

# COURSE CATALOGUE

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## MASTER PROGRAMMES 2019/2020

**ECONOMICS**

**BUSINESS  
ECONOMICS**

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## **WINTER SEMESTER**

COURSE INFORMATION	
Course name	MANAGEMENT OF TOUR OPERATORS
Degree	Graduate
Semester	Winter
ECTS points	7
Course status	Compulsory
Course leader	Iris Mihajlović Ph.D., Asst. Prof.
Department, room no.	Department of Economics and Business Economics; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
Course content	
<ol style="list-style-type: none"> <li>1. The development of the tour operator business.</li> <li>2. Market assumptions and historical conditions of the development of tour operators. The mission of tour operators in terms of socio - economic changes. Mass tourism.</li> <li>3. Conceptual and functional differences between tour operators and travel agencies, types and functions of tour operators.</li> <li>4. The forming of travel packages – types, creating packages, price calculation;</li> <li>5. The development and transformation of distribution channels - the role of ICT in the business of tour operators.</li> <li>6. Yield Management.</li> <li>7. Innovations and the role of innovative tools in the placement of tour operator products.</li> <li>8. The role of innovation in the product specialization of tour operators .</li> <li>9. The impact of new trends in the tourism market on the specialization of products of tour operators. Internal specialization in response to the dynamic changes.</li> <li>10. The market of the organised travel- Germany, Great Britain, Italy, France, Scandinavia, the Netherlands; other markets - market specifics, dominant tour operators.</li> <li>11. Promotion and modalities of distribution of packages - forms of promotional activities, catalogs</li> </ol>	

and online catalogs, forms of sales 12. Protection of tourist consumers in accordance with the EU guidelines and the role of tour operators in the development of tourist destinations. The consequences of tourism development in a destination and the role of tour operators in the sustainable development of tourist destinations. 13. Business partnerships - tour operators and hotel companies; contractual relations, specifics and conflicts. Forms of partnership integrations and strategic alliances.	
<b>Learning outcomes</b>	
Mastering the knowledge of a tour operator's business. Students will be introduced to the development of tour operator business, its specifics, to the creating and selling of package tours, decisions about the promotional mix, price management, human resources management. In addition to this, the course aims to point out the role of a tour operator in the sustainable development of a tourist destination, the specificity of consumer protection in the activities of a tour operator and the specificity of co-operation between tour operators and hotels. Accordingly, the emphasis is on enabling students to master the knowledge and skills they will be able to apply in practice by learning about new challenges.	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures  <input type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises  <input type="checkbox"/> Independent assignments  <input checked="" type="checkbox"/> Multimedia and internet  <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations  <input type="checkbox"/> Laboratory  <input type="checkbox"/> Field work  <input type="checkbox"/> Mentoring  <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input checked="" type="checkbox"/> Oral  <input checked="" type="checkbox"/> Written  <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
<b>Compulsory reading</b>	
1.	Roy A. Cook, Cathy J. Hsu, and Joseph J. Marqua (2014). The Business of Hospitality and Travel (5th Edition), Prentice Hall/Pearson; ISBN-10: 0133113531;
2.	Marc Mancini, (2001). Conducting Tours, Delmar Thomson Learning, Third Edition,

3.	Mihajlović, I. (2014) The Impact of Global Trends at the Level of Macro Environment Dimensions on The Transformation of Travel Intermediaries:..In Vol.11 2014. WSEAS TRANSACTIONS on BUSINESS and ECONOMICS E-ISSN: 2224-2899			
4.	Čavlek, N. (2013) Travel and Tourism Intermediaries: Their Changing Role. In Handbook of Tourism Economics: Analysis, New Applications and Case Studies (Eds.) Tisdell, Clement AllanI, World Scientific Publishing Co. Pte. Ltd..Singapur			
5.	Holloway, (2006). The Business of Tourism, 7th ed. The Prentice Hall, Pearson: Harlow.			
Optional reading				
1.	Buhalis, D., Laws, E. (2001). Tourism Distribution Channels, Practice, Issues and Transformations. Continuum, London.			
2.	Buhalis, D. (2003). eTourism: Information Technology for Strategic Tourism Management. Pearson, London			
3.	Aldeberta, B., Danb, R. J., Longhib, C. (2011). Case Study: Innovation in the tourism industry: The case of Tourism, Tourism Management, Vol. 32, pp. 1204-1213. Čavlek N., Tour Operators and Destination Safety, Annals of Tourism Research, Vol. 29., No. 2., 2002, pp. 478-496.			
4.	European Commission – Health and Consumers DG.(2009).Study on Consumer Detriment in the area of Dynamic Packages, L ondon Economics			
5.	Kracht, J., Wang, Y. (2009). Examining the Tourism Distribution Channel: Evolution and Transformation, Emerald Group PublishingČavlek N., Tour Operators and Destination Safety, Annals of Tourism Research, Vol. 29., No. 2., 2002, pp. 478-496.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The development of business of tour operaors.	2	2	0
2.	Market assumptions and historical conditions of the development of tour operators. The mission of tour operators in terms of socio - economic changes; Mass tourism	2	2	0
3.	Conceptual and functional differences between tour operators and travel agencies, types and functions of tour operators.	2	2	0
4.	The forming of travel packages - types, creating packages, price calculation.	2	2	0
5.	The development and transformation of distribution channels - the role of ICT in the business of tour operators.	2	2	0

6.	Yield Management. Innovations and the role of innovative tools in the placement of tour operator products.	2	2	0
7.	The impact of new trends in the tourism market on specialization of products of tour operators. Internal specialization in response to the dynamic changes.	2	2	0
8.	The market of the organised travel- Germany, Great Britain, Italy, France, Scandinavia, the Netherlands; other markets - market specifics, dominant tour operators.	2	2	0
9.	Promotion and modalities of distribution of packages - forms of promotional activities, catalogs and online catalogs, forms of sales .	2	2	0
10.	Protection of tourist consumers in accordance with the EU guidelines and the role of tour operators in the development of tourist destinations. Forms of partnership integrations and strategic alliances.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
Monitoring the quality and efficiency of the course.. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be verified by means of of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.				

