5.	Deskar-Skrbic, M., & Simovic, H. (2017). The effectiveness of fiscal spending in Croatia, Slovenia and Serbia: the role of trade openness and public debt level. Post-communist economies, 29(3), 336-358.

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

Seminars, practical work

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	
Essay		Report		Exercises	
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

COURSE STUDENTS TBA

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

Prof. judgement, knowledge along with teaching experience and institution protocols
Other information (according to the proponent's opinion)
COURSE STUDENTS TBA

Code								
Course name		Banking						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate	X	Graduate				
		Postgraduate specialist		Postgraduate doctoral				
Head lecturer		Tonći Svilokos, PhD, Full Professor						
Associate		Tonći Vicelić, MA						
Year of study		1		Semester	2.			
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		6	Percentage of e-learning		0%			
Number of semester hours		Lectures:	X	Seminars:		Exercises:	X	

Course objectives
To acquaint students with the principles of banking operations and risks in banking business.
Course prerequisites and competency requirements
No prerequisites are required
Course content
1. INTRODUCTION – Banking and the financial service (financial crisis, organisational structure, 'too big to fail' banks), 2. ANALYZING BANK PERFORMANCE - Bank financial statements, relationship between the balance sheet and income statement, return on equity model, managing risk and returns, financial statement manipulation 3. PRICING FIXED-INCOME SECURITIES - Mathematics of interest rates, Relationship between interest rates and option free bond prices, duration and price volatility

4. MANAGING INTEREST RATE RISK - GAP and earnings sensitivity, measuring interest rate risk with gap, earnings sensitivity analysis, income statement gap, managing the gap and earnings sensitivity risk, economic value of equity, measuring interest rate risk with duration gap, economic value of equity sensitivity analysis

5. USING DERIVATIVES TO MANAGE INTEREST RATE RISK - Characteristics of financial futures, speculation versus hedging, basic interest rate swaps as a risk management tool, interest rate caps and floors

6. MANAGING LIQUIDITY - Meeting liquidity needs, reserve balances at the central bank, required reserves and monetary policy, meeting legal reserve requirements, liquidity planning, traditional aggregate measures of liquidity risk, Basel III and the liquidity coverage, longer-term liquidity planning

7. BANK CAPITAL – Risk based capital standards, the function of bank capital, the capital adequacy, external capital sources, capital planning

8. EVALUATING COMMERCIAL LOAN REQUESTS AND MANAGING CREDIT RISK - Fundamental credit issues, evaluating credit requests, credit analysis application, managing risk with loan sales and credit derivatives

9. EVALUATING CONSUMER LOANS - types of consumer loans, credit analysis, risk and return characteristics of consumer loans

10. MANAGING THE INVESTMENT PORTFOLIO - Objectives of the investment portfolio, composition of the investment portfolio, characteristics of municipal securities, what are suitable investment securities?

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

- Understand the role and importance of information systems in business
- Differentiate managerial functions in terms of various perspectives and management levels
- Analyse internal and external environment
- Make and implement a portfolio analysis in management

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. Analyse bank financial statements and evaluate bank performance

2. Measure the level of interest rates risk by gap and duration gap

3. Use derivatives to manage interest rate risk

4. Understand the importance of bank liquidity and methods that are used to meet liquidity requirements

5. Assess the bank capital adequacy

6. Evaluate commercial and consumer loan requests within credit risk conditions

7. Assess suitable investment securities in banking business

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

	Title	Number of copies in the	Availability via other media

		library	
1.	Wernz, J., Bank Management and Control: Strategy, Pricing, Capital and Risk Management, 2nd edition, Springer, 2020	sufficient	online
2.	Koch, T., W., MacDonald, S. S., Bank Management, Eighth Edition, Thomson South-Western, Mason, Ohio, 2015.	2	online

Optional literature (at the time of the submission of the study programme proposal)	
1.	Allen, L., & Saunders, A. (2015). Risk management in banking (pp. 161-183). Oxford University Press: London, UK.
2.	Rikhardsson, P., Rohde, C., Christensen, L., & Batt, C. E. (2021). Management controls and crisis: evidence from the banking sector. Accounting, Auditing & Accountability Journal.
3.	Delis, M. D., Iosifidi, M., & Tsionas, M. (2020). Management estimation in banking. European Journal of Operational Research, 284(1), 355-372.

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 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	
Preparations for exercises		Seminar essay		Preliminary exam	4

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
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' activity in the class • 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		Microeconomics					
Study programme		Business					
Field of study		Tourism					
Level of the study programme		Undergraduate	X	Graduate			
		Postgraduate specialist		Postgraduate doctoral			
Head lecturer		Nebojša Stojčić, PhD, Full Professor					
Associate		Ante Zdilar, PhD, Senior Teaching Assistant					
Year of study		1		Semester	2 (summer)		
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	7	Percentage of e-learning		0%		
Number of semester hours	Lectures:	30	Seminars:		Exercises:	30

Course objectives

The objective of this module is to broaden student knowledge about fundamental and intermediate microeconomics concepts and learn them to use microeconomic analysis tools.

Course prerequisites and competency requirements

Course content

Definition, objective and purpose of microeconomic theory. Overview of course content. Graphic approach and model approach. Methods of expressing basic quantitative connections and relationships - total, average and marginal values. Demand theory. Supply theory. Partial equilibrium. Optimisation problem. Different approaches to the problem of consumer behaviour. Theory of marginal utility. Indifference theory I. Indifference theory II. The theory of revealed preference. Demand for features. Choice in time dimension. Firm: objectives, value and risk. Alternative theories of the firm. Production theory I. Production theory II. Cost analysis. Classifications of market structures. Perfect competition -equilibrium at industry and company level. Monopoly. Oligopoly and monopolistic competition. Measuring monopoly power. Factor market I. Factor market II. Welfare economics. Asymmetric information. Market imperfections.