COURSE INFORMATION	
Course name	<b>RISK MANAGEMENT</b>
Degree	Graduate
Semester	Spring
Recommended ECTS	7
Course status	Compulsory
Course leader	Ivo Šperanda, PhD, Asst. Prof.
e-mail	ivo.speranda@unidu.hr
COURSE DESCRIPTION	
<b>Course content</b>	
Concept and Process of Risk Management - Probability and Uncertainty. Theoretical Concepts of Risk Measurement. Identification, Measurement Methods and Risk Analysis. Real Investments Risk Financial Investments Risk. Diversification of Risk and Focused Investments. Decision-making Under Conditions of Risk - Decision Criteria. Project Risks, Credit, Operational and Market Risk in Financial Institutions - Specifics and Assessment Methods. Risk Adjusted Value. Hedging As a Strategy of Risk Reduction. VaR Method - Variance and Co-variance Methods, History Simulation Method. Sensitivity Analysis of the Investment Project Effects.	
<b>Learning outcomes</b>	
The RISK MANAGEMENT course allows students to develop general skills of identifying risks in different business activities, as well as the possibility of a risk assessment and protection from adverse consequences. Specific competencies are reflected in deepening the knowledge of the techniques and methods of risk measurement and analysis of risk, and the impact of risk on business decision-making. Specific competencies are reflected in linking knowledge and skills acquired during lectures and exercises and preparing the implementation of this knowledge in practice.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	Grinblatt M., Tittman S., Markets and Corporate Strategy, 2nd Edit., The McGraw-Hill Companies, 2002.
2.	Cuthbertson K., Nitzche D., Investments, 2nd Edit., John Wiley & Sons, Ltd, Chichester, England
3.	Graham B., The Intelligent Investor (Revised Edition), HarperCollins Publishers, N.Y., 2003.
<b>Optional reading</b>	
1.	Shirreff D., Dealing With Financial Risk, The Economist & Profile Books, London, U.K., 2004.



2.	Culp L.C., The Risk Management Process:Business Strategy & Tacticts, J. Willey N.Y.2001.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Notion and Process of Risk Management. Probability and Uncertainty	2	2	0
2.	Theoretical Concept of Risk Measurement	2	2	0
3.	Idetentification, Methods of Measurement and Risk Analysis	2	2	0
4.	Risk of Real Investments and Financial Investments Risk	2	2	0
5.	Diversification of Risk and Focused Investments	2	2	0
6.	Credit, Operational and Market Risk in Financial Institutions - Specifics and Assessment Methods	2	2	0
7.	Risk Adjusted Value	2	2	0
8.	Value at Risk Method - Varaiace and Co-variance Methods, History Simualation Method	2	2	0
9.	Sensitivity Analysis of the Investment Project Effects	2	2	0
10.	Hedging as a Strategy of Risk Reduction	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

COURSE INFORMATION	
Course name	<b>COMPETITIVENESS OF MODERN ECONOMIES</b>
Degree	Graduate
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Nebojša Stojčić, PhD, Asst. Prof.
e-mail	nstojcic@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>1. The concept of competitiveness. Definitions of competitiveness. Main features of competitiveness. Historical development of the concept of competitiveness. Competitiveness in economic theory. Competitiveness and New Classical economics. Alternative economic schools and competitiveness. The impact of globalisation on the perception of competitiveness. 2. Approaches to analysis of competitiveness. Indices and determinants of competitiveness at the level of economy. IMD approach to competitiveness. WEF approach to competitiveness. Porter's model of national competitiveness. Determinants and indicators of industrial competitiveness. Industrial competitiveness and international trade. Inter-industrial trade and specialisation. Industrial competitiveness and intra-industrial exchange. Determinants and indicators of competitiveness at firm level. Competitiveness and restructuring. National competitiveness as an outcome of processes at the firm, industry and economy level. 3. Competitiveness, growth and development. Export-led growth – theoretical considerations. Export structure and economic growth – empirical evidence. Technological intensity of production and patterns of competitiveness on international market. Importance of competitiveness for developing economies. Competitiveness as determinant of economic development and economic development as objective of competitiveness. 4. Possibilities for improvements in national competitiveness. Firms and industries as drivers of national competitiveness. Determinants of changes in competitive profiles of firms and industries. Knowledge and technology transfer. Agglomeration externalities – spillover effects, cooperation between firms and between firms and scientific and professional institutions. Clusters. The impact of demand-side factors on changes in firm behaviour. Knowledge and technology transfer through international trade. Foreign direct investment as path towards improvements in the competitiveness of firms and industries. 5. The competitiveness of Croatian economy. The competitiveness of Central and East European economies during transition – institutional framework, changes in market orientation, changes in structure of exports. Distinctive features of Croatian transition and impact on national competitiveness. Market orientation of manufacturing industry. Enterprise restructuring and its impact on competitiveness - comparison of experiences in Croatia and Central and East European economies. Export structure and competitive profiles of Croatian firms and industries. Possibilities for improvements in the competitiveness of Croatian exports. National competitiveness and implications for growth – comparison of Croatia and other transition economies.</p>	
Learning outcomes	
<p><b>Upon completion of this course students will be able to: 1. Develop critical approach towards the concept of competitiveness, become familiar with its complexity, historical development and theoretical foundations. 2. Gain insight into competitiveness indices at different levels of analysis and be able to interpret them and apply in practice. 3. Become familiar with microeconomic foundations of competitiveness and be able to analyse relationships between competitiveness, economic growth and development. 4. Analyse the impact of economic policy</b></p>	

**and socio-economic factors at macro, mezzo and micro level on the competitiveness of firms, industries and an entire economy. 5. Apply the obtained knowledge through seminars and workshops in the analysis of competitiveness of firms, industries and economies on the example of Croatian economy.**

#### TEACHING MODE

<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
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#### EXAMINATION METHOD

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

Compulsory reading	
1.	Porter, M. (1990), The Competitive Advantage of Nations, New York: Free Press.
2.	Porter, M. E. (2003), Building the Microeconomic Foundations of Competitiveness, in: The Global Competitiveness Report 2002-2003, World Economic Forum, New York: Oxford University Press.
3.	I. Hoshi, P. J. Welfens and A. Wziatek-Kubiak (Eds.) (2007) Industrial Competitiveness and Restructuring in Enlarged Europe. Basingstoke, United Kingdom: Palgrave Macmillan.
Optional reading	
1.	Aiginger, K. (1998). A Framework for Evaluating the Dynamic Competitiveness of Countries. Structural Change and Economic Dynamics , 9 (2), pp. 159-188.
2.	Buckley, P. J., Pass, C. L. and Prescott, K. (1988). Measures of International Competitiveness: A Critical Survey. Journal of Marketing Management , 4 (2), pp. 175-200.
3.	Druzic, I. (2006). A Journey Through Transition Time with Special Reference to Croatia. Zagreb: Political Culture.

#### LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0
2.	The concept of competitiveness	2	2	0
3.	Theoretical foundations of competitiveness	2	2	0
4.	Porter model	2	2	0

5.	The measurement of competitiveness	2	2	0
6.	Macroeconomic approach to competitiveness	2	2	0
7.	Trade approach to competitiveness	2	2	0
8.	Microeconomic approach to competitiveness	2	2	0
9.	Foreign direct investment and competitiveness	2	2	0
10.	The competitiveness of Croatian economy	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
The quality of programme, teaching process, teaching skills and content adoption will be evaluated through written evaluation based on questionnaires and consistent with relevant regulations of the University of Dubrovnik. Peer evaluation. Self assessment, analysis and corrections.				

COURSE INFORMATION	
Course name	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>
Degree	Graduate
Semester	Winter
Recommended ECTS	7
Course status	Compulsory
Course leader	Tonći Svilokos PhD
e-mail	tonci.svilokos@unidu.hr
COURSE DESCRIPTION	
<b>Course content</b>	
<p>1. MULTINATIONAL FINANCIAL MANAGEMENT: An Overview - Managing the MNC, Why Firms Pursue International Business?, How Firms Engage in International Business?, Valuation Model for an MNC, The risks that affect the expected returns; 2. INTERNATIONAL FLOW OF FUNDS - Balance of Payments (Current Account, Capital and Financial Accounts), The equilibrium in the Balance of Payments, Events That Increased International Trade, International Capital Flows, Factors Affecting DFI, Factors Affecting International Portfolio Investment, Agencies That Facilitate International Flows, How International Trade Affects the MNC's Value; 3. INTERNATIONAL FINANCIAL MARKETS - Foreign Exchange Market, History of Foreign Exchange, Foreign Exchange Transactions (spot), Foreign Exchange Quotations, Currency Derivatives (Forward, Futures, and Options), International Money Market, The Standardization of Banking Regulations, International Stock Markets; 4. FORECASTING EXCHANGE RATES - Why Firms Forecast Exchange Rates?, Forecasting Techniques, Forecast Error, Methods of Forecasting Exchange Rate Volatility; 5. DIRECT FOREIGN INVESTMENT - Motives for Direct Foreign Investment, Benefits of International Diversification, Host Government Views of DFI, Optimizing the Portfolio in International Finance; 6. MULTINATIONAL CAPITAL BUDGETING - Subsidiary versus Parent Perspective, Input for Multinational Capital Budgeting, Factors to Consider in Multinational Capital Budgeting, Adjusting Project Assessment for Risk; 7. INTERNATIONAL ACQUISITIONS - Background on International Acquisitions, Factors That Affect the Expected Cash Flows of the Foreign Target, Why Valuations of a Target May Vary among MNCs, Other Types of Multinational Restructuring; 8. COUNTRY RISK ANALYSIS - What is Country Risk Analysis?, Why Country Risk Analysis Is Important, Political Risk Factors, Financial Risk Factors, Techniques to Assess Country Risk, Incorporating Country Risk in Capital Budgeting, Reducing Exposure to Host Government Takeovers; 9. LONG-TERM FINANCING - Long-Term Financing Decision, Financing Costs, Assessing the Exchange Rate Risk of Debt Financing, Reducing Exchange Rate Risk; 10. SHORT-TERM FINANCING - Sources of Short-Term Financing, Internal Financing by MNCs, Why MNCs Consider Foreign Financing?, Determining the Effective Financing Rate, Financing with a Portfolio of Currencies, Measuring the Currency Portfolio Risk.</p>	
<b>Learning outcomes</b>	
<p>After completing the course and passing the exam, students will embrace general and specific knowledge of the contemporary processes and developments in international financial markets, financial structure of multinational companies, international money and capital markets, international banking, financing of import and export, businesses and risks on the foreign exchange market. Students will also be able to analyse the issue of foreign currency exchange rate formation from a macroeconomic perspective using modern risk management techniques.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Field work

<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
Compulsory reading				
1.	Madura, J., (2012) International Financial Management, 11th edition, Florida Atlantic University, South-Western Cengage Learning, USA			
Optional reading				
1.	Madura, J., (2008) International Corporate Finance, ninth edition, Thomson South-Western, 2008			
2.	Levi, D., M., (2009) International Finance, fifth edition, Routledge, USA			
3.	Krugman, P., R., Obstfeld, M., Melitz, M., (2011) International Economics: Theory and Policy, 10th Edition, Pearson Series in Economics			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Multinational Financial Management: An Overview	2	2	0
2.	International Flow of Funds (Balance of Payments)	2	2	0
3.	Exchange rate	2	2	0
4.	Exchange rate markets	2	2	0
5.	Direct Foreign Investment	2	2	0
6.	Multinational Capital Budgeting	2	2	0
7.	International Acquisitions	2	2	0
8.	Country Risk Analysis	2	2	0
9.	Long-Term Financing	2	2	0

10.	Short-Term Financing	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	<b>LABOUR ECONOMICS</b>
Degree	Graduate
Semester	Winter
ECTS points	7
Course status	Compulsory
Course leader	Perica Vojinić, Asst. Prof.
Department, room no.	Department of Economics and Business Economics, C-6
Phone	020/445-933
e-mail	perica.vojinic@unidu.hr
Course assistant/associate	-
Department, room no.	-
Phone	-
e-mail	-
COURSE DESCRIPTION	
<b>Course content</b>	
The Theory of Individual Labour Supply; Population, Participation Rates, and Hours of Work; Labour Quality: Investing in Human Capital; The Demand for Labour; Wage Determination and the Allocation of Labour; Alternative Pay Schemes and Labour Efficiency; Labour Unions and Collective Bargaining; The Economic Impact of Unions; Government and the Labour Market: Legislation and Regulation; The Wage Structure; The Distribution of Personal Earnings; Labour Productivity: Employment and Unemployment	
<b>Learning outcomes</b>	
After completing this course, the student is expected to be able to: apply labour economic theories in real labour markets and conduct empirical analysis to a variety of problems; describe some of the main characteristics of, and recent developments in, labour markets of different economies and; critically evaluate empirical findings relating to major research areas in labour economics such as unemployment, labour supply, wage structure, labour productivity.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	McDonell, C. R., Brue, S. L., Macpherson, D.A., Contemporary Labor Economics, 10th edition, McGraw-Hill, 2012.
2.	Borjas, G. J., Labor Economics, 6th edition, McGraw-Hill Higher Education, 2012.
<b>Optional reading</b>	
1.	Ehrenberg, R.G. Smith, R.S., Modern Labor Economics- Theory and Public