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

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

1. Become familiar with the two basic entities in microeconomics - consumers and producers
2. Analyse ways of maximising consumer utility
3. To analyse ways of maximising the producer's profit in different market conditions
4. Explain the determination of prices in the market of goods and the market of factors
5. Explain decision-making in conditions of uncertainty
6. Explain market weaknesses and failures
7. Analyse the effectiveness of state regulation

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.	Pindyck, R.S., Rubinfeld, D.L., Mikroekonomija, V. izdanje, MATE, Zagreb, 2005.	sufficient	online

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

1.	Varian, H.R., Intermediate microeconomics - a modern approach, Ninth Edition, W.W. Norton and Company, New York, 2014.

Structure of classes:

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

☐ Distance learning	☐ 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	0.5	Activity in class	0.5	Practical training	
Experimental work		Research		Independent work	
Essay		Report		Exercises	2
Preparations for exercises		Seminar essay		Preliminary exam	2
Project		Written exam	2	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

Grading and evaluation of student work over the course of instruction and at the exam
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
The quality of the program, the teaching process, teaching skills and the level of familiarity with the learning material will be conducted by 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		Basics of Marketing						
Study programme		Business						
Field of study		Tourism						
Level of the study programme		Undergraduate		X		Graduate		
		Postgraduate specialist				Postgraduate doctoral		
Head lecturer		Ivana Pavlić, PhD, Full Professor with tenure; Barbara Puh, PhD, Associate Professor						
Associate								
Year of study		2.				Semester	3	
Course status	Compulsory course of the study programme	x	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		6		Percentage of e-learning				

Number of semester hours	Lectures:	30	Seminars:		Exercises:	30

Course objectives

The objective of the course is to:

a) Understand the crucial role of marketing management
b) Use the knowledge to provide innovative and credible solutions that provide an immediate return on investment
c) Implement critical concepts and tools that are relevant to organisational objectives and goals, whether they involve processes, projects or people
d) Apply the concepts and tools to various situations; in effect, each stakeholder will make the intellectual connections between tools and context that lead to insight, and vision: the basis for effective decision-making in terms of dynamic changes on the market place
e) The specifics of markets and their participants while allocating resources to areas that could guarantee a better market position, market share and prospects

Course prerequisites and competency requirements

Course prerequisites and competency requirements are based on:

• analytical approach towards understanding the dynamics of market changes
• understanding challenges in the environment respecting specifics of macro dimensions and necessities on the level of micro dimension

Course content

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

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

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

1. To correctly interpret the basic concepts related to marketing
2. To explain, interpret and differentiate the features of market positioning of products/services
3. To define, describe and compare the impact of marketing on the synergistic relationships of supply and demand for products/services on the market
4. To evaluate and critically argue the defined marketing policy in marketing entrepreneurial ideas to the target market
5. To shape a marketing strategy, the methods and related techniques based on the correct selection and possibilities of applying the marketing strategy
6. To be able to develop a marketing idea supported by experts, using the possibilities of software solutions
7. To systematically adapt the general principles of marketing to the specifics of various economic activities.

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

To interpret market changes and to identify competing companies for creating competitive advantages
To understand the philosophy of marketing respecting ethics in marketing and social responsibility in corporate strategy
To understand and to predict consumer buying behaviour and business buying behaviour
To formulate the marketing strategy in the new digital age based on methods and related techniques
To select and to evaluate an optimal model of marketing mix
To be able to systematically improve marketing tools in accordance with the marketing strategy
To define, evaluate and critically argue main phases of marketing plan, with an emphasis on time limitation when create marketing plan

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.	Kotler, P.T., Keller, K. L., Marketing Management, 15th Pearson. USA, 2016.	5	online
2.	Kotler, P., Wong, V., Saunders, J., Armstrong, G. , Principles of Marketing 4th European Edition, Prentice Hall, 2005.	5	online
	Chaffey, D. Smith, P.R. (2017). Digital Marketing – Excellence Planning, Optimizing and Integrating Online Marketing, 5th Edition. Taylor & Francis Group	2	online

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

1.	Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., Mitchell, Marketing, Real People, Real Decisions, Prentice Hall. England. LIS, 2009.
2.	Strauss, J., Frost, D.R. , E-marketing, Routledge. USA, 2016

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

Assessment - through the independent work, essay and activity 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	0,5	Practical training	
Experimental work		Research		Independent work	1
Essay	0,5	Report		Exercises	
Preparations for exercises		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

Competences of students are assessed and evaluated on the basis of an independent project assignment, an essay and two colloquiums during the implementation of the course program in the semester.
Ways of monitoring quality and success of course performance to ensure the acquisition of the set learning outcomes
Monitoring the quality and efficiency of the course. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be verified by means of 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

Code								
Course name		Basics of Management						
Study programme		Business						
Field of study		Tourism						
Level of the study programme		Undergraduate		x		Graduate		
		Postgraduate specialist				Postgraduate doctoral		
Head lecturer		Ivona Vrdoljak Raguž, PhD, Full Professor wit Tenure						
Associate		Dorotea Markasović, MA, Teaching Assistant						
Year of study		2			Semester	III		
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					
Number of semester hours		Lectures:	30	Seminars:			Exercises:	30