	Policy, 10th Edition, Pearson Education, Addison-Wesley, 2009.			
2.	Boeri T., Van Ours J., The Economics of Imperfect Labor Markets, Princeton University Press, Princeton and Oxford, 2008.			
3.	Becker, G. S., Human Capital: A Theoretical and Empirical Analysis with Special Reference to Education, 3rd edition, The University of Chicago Press, 1993.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The Theory of Individual Labour Supply	2	2	0
2.	Population, Participation Rates, and Hours of Work	2	2	0
3.	Labour Quality: Investing in Human Capital	2	2	0
4.	The Demand for Labour	2	2	0
5.	Wage Determination and the Allocation of Labour; Alternative Pay Schemes and Labour Efficiency	2	2	0
6.	Labour Unions and Collective Bargaining; The Economic Impact of Unions	2	2	0
7.	Government and the Labour Market: Legislation and Regulation	2	2	0
8.	The Wage Structure; The Distribution of Personal Earnings	2	2	0
9.	Labour Productivity	2	2	0
10.	Employment and Unemployment	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
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COURSE INFORMATION	
<b>Course name</b>	<b>MARKETING CHANNELS</b>
<b>Degree</b>	Graduate
<b>Semester</b>	Winter
<b>ECTS points</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Marija Dragičević, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business Economics
Phone	
e-mail	marija.dragicevic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<p>1.A marketing channel-definition, organization roles, types of marketing channels, creating/designing marketing channels and decision making, marketing channel functions, channel structure, evaluation of relationship in the marketing channel</p> <p>2.Decision making-retailers, wholesalers, brokers, agents, physical distribution, Internet marketing channel</p> <p>3.Marketing channels for services</p> <p>4. Strategic sales and marketing channel- definition of strategic sales, developing product strategies, managing price and promotion, etc.</p> <p>5. Direct selling/ direct marketing channels - specific features, managing a sales team/force, communication styles, sales presentation and creating value based on presentations, demonstrations, closing sales methods, sources and types of information about customers, developing strategies for attracting customers</p>	
<b>Learning outcomes</b>	
<p>Understand the definition and importance of marketing channels, see how marketing channels relate to the other strategic variables in the marketing mix, be familiar with the concept of channel structure and ancillary structure and recognize the difference between them, understand why producers and manufactures often find it necessary to shift many of the distribution tasks to the intermediary, be aware of major trends in wholesale structure, know about trends in retailing, appreciate the role of facilitating agencies in the marketing channels, understand the impact of environment in the marketing channels context, be able to delineate the major types of competition in the context of marketing channel structure and strategy, understand the behavioral processes such as conflict, power, role and communication are inherent behavioral dimensions in marketing channels, understand the meaning of the marketing channel strategies, be familiar with the implications of the selection of decisions for the channel strategies.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams

EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other: Student project		
READING				
Compulsory reading				
1.	Taylor , J. , Foster, J. R., Woodside, A. G., Marketing channels: systems and strategies, Harper & Row, 1977.			
2.	Rosenbloom, B., Marketing channels: a management view, Thomson, Canada, 2004.			
3.	Rosebloom, B., Direct Selling Channels, The Haworth Press, Inc., Binghamton, 1992.			
Optional reading				
1.	Barry, B., Marketing Channels, Wiley, Michigan, 1996.			
2.	Mehta, Dubinsky, Anderson, Marketing channel management and the sales manager, Industrial Marketing management			
3.	Brown, Johnson, Koenig, Measuring the sources of the marketing channel power, International Journal of Research In Marketing, No.12, 1995, pp. 333-354.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	A marketing channel-definition, organization roles, types of marketing channels	2	2	0
2.	Creating/designing marketing channels and decisions about marketing channels	2	2	0
3.	Marketing channel structure, functions, levels, evaluation of marketing channel	2	2	0
4.	Relationship in marketing channel, channel modification	2	2	0
5.	Decision making - retailers, wholesalers, brokers, agents, physical distribution, Internet marketing channel	2	2	0
6.	Strategic sales and marketing channel - definition of strategic sales, developing product strategies	2	2	0
7.	Managing price and promotion, etc.	2	2	0
8.	Direct selling/ direct marketing channels - specific features, managing a sales team/force, communication styles, sales presentation	2	2	0
9.	Creating value based on presentations	2	2	0
10.	Demonstrations, closing sales methods, sources and types of information about customers, developing strategies to	2	2	0

	attract customers			
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
<p>Quality of the program and of the teaching and learning processes and students' acquisition of the program will be verified by means of a questionnaire and in other ways based on the procedures prescribed by the University of Dubrovnik.</p>				

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COURSE INFORMATION	
Course name	<b>EVENT MANAGEMENT</b>
Degree	Graduate
Semester	Winter
ECTS points	5
Course status	Elective
Course leader	Iris Mihajlović, Ph.D., Asst. Prof.
Department, room no.	Department of Economics and Business Economics; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<ol style="list-style-type: none"> <li>1. The structure of the event industry. The definition and typology of events.</li> <li>2. The term of event tourism.</li> <li>3. Trends and features of event industry and its effects .</li> <li>4. Planning and marketing of events from the aspect of the destination.</li> <li>5. Conceptualization of events, terminological distinction - participants, host organizations and destination, sponsors, media, participants and audience.</li> <li>6. Creating and managing a program of events for the purpose of quality evaluation.</li> <li>7. The planning function in managing events.</li> <li>8. The organization and coordination of events.</li> <li>9. Logistics of events.</li> <li>10. Managing resources, human resources management (HRM) within the event - human resource planning, motivation, techniques for an effective team building.</li> <li>11. Link between selection of financing sources of an event, type of an event, evaluation of the chosen decision in dynamic environmental conditions.</li> <li>12. The sponsorship of events.</li> <li>13. The project management as a part of the event management.</li> </ol>	

14. Budgeting and budget control of events.	
15. Strategic marketing of events, market research for the purpose of events, Integrated Marketing Communication	
16. Safety, risk management and legal issues in the organization of events	
<b>Learning outcomes</b>	
<p>After attending the course and passing the exam, students will be trained to manage the event, where by mastering the theoretical and acquiring the practical knowledge through field teaching, and in contact with case studies, they will be ready to face the complex tasks of managing events, mastering organizational skills, acquiring a logistic competence, managing risks, and managing complex events in all sectors of the economy. Critical approach to the domain of event management enables students to allocate capacities and resources in accordance with the estimated benefits to ensure the sustainability of the area. There was an opportunity to focus on activities in the very complex task of managing events in all business sectors. Students will be able to understand the following: a) measurement of the performance through an evaluation process of event management, b) to perceive the importance of the information system as well as the importance and impacts within the strategic management process, to promote efficiency in the HRM domain, forecasting opportunities, risk assessment and an efficient control.</p>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures  <input type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises  <input type="checkbox"/> Independent assignments  <input checked="" type="checkbox"/> Multimedia and internet  <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations  <input type="checkbox"/> Laboratory  <input type="checkbox"/> Field work  <input type="checkbox"/> Mentoring  <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral  <input checked="" type="checkbox"/> Written  <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
<b>Compulsory reading</b>	
1.	Johnny, A.(2002). Festival and Special Event Management, Elsevier.
2.	Preston, C.A. (2012). Event Marketing, John Wiley and Sons, Inc., New Jersey