Course objectives
The objectives of the course are to familiarise students with management as a scientific discipline, philosophy and practice.
Course prerequisites and competency requirements
Course content
Managerial functions, activities and roles of managers, managerial skills, management as a science and a skill. Development of management theory - history of management, theoretical development of management (conventional and unconventional approaches). Management and environment - conceptual definition, external and internal environment, company-environment relationship. Ethics and social responsibility of management - concept of ethics, managerial ethics, social responsibility of companies, social responsibility of managers. Basic determinants of the planning function - concept, content, levels and types of planning, stages

in the planning process, time horizon and responsibility for planning. Strategy and strategic planning - concept of strategy, strategic management, strategic management process, corporate, business and functional strategy. Decision-making - concept of decision-making, models, decision-making, types of decisions, decision support systems, group decision support systems, circumstances in which decisions are made. Organisation and organisational structure - concept and content of organisation, formation of organisational structure and its forms, improvement of organisation. Human resources management - planning, recruitment, selection and development of human resources with special emphasis on the role and importance of human resources in the era of Industry 4.0. Compensation management - performance appraisal and compensation management. Leadership, management and motivation - basic features, theories and models. Communication and interpersonal processes - concept of group, interpersonal and intergroup conflicts, communication, communication process and stress of managers. Controlling - concept, process, systems, levels, methods and techniques.

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

- Differentiate managerial functions from different perspectives and levels of management.
- Analyse the internal and external environment.
- Analyse the organisational resources of the company.
- Create a SWOT analysis of the company.
- Know how to formulate company strategies at all levels of management and the methods and techniques based on them.
- Create and implement portfolio analysis in management.
- Solve management problems at all levels of management in different activities and types

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

- To judge managerial functions from different perspectives and levels of management.
- Analyse the internal and external environment.
- Analyse the organisational resources of the company.
- Create a SWOT analysis of the company.
- Evaluate business strategies.
- Create a matrix portfolio.
- Analyse management problems at all levels of management in different activities and types of organisations.
- Describe the ways and circumstances in which managers make decisions.
- Determine the importance of human resource management issues for the development of the company.
- Analyse the management of groups in the company.
- Judge the issue of ethics in business and the importance of socially responsible application
- business.
- Differentiate leadership styles as well as their advantages and disadvantages.
- 13. Conduct business control at all levels of management.

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.	Belak, V., Menadžment u teoriji i praksi, Belak Excellens d.o.o., 2014.	5	online
2.	Horvat, Đ., Temeljne funkcije upravljanja, II. dopunjeno i izmijenjeno izdanje, Effectus, 2015.	sufficient	online

3.	Certo, S. C., Certo, S. T., Modern Management: Concepts and Skills, Global Edition, 15/e, Pearson Education, 2019.	sufficient	online
4.	Robbins, S. P., Coulter, M. A., Management, Global Edition, 14/e, Pearson Education, 2018.	sufficient	online
5.	5. Klepić, Z., Alfirević, N., Rahimić, Z., Menadžment, Sveučilište u Mostaru, Ekonomski fakultet Sveučilišta u Splitu, Ekonomski fakultet Univerziteta u Sarajevu, 2020.	10	online

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

1.	Dulčić, Ž. i sur., Koraci uspješnog organiziranja, Školska knjiga, 2018.
2.	Vrdoljak Raguž. I., Jelenc, L., Podrug, N., Izvori konkurentske prednosti u XXI. stoljeću, Sveučilište u Dubrovniku, 2013.
3.	Robbins, S. P., De Cenzo, D. A., Coulter, M., Fundamentals of Management, Management Myths Debunked, Global Edition, 10/e, Pearson Education, 2017.

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	1
Essay		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 program, 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		Consumer Behaviour						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate		X		Graduate		
		Postgraduate specialist				Postgraduate doctoral		
Head lecturer		Ivana Pavlić, PhD, Full Professor with Tenure						
Associate								
Year of study		2nd				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		6		Percentage of e-learning				
Number of semester hours		Lectures:	30		Seminars:		Exercises:	30

Course objectives

The goal of this course is to provide students with useful managerial knowledge about consumer behaviour. Students looking for a reliable knowledge on the market will not find it within this course. In contrast, those who accept uncertainty as an axiom in understanding consumer behaviour in the development of marketing strategies will gain the expected knowledge and satisfaction.

General objectives:

- To provide students with useful managerial knowledge about consumer behaviour
- To find out why the consumer decides to buy
- To examine motives, factors and the process of making purchase decisions
- To investigate the forms of post-purchase consumer behaviour.

Course prerequisites and competency requirements

-

Course content

Defining consumer behaviour as a key factor of marketing success; Knowledge of consumer behaviour applying in different areas; Consumer market research; Consumer segmentation: geographical, demographic, psychographic, behavioural; The environment impact on consumer behaviour: Culture, subcultures, social classes, social groups, family; Personal factors of consumer behaviour: personality, motivation, perception, information, learning and memory, attitudes; Purchasing decision-making: problem, research and evaluation, purchase, post-purchase behaviour; Basic models of consumer behaviour: Veblen model, Freud model, Pavlov model, Katana model, Nicosia model, Howard-Shelt model, Engel-Blackwell-Miniard model, Kotler model; Portrait of European consumers: European family structure and household decision making, income and social class, age subcultures and the European way of life; Consumerism.

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

- Evaluate and develop a line of arguments about a marketing policy defined for the placement of an entrepreneurial idea on the target market,

- Develop their own marketing ideas with the support of experts, and be able to use the possibilities provided by various software solutions,
- Develop a marketing strategy as well as the methods and techniques based on such strategy,
- Base the result analysis of marketing activities on alignment with the regulations, standards, trends and forms of marketing communications.