Optional reading				
1.	Getz, ,D., ( 2005.).Event Management and Event Tourism, Cognizant Communication Corp.			
2.	Getz, D., ( 2007). Event Studies: Theory, Research and Policy for Planned Events, Events Management Series, Butterworth –Heinemann, UK.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The structure of the event industry. The definition and typology of events. The term of event tourism	2	2	0
2.	Trends and features of event industry and its effects .	2	2	0
3.	Planning and marketing of events from the aspect of the destination.	2	2	0
4.	Conceptualization of events, terminological distinction - participants, host organizations and destination, sponsors, media, participants and audience.	2	2	0
5.	Creating and managing a program of events for the purpose of quality evaluation. Strategic marketing of events, market research for the purpose of events, Integrated Marketing Communication	2	2	0
6.	The planning function in the event management. The organization and coordination of events.	2	2	0
7.	Managing resources, human resources management (HRM) within the event - human resource planning, motivation, techniques for an effective team building.	2	2	0
8.	Link between selection of financing sources of an event, type of an event, an evaluation of the chosen decision in dynamic environmental conditions. The sponsorship of events.	2	2	0
9.	The project management as a part of the event management. Budgeting and budget control of events.	2	2	0

10.	Safety, risk management and legal issues in the event organization. Evaluation and an assesment of the event effects	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
<p>Monitoring the quality and efficiency of the implementation of the college.</p> <p>The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik</p>				

COURSE INFORMATION	
Course name	<b>SERVICE MARKETING</b>
Semester	Winter
ECTS points	7
Course status	Compulsory
Course leader	Associate prof. Marija Dragičević
Department, room no.	Department of Economics and Business Economics
Phone	
e-mail	marija.dragicevic@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b> <ol style="list-style-type: none"> <li>1. Specific features of services-the basic difference between products and services, the role and classification of services, the changes influence on services development</li> <li>2. Seervice organization and customers- service quality, standardization, research of service market, segmentation and market positioning, customer satisfaction</li> <li>3. The marketing mix for profit services: 7P marketing mix definition(product, price, promotion, place, people, physical evidence and processes) and strategies</li> <li>4. Marketing mix for non-profit organizations-specific features, elements, strategies</li> </ol>	
<b>Learning outcomes</b> <p>To develop knowledge about services and specific features of services, to teach students how to manage services in profit and non-profit organizations, to make students familiar with the elements/factors important for developing marketing elements in profit and non-profit organizations, problems in profit and non-profit organizations, to train them be enable to make adequate decision and solve problem, to arise the level of marketing knowledge based on innovative methods, what will help them in practice and is necessary for achieving business success in services sector.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Student project
READING	

Compulsory reading				
1.	Hoffman, K. D., Bateson, J., Services Marketing: Concepts, Strategies and Cases, Thomson South Western, Mason, Ohio, 2006.			
2.	Hoffman, K. D. Bateson, J., , Essentials of services marketing , Dryden Press (Fort Worth), 1997.			
3.	Fisk, R. P., Grove, S. J., & Joby, J.Interactive services marketing. Boston: Houghton Mifflin, 2000.			
Optional reading				
1.	Baron, S., & Harris, K., Services marketing: Texts and cases, Basingstoke UK, Palgrave, 2003.			
2.	Bruhn, M. & Georgi, D., Services marketing: Managing the service value chain, Harlow, UK: Prentice Hall Financial Times, 2006.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Specific features of services-the basic difference between products and services,	2	2	0
2.	The role and classification of services, the changes influence on services development	2	2	0
3.	Service organization and customers- service quality, standardization	2	2	0
4.	Research of service market, customer satisfaction	2	2	0
5.	The marketing mix for profit services: 7P marketing mix definition(product, price, promotion, place, people, physical evidence and processes)	2	2	0
6.	The marketing mix for profit services-strategies	2	2	0
7.	Marketing mix for profit organizations- strategies	2	2	0
8.	Marketing mix for non-profit organizations specific features of 7P elements	2	2	0
9.	Marketing mix for non-profit organizations- strategies	2	2	0
10.	Marketing mix for non-profit organizations- strategies	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

Quality of programe, teaching and learning, students exaptation of program will be done through a questionnaire and on the other ways based on the procedures of University of Dubrovnik performances in the course.

COURSE INFORMATION	
Course name	<b>PROCESS QUALITY AND AUDIT MANAGEMENT IN HOSPITALITY</b>
Degree	Graduate
Semester	Winter
ECTS points	5
Course status	Elective
Course leader	Marija Dragičević, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business Economics
Phone	
e-mail	marija.dragicevic@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<p>1. Specific features of the hotel business processes - processes, coordination, key processes from a customer, suppliers and business partners (especially tour operators) point of view, quality management in hotels, criteria decision model for international hotels, optimization of hotel processes, analytic hierarchy process (as a method of multi criteria programming) for the decision making</p> <p>2. “Tools” and methods for managing hotel processes in hotels- key technics and methods, definition and application in different situations with the aim to optimize proces</p> <p>3. Hotel audit process - types of audit, audit processes, knowledge and skills required for successful audit.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to: raise the level of their knowledge in the area of hospitality industry, be acquainted with the most important techniques and methods which can be used for optimization of processes, be familiar with specific critical points in the hotel process which and trained to solve problems in the best possible way by using different strategies and “tools” for optimizing hotel process. The aim of the course is to raise the level of knowledge and skills which refer to audits and to make them ready to audit the hotel processes.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Student project
READING	
Compulsory reading	
1.	Ismail, A., Front Office Operations and Management Hospitality, travel and tourism,