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

Connect basic knowledge about consumer behaviour, ways to research purchasing decisions as well as post-purchase behaviour.
Develop concrete managerial insights into consumer behaviour.
Analyse the motivation and perception of the consumer and research consumer decision, and accordingly explore the motives, factors and the process of making purchasing decisions.
Form the basis for critically analysing and understanding the purchasing decision-making process.
Research scientific domestic and foreign literature and more easily understand and interpret the given issues.
Teamwork and developing basic consumer behaviour research skills.

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.	Salomon, M. Consumer Behaviour, Pearson Education 2020.	sufficient	online
2.	Schiffman, L. & Wisenblit, J. Consumer Behavior (What's New in Marketing) 2018.	sufficient	online

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

1.	Miller, R. K., Washington, K., Consumer Behaviour, Richard k. Miller Associates10th edition, 2014.
2.	Mothersbaugh, D.L. & Hawkins, D. Consumer Behavior: Building Marketing Strategy 2019.

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

Minimum:
70% of total attendance
50% of total activity
50% of total assignment
50% of two colloquiums 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		Independent work	1
Essay		Report		Exercises	1

Preparations for exercises		Seminar essay		Preliminary exam	
Project	1	Written exam	2	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 exams and assignments.
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	Business Economics in International Environment							
Study programme	Business							
Field of study	Marketing							
Level of the study programme	Undergraduate	x	Graduate					
	Postgraduate specialist		Postgraduate doctoral					
Head lecturer	Marija Dragičević, PhD, Associate Professor							
Associate								
Year of study	2			Semester	3			
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:	x	Seminars:				Exercises:	x

Course objectives
1. To understand and critically analyse various forms of business on the international market 2. To analyse and make a conclusion about the success/failure of applying a certain strategy in the company's business practice 3. Recognise and make a decision on a certain key business indicator important for international business 4. Understand the role of business standardisation as a requirement of the modern international market
Course prerequisites and competency requirements
Basic knowledge about economics, marketing and management
Course content
1. Business theories - Theories of the international trade - Absolute advantage theory, theory of competitive advantage, Heckscher- Ohlin theory, theory of national advantage (Porter Diamond Model) 2. Globalisation

and competitiveness - Definition and the role of globalisation - the reasons and factors that influence on the internationalisation of business, costs rationalisation, virtual business, global expansion, competitive advantage of international business practice, key advantage. 3. Management of multinational company - the role, strategies, responsible business practice 4. The strategies of international business - the factors and types - export, 'turn key' project licensing, franchising, joint venture and direct investment, networking, virtual business practice, hotelling, telework, barter business model, business information and communication 5. The definition and the tole of quality on International market - tole, systems, development, strategies, quality - definition, development, importance, quality and employees' motivation, quality and international market positioning, employee motivation 6. Quality and responsible business practice - environmental protection, recycling, savings, social protection and other human rights.

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

1. Analyse internal and external environment,
2. Analyse organisational resources of a firm,
3. Make a SWOT analysis of a firm,
4. Know how to formulate firm's strategies at all managerial levels as well as the methods and techniques based on such strategies,
5. Solve management problems at all management levels in various economic activities and types of organisations,
6. Identify ways and circumstances in which managers make decisions,
7. Understand the topic of ethics in business and the importance of implementing corporate social responsibility,
8. Explain, interpret and differentiate the features of the marketing positioning of a product/service,
9. Systematically adjust general marketing principles to specific features of various economic activities, etc.,
10. Analyse the importance of implementing marketing strategies in the tourism industry to boost the competitiveness of a tourist destination and of a tourism product in their surroundings,
11. Link the basic principles of economic theory and analysis with the economic processes initiated by the tourism industry,
12. Understand and implement the changes that the modern market implies with respect to the participants in the tourist offer.

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

1.Understand and critically analyse various forms of business on the international market
2. Analyse and make a conclusion about the success/failure of applying a certain strategy in the process of company's entry in the international market
3. Analyse and make a conclusion about certain internal business factors important for international business
4. Recognise and make a decision on a certain key business indicator important for international business
5. Understand the role of business standardisation as a requirement of the modern international market
6. Analyse and make conclusions regarding contemporary changes and challenges of companies on the international 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.	Harris, Business Economics-Theory and Application, Butter Worth Heineman, Oxford, 2001., 2001.	1	online

2.	Sloman, M. Sutcliffe, Economics for Business,, Prentice Hall-Financial Times, Harlow, England, 2001.	1	online
3.	Townsend, H., Foundations of Business Economics: Market and Prices, London, New York, Routledge, cop. 1995.	1	online
4.	Brewster, D., Business economics: decision making and the firm, London, Dryden Press, cop. 1997.	1	online

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

1.	Hostack, L.G., Breaking Free from Product Marketing, Journal of Marketing, Vol. 41, April, 1997.
2.	Zeithaml, V.A., Parasuraman, A. and Berry, L., Problems and Strategies in Services Marketing, Zeithaml, V.A., Parasuraman, A. and Berry, L., (1985),"Problems and Strategies in Services
3.	Marketing", Journal of Marketing, Vol. 49, Spring, pp. 33-46., 1985.