	Delmar Thomson Publishing			
2.	Kasavana, M., Brooks, R., (1998). Front Office Procedures, Educational Institute			
3.	Moreo, P., Sammons, G., Beck, J., (2000). Front Office Operations and Auditing Workbook, Prentice Hall, New Jersey4..Pang, P. N. T., (2007). The Essentials of Quality Control Management, Trafford publishing			
Optional reading				
1.	Jones P and Lockwood A, (1999), Hospitality Operating Systems, Distance Learning Unit, University of Surrey			
2.	Luchars, J., Hinkin, T.,(1996). The service- quality audit: a hotel case study, The Cornell Hotel and Restaurant Administration Quarterly, vol. 37, 1. p. 34-41.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Specific features of the hotel business processes – defining the processes	2	2	0
2.	Specific features of the hotel business processes - detailed analysis and coordination of processes	2	2	0
3.	Key processes from a customer, suppliers and business partners (especially tour operators) point of view	2	2	0
4.	Criteria decision model for international hotels, optimization of hotel processes, analytic hierarchy process (as a method of multi criteria programming) for decision making	2	2	0
5.	“Tools” and methods for managing hotel processes in hotels - key technics and methods, definition and application in different situations with the aim to optimize the processes	2	2	0
6.	“Tools” and methods for managing hotel processes in hotels- key technics and methods, definition and application in different situations with the aim to optimize processes	2	2	0
7.	Hotel audit process - types of audit, audit processes, knowledge and skills required for successful audit	2	2	0
8.	Hotel audit process - practice	2	2	0
9.	Business processes - hotel reception desk	2	2	0
10.	Business processes at hotel reception desk and managing quality -“tools” and sample form the best hotel practice	2	2	0

TOTAL HOURS	20	20	0
OTHER RELEVANT INFORMATION			
Quality of the program and of the teaching and learning processes and students' acquisition of the program will be verified by means of a questionnaire and in other ways based on the procedures prescribed by the University of Dubrovnik.			



COURSE INFORMATION	
Course name	<b>ECONOMIC HISTORY OF THE WORLD</b>
Semester	Winter
ECTS points	6
Course status	Compulsory
Course leader	Marija Benić Penava, Assistant Professor
Department, room no.	Department of Economics and Business Economics, E - K1
Phone	020 445 920
e-mail	marija.benicpenava@gmail.com
Course assistant/associate	Daniel Dujmić
Department, room no.	Department of Economics and Business Economics, E - K1
Phone	020 445 920
e-mail	daniel_dujmic@yahoo.com
COURSE DESCRIPTION	
<b>Course content</b>	
This course will analyse economic history of Europe from the end of 19 <sup>th</sup> century through turbulent 20 <sup>th</sup> century with the recognition of the global changes on the example of Croatia. The included topics are: Imperialism and the WW1, Period Between Two World Wars and the Great Depression, Economies of the totalitarian regimes, WW2, Eastern and Western bloc economies during the Cold War, European Integrations, Globalization.	
<b>Learning outcomes</b>	
After finishing the course, a student will be able to interpret the impact of the historical inheritance on the structure of the world economy. After analysing the historical experiences, it is possible to make connections and critical considerations on the economic changes and put them into wider contexts.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures  <input checked="" type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Consultations  <input type="checkbox"/> Laboratory  <input checked="" type="checkbox"/> Field work

<input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other: Click here to enter text.		
<b>READING</b>				
Compulsory reading				
1.	Berend, Iván T., An Economic History of Twentieth-Century Europe: Economic Regimes from Laissez-Faire to Globalization. Cambridge University Press, Cambridge, 2006.			
2.	Berend, Iván T. An Economic History of Nineteenth-Century Europe Diversity and Industrialization. Cambridge University Press, Cambridge, 2013.			
3.	Cameron, Rondo; Neal, Larry, A Concise Economic History of the World: From Paleolithic Times to the Present, 4th Edition, Oxford University Press, New York, 2003.			
4.	Delort, Robert; Walter, Francois, Histoire de l'environnement européen, PUF, Paris, 2001			
5.	Ferguson, Niall, Civilization: The West and the Rest, Penguin books, New York, 2012.			
Optional reading				
1.	Berend, Iván T., Central and Eastern Europe, 1944–1993 Detour from the Periphery to the Periphery, Cambridge University Press, Cambridge, 1999.			
2.	Berend, Iván T., From the Soviet Bloc to the European Union The Economic and Social Transformation of Central and Eastern Europe since 1973, Cambridge University Press, 2009.			
3.	Jones, Eric, The European Miracle: Environments, Economies and Geopolitics in the History of Europe and Asia, 3rd Edition, Cambridge University Press, Cambridge, 2003.			
4.	Ferguson, Niall, The Ascent of Money: A Financial History of the World, Penguin Press, New York, 2008.			
5.	Palairot, Michael R., The Balkan Economies c.1800–1914 Evolution without Development, Cambridge University Press, Cambridge, 2011.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction to the economic history. The basic terms and bibliography. Determinants.	2	2	

2.	Imperialism and the First World War	2	2	
3.	Period Between Two World Wars and the Great Depression	2	2	
4.	Economic Models of the Totalitarian Regimes in the Period Between Two World Wars	2	2	
5.	The Second World War	2	2	
6.	Eastern European Economies After WW2 Until Collapse of the Soviet Union	2	2	
7.	Western European Economies After WW2 and the Welfare State	2	2	
8.	European Integrations	2	2	
9.	Globalization	2	2	
10.	Concluding observations	2	2	
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	
<b>OTHER RELEVANT INFORMATION</b>				
Click here to enter text.				

COURSE INFORMATION	
Course name	<b>MARKETING MANAGMENT</b>
Semester	Winter
ECTS points	7
Course status	Compulsory
Course leader	Iris Mihajlović Ph.D., Assistant Professor
Department, room no.	Department of Economics and Business Economics EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<p>The key role of marketing in the business of companies. An orientation of holistic marketing and an assesment of the value. Developing of marketing plans. Collecting information. Analysis of market opportunities. Monitoring environemental changes towards: Analysis of Microenvironment forces and Macroenvironment forces. Conducting marketing research and the demand prediction, managing demand. Creating Satisfaction, Loyalty and Value for the Clients. Levels of market segmentation and selection of target markets. Creating of brands and the brand value management. Designing and managing products and services. Managing product lines, brands, packaging, pricing and the customization. Selection and management of marketing channels - retail, wholesale. Market Logistics. Management of Integrated Marking Communications. Mass communication management. Personal communication management. Penetrating to global markets. Control of marketing efforts with an emphasis on the organizing, applying, evaluating and controlling of marketing activities. Management within the holistic marketing organization.</p>	
<b>Learning outcomes</b>	
<p>After attending and passing the exam, students will be able to: - understand the crucial role of marketing management in the enterprise, - define values and satisfaction that consumers expect, - create the satisfaction and the loyalty based on service quality for clients, - to gain market confidence through market oriented strategic planning, - develop a marketing plan, - collect marketing information and use them when making business decisions, - identify market segments, - select the target market, - create the market offer, build powerful brands based on the choice of differential benefits for effective market positioning, - manage value networks and marketing channels - develop effective communication with consumers</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring