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

To attend the classes and exercises, to be active, to have positive results of exam/colloquium

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	0.2	Activity in class	0.5	Practical training	0.5
Experimental work		Research	0.5	Independent work	0.5
Essay		Report	0.2	Exercises	0.5
Preparations for exercises	0.2	Seminar essay		Preliminary exam	0.5
Project		Written exam	0.5	Oral exam	0.5
(Other - describe)		(Other - describe)Workshop	0,2	(Other - describe)	

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

By mark (1-5) and percentages

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

Workshops, colloquium, exam

Other information (according to the proponent's opinion)

Code	
Course name	History of Croatian Tourism

Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate		X		Graduate		
		Postgraduate specialist				Postgraduate doctoral		
Head lecturer		Marija Benić Penava, PhD, Full Professor						
Associate		Monika Grdiša Asić, PhD						
Year of study		2			Semester	Winter (3. sem.)		
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:	30	Seminars:			Exercises:	30

Course objectives

Students will gain an understanding of the origins of tourism, its development and be able to interpret the basics of tourism history.

Course prerequisites and competency requirements

Course content

Modern tourism and similar phenomena in the past. Characteristics of tourism development. History of travel until the industrial revolution. Traffic connection between the Croatian provinces. Caravan, road and river transport and trade. New transport possibilities and emerging of tourist destinations. Beginnings of organised tourism on the Croatian territory. Development of technology, shipping and shipbuilding crisis. Development of the industry and the service industry. Tourism on the Croatian territory under the Austrian and the Hungarian administration. Development of tourism in the period between the two world wars. The influence of the Great Depression (1929-1933) on the service industries. Characteristics of tourism in the Dubrovnik area. Wartime tourism and tourism in the first years after the war. Period of intensive development of tourism from 1948 until 1965.Golden period of the Croatian tourism from 1948 until 1965. Period of tourism crisis from 1975 until1991. The Croatian War of Independence (1991-95) and the post-war period.

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

- Correctly explain and interpret the basic concepts of the tourism history,
- Explain, interpret, and differentiate the characteristics of positioning of a tourism product and of a tourist destination in the past,
- Systematically analyse and interpret the role of the tourism industry in the past,
- Recognise and analyse the past and present links and relations of the tourism industry with its environment,
- Critically review tourism development from its beginnings and implement its principles,
- Discuss the inter-dependence of transport history and the tourism history, and review their positive implications,
- Practice interdisciplinarity and integrity in interpretation of the placement of the tourism products of a tourist destination in history.

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

- Critically review the history of Croatian tourism and implement its principles,
- Interpret, compare, and critically consider individual phases of the historical development of tourism and put them into wider contexts within European framework,
- Be able to analyse and critically use primary and secondary written and visual sources, and critically discuss important events of the tourism history by using arguments,
- Understand and implement the changes that the past market implies in the tourist offer of the Croatian tourism,
- Understand and interpret the influence of the past on the shaping of modern tourism.

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.	Benić Penava, Marija, Tourism in Croatia between the two World Wars: the Dubrovnik district case, *Int. J. Business and Globalisation* 12, 1 , , 2014, p.p. 109-123.	sufficient	Merlin
2.	Benić Penava, Marija; Dujmić, Daniel, »The origins of tourism promotion in Dubrovnik«, in: *MEGATRENDS AND MEDIA: Reality and Media Bubbles Conference Proceedings from the International Scientific Conference 24th – 25th April 2018*, eds. M. Solík,; R. Rybanský, Faculty of Mass Media Communication University of SS. Cyril and Methodius in Trnava, 2018, p.p. 371-386.	sufficient	Merlin
3.	Grandits, Hannes, Karin Taylor (eds.), *Yugoslavia's Sunny Side: A History of Tourism in Socialism (1950s-1980s)*, Central European University Press, 2010.	sufficient	Merlin

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

1.	Kos Nalis, Mirjana; Kranjčević, Jasenka, *Fragments of interrupted time – Unrealised projects of tourist architecture*, Hrvatski muzej turizma, 2005.
2.	Stone, Philip R. (ed.), *The Palgrave Handbook of Dark Tourism Studies*, Palgrave Macmillan, 2018.
3.	Zuelow, Eric. A History of Modern Tourism. London: MacMillan Education UK, 2015.

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

Part-time students who attend classes together with full-time students will be evaluated the same as full-time students.

Student obligations

Full-time students are obliged to: attend lectures in the amount of at least 70% of the scheduled hourly rate, actively participate in classes, perform individual and group assignments independently, regularly participate in the preliminary exam that are taken during classes and consult with teachers about literature, independent work, etc. Passing the preliminary exam exempts the student from the final written exam, which is organised during the exam period. The obligations of part-time students differ from the obligations of full time students only in the following items: attendance at lectures in the amount of at least 50% of the scheduled hourly rate - possibility of taking preliminary exam in agreement with the course teacher if the student, for justified reasons, could not take the exam in the time provided for it.

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	
Experimental work		Research		Independent work	0.25
Essay		Report		Exercises	0.25
Preparations for exercises		Seminar essay		Preliminary exam	2
Project		Written exam	2	Oral exam	
(Other - describe)		(Other - describe)		(Other - describe)	

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

Success in the preliminary and written exams are expressed by the following grades: from 90 to 100% - excellent (5), from 80 to 89% - very good (4), from 65 to 79% - good (3), from 50 to 64 % - sufficient (2), from 0 to 49 % - insufficient (1).

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 will be established by conducting a written evaluation based on questionnaires and other standardised methods in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching activities, teacher self-analysis, etc.) aligned with the Standards and guidelines for quality assurance in the European Higher Education Area and the requirements of the ISO 9001 standard.

Other information (according to the proponent's opinion)

Although there are no copies of the literature available in the library, the literature (digitised selected chapters) will be available to students through Merlin.