<input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
Compulsory reading				
1.	Kotler, P.T., Keller, K. L.(2016). Marketing Management, 15th Edition, Pearson.			
2.	Kotler, P., Kartajaya, H., Setiawan, I. , Marketing 4.0.(2017). Moving from Traditional to Digital, John Wiley & Sons, 2017.			
Optional reading				
1.	Faris, P.W., Bendle, N. T., Pfeifer, P. E., Reibstein, D. J., (2010).Marketing Metrics Second Editionthe Definitive Guide To Measuring Marketing Performance. Peaerson Education. USA			
2.	Chernev,A., Kolter, P. ( 2014 ). Strategic marketing management, 8th Edition, Cerebellum Press.			
3.	Kotabe, M., Helsen, K. (2010). Global Marketing Management, John Wiley & Sons.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction lecture. Marketing in the 21st Century.	2	2	0
2.	Marketing Relations, Integrated Marketing. Interaction with consumers, creating long-term loyal relationships.	2	2	0
3.	Internal marketing, marketing of business results.	2	2	0
4.	The role of marketing in the process of strategic planning. Developing of marketing strategies and plans.	2	2	0
5.	Innovative tools - selective access to the application for the purpose of collecting information. Quantitative and qualitative methods of the demand prediction - conditions when applying them	2	2	0
6.	Designing the Market Product. Creating strong brands.	2	2	0
7.	Defining a product strategy, shaping and managing services	2	2	0
8.	Delivery system of values, shaping and managing of the integrated marketing channels. Multichannel Marketing Systems	2	2	0
9.	Communicating and transmitting of the value information..	2	2	0

10.	Achieving and sustaining a successful long-term growth	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION				
Course name	<b>ECONOMIC INTEGRATIONS AND REGIONAL POLICY</b>			
Semester	Winter			
Recommended ECTS	5			
Course status	Elective			
Course leader	Marija Bečić, PhD, Assistant Professor			
e-mail	marija.becic@unidu.hr			
MODULE DESCRIPTION				
<b>Course content</b> <p>1.Regional economics. Regional economic policy. Regional growth, development, disproportions and convergence. Regional integrations and regional policy. Global economy and regional aspect of development. Regional policy status and prospects. Relationships between global, integration and regional economic policy</p>				
<b>Learning outcomes</b> <p>After completing the course and passing the exam, students will acquire a general theoretical knowledge on economic integrations and regional policy. Students will be capable of conducting a qualitative analysis of regional policies on concrete examples of individual countries, as well as of critical thinking and defining the basic principles of economic integration and Croatia's regional policy in terms of contemporary economic flows.</p>				
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	McCann, P. (2013), Modern Urban and Regional Economics, Oxford University Press			
2.	Armstrong, H., Taylor, J., Regional Economics and Politics, Blackwel, 2000.			
Optional reading				
1.	Baldwin, R., Wyplosz, C., The Economics of European Integration, 5/e, McGraw-Hill Higher Education, London, 2015.			
LIST OF TOPICS				
No.		Hours		
		L	E	S

11.	<b>Economic integration.</b>	2	2	0
12.	Concept and importance of regional economics.	2	2	0
13.	Regional economic policy. Role and regional policy beneficiaries; regional policy development stages.	2	2	0
14.	Regional growth - theoretical framework.	2	2	0
15.	Regional growth, development, disproportions and convergence.	2	2	0
16.	Reasons of emergence and importance of regional integrations.	2	2	0
17.	<b>Regional labour markets and migrations.</b>	2	2	0
18.	<b>Decentralisation.</b>	2	2	0
19.	Global economy and regional aspect of development.	2	2	0
20.	Regional policy status and prospects.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
Click here to enter text.				



## **SUMMER SEMESTER**

<b>Course name</b>	<b>APPLIED MICROECONOMICS</b>	
<b>Degree</b>	Graduate	
<b>Semester</b>	Winter	
<b>ECTS points</b>	7	
<b>Course status</b>	Compulsory	
<b>Course leader</b>	Perica Vojinić, Asst. Prof.	
Department, room no.	Department of Economics and Business Economics, C-6	
Phone	020/445-933	
e-mail	perica.vojinic@unidu.hr	
<b>Course assistant/associate</b>	-	
Department, room no.	-	
Phone	-	
e-mail	-	
<b>COURSE DESCRIPTION</b>		
<b>Course content</b>		
Theories of the Firm; Managerial Theories of the Firm: Profit, Sales Revenue, Growth, and Utility Maximisation; Theories of Consumer Behaviour, Perfect Competition: Market Equilibrium and Cobweb model; Monopoly; Regulation of Monopoly; Monopolistic Competition; Oligopoly: Game Theory and Strategic Behaviour; Pricing Strategies; Welfare Economics and Pareto Efficiency; Factor Markets; Market failures and Correction Measures; Risk and Uncertainty in Economic Analysis; Government Actions in Markets		
<b>Learning outcomes</b>		
Upon successful completion of the course a student will be able to: apply microeconomic principles and tools to real economic situations; analyse costs and production of the firm; determine pricing strategies; assess the role of the government in economy; analyse risk and uncertainty in economic environment.		
<b>TEACHING MODE</b>		
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams	
<b>EXAMINATION METHOD</b>		
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: <a href="#">Click here to enter text.</a>	
<b>READING</b>		
<b>Compulsory reading</b>		
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.	
2.	Carlton, D., Perloff, J., Modern Industrial Organization, Pearson, Boston, 2005	
<b>Optional reading</b>		
1.	Pepall, L., Richards, D., Norman, G., Industrial Organization – Contemporary	

	Theoryand Practice, Thomson, Mason, 2005□			
2.	Prager, J., Applied Microeconomics, Irwin, Boston, 1993□			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Theories of the Firm	2	2	0
2.	Consumer Behaviour	2	2	0
3.	Market Structures: Perfect Competition, Monopoly and Monopolistic Competition	2	2	0
4.	Game Theory in Oligopoly Analysis	2	2	0
5.	Pricing Strategies	2	2	0
6.	Welfare Economics and Pareto Efficiency	2	2	0
7.	Factor Markets	2	2	0
8.	Market failures and Correction Measures	2	2	0
9.	Risk and Uncertainty in Economic Analysis	2	2	0
10.	Government Actions in Markets	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
-				