Code							
Course name		Macroeconomics					
Study programme		Business					
Field of study		Marketing					
Level of the study programme		Undergraduate	x	Graduate			
		Postgraduate specialist		Postgraduate doctoral			
Head lecturer		Marija Bečić, PhD, Associate Professor					
Associate							
Year of study		2.		Semester	IV (summer)		
Course status	Compulsory course of the	x	Compulsory course of		Elective course of the		Elective course of

	study programme		the field of study		study programme		the field of study	
ECTS student workload coefficient		7 ECTS	Percentage of e-learning					
Number of semester hours		Lectures:	30	Seminars:			Exercises:	30

Course objectives

Objective of this course is to analyse the fundamentals of macroeconomics. On completion of the course, students will have the ability to critically assess real-world macroeconomic developments at undergraduate level.

Course prerequisites and competency requirements

Basics of economics.

Course content

Defining macroeconomics and its methodology. Basic macroeconomic variables.
Goods market: consumption; savings; investments; government spending; expectations and the goods market.
Financial market: demand and supply of money, equilibrium in the money market; financial market and determination of the interest rate.
The IS-LM modelling; the effects of monetary and fiscal policy in IS-LM modelling.
Labour market: equilibrium, unemployment and Okun's law.
General equilibrium in the AD-AS model and the effects of monetary and fiscal policy.
Business cycles.
Inflation and the Phillips curve.
Different approaches to economic stabilisation; limitations and macroeconomic policy options.
Macroeconomic effects of international trade; exchange rates. IS-LM model of open economy and effects of monetary and fiscal policy.
Economic growth. Harrod-Domar growth model. Neoclassical growth model; endogenous growth models.

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

- Analyse internal and external environment,
- Identify ways and circumstances in which managers make decisions,
- Systematically adjust general marketing principles to specific features of various economic activities,
- Systematically analyse and interpret the role of the tourism industry,
- Recognise and analyse the links and relations of the tourism industry with its environment.

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

- To develop an understanding of macroeconomic concepts and theories of how to address macroeconomic problems at undergraduate level.
- Develop, as well as apply, the tools of macroeconomic analysis to discuss economic problems and issues.
- Identify the process of how the nation's output of goods and services is measured through the national income and product accounts; clearly comprehend different approaches to measuring national output and national income and growth.
- Acquire the ability to clearly illustrate the specific roles and functions of monetary and fiscal policy in the economy and explain how these are applied to the process of shaping economic policy and stabilising the economy, specifically regarding controlling inflation, promoting full employment, and facilitating economic growth.
- Apply the tools of macroeconomic analysis and the economic perspective to the understanding of other disciplines (tourism, marketing).

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.	Blanchard, O. (2021), Macroeconomics, 8th edition, Pearson	3	online
2.	Mankiw, N.G. (2003), Macroeconomics, New York : Worth Publishers	2	online

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

1.	Parkin, M. (2011). *Macroeconomics, (Pearson Series in Economics)*. Prentice Hall.
2.	Krugman, P. (2018). Good enough for government work? Macroeconomics since the crisis. *Oxford Review of Economic Policy*, *34*(1-2), 156-168.

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

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study program, 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 attend at least 75% of classes,
2. 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	0.5	Practical training	
Experimental work		Research		Independent work	1.2
Essay		Report		Exercises	0.7
Preparations for exercises	0.5	Seminar essay	0.2	Preliminary exam	
Project	1.2	Written exam	0.2	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 5%),
3. Development, presentation, and defence of student's project (the percentage of the grade is 10%),

4. Two written midterm exams of the practical part and one written midterm exam of the theoretical part (the percentage of the grade is 80%).

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, to pass the exam, the student must achieve at least 60% of the points 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)

Code								
Course name		Accounting						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Iris Lončar, PhD, Associate Professor						
Associate		/						
Year of study		2			Semester	4. / summer		
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		7	Percentage of e-learning			20%		
Number of semester hours		Lectures:	30	Seminars:		---	Exercises:	30
Course objectives								
The aim of the course is to familiarise students with the accounting process and the basic accounting categories (assets, liabilities, capital, income and expenses) and to teach them the basic logic of accounting recording and reporting. The final objective is to provide students with accounting expertise and skills needed to perform jobs at the management level, for which they will be prepared throughout their study programmes.								
Course prerequisites and competency requirements								

Basic knowledge of the economic category system, which is necessary for the active participation in this course, is acquired during the first year of study.

Course content

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

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

- Understand the role and importance of information systems in business
- Analyse internal and external environment
- Evaluate and develop marketing ideas and strategy
- Solve management problems at all management levels in various economic activities and types of organisations
- Differentiate among the concepts of organisational changes and manage the planned and unplanned changes in everyday business of a firm

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

1. Determine the place and role of the accounting information system in theory and practice, as well as the starting points that should be taken into account when setting it up in business systems (Accounting Act, HSFI, IFRS)
2. Apply the system of accounting categories in the interpretation of business changes in business systems statically and dynamically defined accounting categories)
3. Record business transactions in accounting records and prepare basic financial statements
4. Differentiate cause-effect relationships and interrelationships in concrete operational circumstances and explain them from an 'accounting' perspective
5. Identify information needs of internal and external users of accounting information and prepare reports accordingly
6. Interpret and evaluate items in the basic financial statements

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.	Wild, J.J.; Shaw, K.W. & Chiappetta, B. (2012): Fundamental Accounting Principles, 21th Edition, McGraw Hill IRWIN Inc., Boston	sufficient	online
2.	Saguinsin, A.T. (2013): Basic Concept of Accounting / Fundamentals of Accounting, Booktango, Bloomington	sufficient	online
3.	Guilding, C. (2009): Accounting Essentials for Hospitality Managers, 2nd Edition, Elsevier Ltd., Oxford	sufficient	online
4.	Lončar, I. (2022) Lectures (PP presentations) and other information about the course ACCOUNTING available on the website of the University of Dubrovnik	sufficient	online

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

1.	Thomas, A., Ward, A.M. (2009) Introduction to Financial Accounting, VI ed., The McGraw Hill Companies, London, Boston, New York, Toronto
2.	Horngre, Ch.T., Sundem, G.I., Elliott, J.A. (1999) Introduction to Financial Accounting, VII ed., Prentice Hall, Upper Saddle River, New Jersey
3.	Weygandt, J.J., Kimmel, P.D., Kieso, D.E. 8 (2008) VI ed. Financial Accounting A Focus on Fundamental, WILEY, John Wiley & Sons, Inc. Europe, Asia, Africa, Middle East

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	1	Activity in class	1	Practical training	
Experimental work		Research		Independent work	2
Essay		Report		Exercises	1
Preparations for exercises		Seminar essay		Preliminary exam	2
Project		Written exam	3	Oral exam	2
(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		Digital Business						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate	X		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Mario Spremić, PhD, Full Professor Božidar Jaković, PhD, Associate Professor						
Associate		Marino Stankoivć, MA, Teaching Assistant						
Year of study					Semester			
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					
Number of semester hours		Lectures:	30	Seminars:	30	Exercises:		

Course objectives
Development of conceptual, technological and business knowledge and skills needed to start, introduce and practice electronic and digital business activities in the digital economy. To explain the environment and the concept of the digital economy, digital and electronic business and their connection with business processes. The course contains technological, infrastructural, socio-economic and ERS (Ethics, Responsibility and Sustainability) aspects of digital business and the application of digital technologies in the business.
Course prerequisites and competency requirements
No
Course content
Introduction to the course, introduction to digital economy and digital transformation of the business Digital technologies and application in the business Primary digital technologies, initial stages of digitisation Secondary digital technologies, advanced stages of digitisation Digital transformation of business: research, frameworks and methods. ERS issues in using digital technologies (AI, ML, RPA, AR, big data, etc.) Digital disruption. Workshops and case studies

The terms electronic business and digital business

Infrastructure of e-business and digital business

Computer networks, OSI reference model, content transfer protocols

Security of computer networks, ERS issues in digital business

Digital business models, digital platforms

Methods of analysing digital business models

Web programming workshops and digital business model prototyping

Project presentation, final knowledge test, completion of the course

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

- Correctly explain and interpret the basic concepts of management and IT,
- Explain, interpret and differentiate the features of IT in modern management,
- Understand the role and importance of information systems in business,
- Acquire the basic knowledge about information system components (data, hardware, software, procedures, network, users),
- Understand the technical basis of information systems and acquire an understanding of the principles of functioning of information systems and their support to business transactions,
- Understand the topic of ethics in business and the importance of implementing corporate social responsibility,
- Implement modern knowledge about IT management,
- Develop their own entrepreneurial ideas with the support of experts, and be able to use the possibilities enabled by various software solutions,
- Gain a basic insight into the perspectives and possibilities of implementing the e-business concept as a modern form of business organisation with an intensive use of the internet technology,
- Differentiate among the concepts of organisational changes and manage the planned and unplanned changes in everyday business of a firm,
- Design, develop, organise and economically valorise IT,
- Systematically adjust the general principles of IT and of management to specific features of various economic activities.

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

1. Students will gain an understanding of the role and importance of digital business and the technological foundations of its functioning,

2. Understand the possibilities of applying the concept of digital business in certain business areas,

3. Understand what security and other problems digital business models are exposed to and how to control them,

4. Get a basic insight into the perspectives and possibilities of applying the concept of digital business in companies and various industries,

5. Discuss business applications of digital technologies in a different global environment,

6. Take multidisciplinary approach to assess the potential impact of digital technologies on business environment (technological, social, ethical, sustainability, responsibility and other challenges of e-business application).

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.	Spremić, M. (2018): Enterprise information systems in digital economy, Ekonomski fakultet Zagreb.	20	e-book

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

1.	Parker, G., Alstyne, M.W., Choudary, S.P. (2017): Platform Revolution - How networked markets are transforming the economy and how to make them work for you, Norton Company, NY 2017
2.	McAfee A., Brynjolfsson, E. (2017): Machine, Platform, Crowd - Harnessing our digital future, MIT Norton Company, NY 2017
3.	Rogers D.L. (2017): The Digital Transformation Playbook, Columbia Business School Publishing, 2017

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 class participation, pre-reading the literature, critical thinking

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

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

Exam (tests, colloquiums) 70%, class assignments and case studies 20%, proactively following classes 10%.

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

Acquisition of learning outcomes will be carried out during the pedagogical work with students (activities at classes, discussion, critical thinking, student presentations and individual and team work). The final grade will be formed on the basis of these knowledge tests as well as through a written exam.
Assessment of the quality of teaching will be carried out through an anonymous student survey at the end of the class.
The quality of the programme, the teaching process, teaching skills and the level of mastery of the material will be established 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 (corporate representatives). Self-observation, analysis and corrections.

Other information (according to the proponent's opinion)

Code								
Course name		Financial Institutions and Markets						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate	X	Graduate				
		Postgraduate specialist		Postgraduate doctoral				
Head lecturer		Meri Šuman Tolić, PhD, Assistant Professor						
Associate		Ante Zdilar, PhD, Senior Teaching Assistant						
Year of study		1.		Semester	2.			
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	X
ECTS student workload coefficient		5	Percentage of e-learning		0%			
Number of semester hours		Lectures:	30	Seminars:	0	Exercises:	30	

Course objectives

This course analyses and explains diversity of the functions, markets, institutional structures, financial instruments and the institutions that operate in contemporary financial system and newest technological trends in financial sector.

Course prerequisites and competency requirements

Basic computer literacy

Course content

1. Introductory lecture: Financial system
2. Financial markets
3. Money market
4. The role of central banks
5. Depository financial institutions
6. Foreign exchange market
7. Capital market
8. Institutional investors
9. Insurance companies
10. Investment funds
11. Securities-shares and bonds
12. Financial derivatives
13. Fintech: technology-enabled innovations in financial sector
14. Fintech: cryptocurrency & blockchain technology
15. International financial institutions

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

After completing the course, students will:

- analyse complex modern financial sector as important factor of firm's environment
- understand the economic foundations of basic financial intermediaries and institutional instruments,
- develop analytical and research skills, which will prepare them for job market, and also increase their educational flexibility in adapting to future changes
- 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

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

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

1. understand the structure and functioning of contemporary financial systems,
2. distinguish the functions and organisation of specific financial markets and institutions and their role in the overall financial system,
3. analyse financial instruments specific to individual financial markets and institutions,
4. clearly perceive and analyse changes in the environment that directly affect the operations of financial institutions and markets,
5. acquire the specific knowledge and skills necessary to participate in the financial markets, which are applied in the practical part of the course throughout the trade at virtual stock market and Forex,
6. research and analyse specific problems or issues related to financial markets and institutions,
7. explore the international integration of international financial markets and analyse the implications for financial managers,
8. analyse and synthesise financial innovations and their role in the international financial system.

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.	Frederic S. Mishkin, Apostolos Serletis, The economics of money, banking, and financial markets, 4th Canadian ed., ISBN 978-0-321-58471-7	sufficient	http://bibliotheque.pssfp.net/livres/THE_ECONOMICS_OF_MONEYS_BAMKING_AND_FINANCIAL_MARKETS.pdf
2.	Fabozzi, F. Modigliani, F. and Jones, F.J., *Foundations of Financial Markets and Institutions* Prentice Hall, 4th Edition, 2010 ISBN 10: 0136135315 ISBN 13: 9780136135319	sufficient	online

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

1.	Web site: Investopedia
2.	Website: Zagreb stock exchange
3	Website: Revolut
4.	Paul Vigna; Michael J. Casey, The Age of Cryptocurrency, 2015. ISBN: 9781250065636
	https://www2.deloitte.com/nl/nl/pages/financial-services/topics/future-bank.html5.

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

The obligations of full-time students are prescribed by the University of Dubrovnik's study regulations, the study program, 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 receive 5 % 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%, 0.6 ECTS points),

2. Active participation in lectures and exercises through independent problem solving, preparation and delivering of seminars and presentations (the percentage of the grade is 20%, maximum 1.2 ECTS),
3. Two written midterm exams (70%) each 2.1 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.

Code								
Course name		Human Resource Management						
Study programme		Business						
Field of study		Marketing						
Level of the study programme		Undergraduate	x		Graduate			
		Postgraduate specialist			Postgraduate doctoral			
Head lecturer		Ivona Vrdoljak Raguž, PhD, Full Professor with Tenure						
Associate		Dorotea Markasović, MA, Teaching Assistant						
Year of study		2			Semester	IV		
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:	30	Seminars:			Exercises:	30
Course objectives								
The objectives of the course are to familiarise students with human resource management as a scientific discipline, philosophy and practice.								
Course prerequisites and competency requirements								
Course content								

Introductory lecture - generally about human resources management, organisational functions, activities and roles of human resources managers. Concept, significance, goals and activities of human resources management - familiarisation with the mentioned terms and their basic differences. Human resources management (HRM) from the perspective of small and large companies - how it works HRM with regard to the size of the company. Environment and function of human resources management - internal and external environment of HRM. Strategic management of human resources - strategic human resources management. Job analysis and design - basic concepts of job analysis and design. The concept of description and job content. Examples from business practice. Planning and attraction of human resources (HRM) - methods and methods of planning and attracting HR. Selection and orientation of human resources - ways and methods selection and orientation of human resources. Human resources training - methods and types of human resources training potential. Work performance management - concept of work performance, evaluation of work performance of employees and managers (methods and techniques). Employee development and professional career - the concept of employee development, methods of employee development, the concept of career and professional career development. Compensation and human resources - the concept and importance of compensation in the organisation. Work management relations - the concept of labour relations, trade unions and collective bargaining. Individual and collective agreement about work. Termination of employment relationships.

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

- Analyse the organisational resources of the company.
- Create a SWOT analysis of the company.
- Know how to formulate company strategies at all levels of management and the methods and techniques based on them.
- Solve management problems at all levels of management in different activities and types.

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

1. Analyse the supply and demand for human resources and design a selection procedure within organisations.
2. Analyse and evaluate the impact of internal and external factors of the organisation relevant to human resource management.
3. Propose appropriate ways to motivate employees and determine reward models.
4. Evaluate work efficiency.
5. Analyse jobs and systematise jobs.
6. Assess the quality and contribution of human resource management activities to organisational goals.

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.	/	/	/

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

1.	Martocchio, J. J., Human Resource Management, Global Edition, 15/e, Pearson Education, 2017.
2.	Hook, C., Jenkins, A., Introducing Human Resource Management, 7/e, Pearson Education, 2015.

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

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		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)