COURSE INFORMATION	
<b>Course name</b>	<b>APPLIED MACROECONOMICS</b>
<b>Degree</b>	Graduate
<b>Semester</b>	Summer
<b>ECTS points</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Nebojsa Stojcic, PhD, Assoc. Prof.
Department, room no.	C1
Phone	020445858
e-mail	nstojcic@unidu.hr
<b>Course assistant/associate</b>	-
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
Contemporary contributions to macroeconomics. New classical economics. Rational expectations. Lucas supply curve. Time inconsistency of economic policy. New Keynesian economics. Wage and price rigidity. New Keynesian Phillips curve and inflation targeting. Monetary and fiscal policy. Central bank independence. Nominal anchor. Fiscal policy. Globalization. Impact of globalization on fiscal and monetary policy. Globalization trilemmas. Financial instabilities in modern economies. Minsky theory of financial instability. Financial crisis and real sector. Financial accelerator theory.	
<b>Learning outcomes</b>	
Contemporary achievements in macroeconomics and application of acquired knowledge in analysis of key contemporary macroeconomic issues.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	Blanchard, O., Macroeconomics, Fourth Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey, 2006.
2.	Romer, D., Advanced Macroeconomics, Third Edition, McGraw-Hill, New York, 2006.
3.	Kydland, F., Prescott, E: Rules rather than discretion: The inconsistency of optimal plans, Journal of Political Economy, 1977, 85: 473-491
4.	Mishkin, F., What should central banks do?, Review (Federal Reserve Bank of St.Louis), 2000, 82: 1-13

5.	Minsky, H., The financial instability hypothesis, Handbook of radical political economy, Edward Elgar, 1993			
Optional reading				
1.	Bernanke, B., Gertler, M., Gilchrist, S., The financial accelerator and the flight to quality, The Review of Economics and Statistics, 1996, 1: 1-15			
2.	Akerlof, G., Dickens, W., Perry, G., Near-rational wage and price setting and the long-run Phillips curve, Brookings Papers on Economic Activity, 2000, 1.			
3.	Feldstein, M., Rethinking the role of fiscal policy, American Economic Review, 2009., 99: 556-559			
4.	Mankiw, N., Weinzierl, M., Yagan, D., Optimal taxation in theory and practice, Harvard Business School Working Paper, Harvard, 2009., 09-140			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction to modern macroeconomic analysis	2	2	
2.	Time inconsistency of economic policy	2	2	
3.	Wage and price rigidity	2	2	
4.	Modern theories of inflation unemployment trade off	2	2	
5.	Central bank independence	2	2	
6.	Fiscal policy; Supply economics	2	2	
7.	Inequality and poverty	2	2	
8.	Globalization - introduction	2	2	
9.	Economic and political trilemma of globalization	2	2	
10.	Globalization and financial crisis	2	2	
TOTAL HOURS		20	20	
OTHER RELEVANT INFORMATION				
The quality of programme, teaching process, teaching skills and content adoption will be evaluated through writtenevaluation based on questionnaires and consistent with relevant regulations of the University of Dubrovnik. Peer evaluation. Self assessment, analysis and corrections.				

COURSE INFORMATION	
Course name	<b>FINANCIAL REPORTING AND AUDITING</b>
Semester	Spring
Recommended ECTS	5
Course status	Elective
Course leader	IRIS LONČAR, Asst. Prof.; Marija Buconić
e-mail	iris.loncar@unidu.hr marija.buconic@unidu.hr
MODULE DESCRIPTION	
<b>Course content</b>	
This course is designed to provide an introduction to financial reporting and auditing. It consists of the following units of study: •Framework of Financial Reporting •The importance of financial reporting •Standards and Standards' Setting: Developments in International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (GAAPs) •The Balance Sheet •The Income statement •The Statement of Cash Flows •The Statement of Changes in Owner's Equity •Framework of Auditing •Principles of auditing •Detection and prevention of fraud •Advantages and limitations of Audit •The content and distribution of an effective audit report •Limitations of financial reporting and International Accounting Harmonization Efforts	
<b>Learning outcomes</b>	
After completing the course and passing the exam students should be able to understand and use all accounting techniques that are available for the companies' financial statements' preparations, as well as all auditing standards that have to be applied in the process of financial statements revision. Students will also be able to gather, summarize and present the data in financial statement, and then to analyze, interpret and examine the fairness of the presented information. Successfully adopted course contents provide students with an advanced understanding of the accounting, reporting and auditing framework, standards and practices.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	Elliott, B. & Elliott, J.: Financial accounting and reporting, 17th Edition, Pearson Education, GB, 2015.
2.	Porter, B.; Simon, J. & Hatherly, D.: Principles of External Auditing, 4th Revised Edition, John Wiley & Sons, GB, 2014.
3.	Crawford, L.; Gray, I. & Manson, S.: The Audit Process: Principles, Practice and Cases, 6th Edition, Cengage Learning, GB, 2015.
4.	Lectures (Power-point presentations) and other information about the course

	available on the website of the University of Dubrovnik			
Optional reading				
1.	Fraser, L. & Ormiston, A.: Understanding Financial Statements, 11th Edition, Pearson - Global Edition, 2015.			
2.	Revsine, L.; Collins D. W.; Johnson W. B. & Mittelstaedt, H. F.: Financial Reporting and Analysis, 5th Edition, McGraw-Hill Irwin, 2012.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction; Definition of financial reporting; The framework of financial reporting; Main users of financial reports	2	2	0
2.	Accounting principles establishment and development, Standards and standards' setting; International Financial Reporting Standards (IFRS), Generally Accepted Accounting Principles (GAAP)	2	2	0
3.	The Balance Sheet and classification of balance sheet items; Valuation problems; Costs of real assets: Impact of different depreciation methods; Accounting for current assets: Impact of different accounting techniques for inventory valuation; Liabilities and Owner's Equity	2	2	0
4.	The adjustment process; Accrual basis versus cash basis accounting; Alternative balance sheet arrangements	2	2	0
5.	The income statement; Income statement items; Extraordinary items; Earnings per share section of the income statement;	2	2	0
6.	Statement of cash flows; Classifying cash transactions; Direct and indirect method of presenting statement; Analysing non-cash accounts to determine cash flows	2	2	0
7.	The statement of changes in owner's equity	2	2	0
8.	Framework of auditing; Principles of auditing; Auditing process: planning the assignment, performing audit procedures, completion, reporting, audit findings and monitoring mechanisms	2	2	0
9.	Detection and prevention of fraud; Advantages and limitations of audit; Auditor's statutory duties	2	2	0
10.	International accounting harmonization efforts: development and impact	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

COURSE INFORMATION	
<b>Course name</b>	<b>INTERNATIONAL BUSINESS NEGOTIATIONS</b>
<b>Degree</b>	Graduate
<b>Semester</b>	Spring
<b>ECTS points</b>	5 ECTS
<b>Course status</b>	Elective
<b>Course leader</b>	Katija Vojvodić, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business Economics, C-1
Phone	020-445-902
e-mail	katija.vojvodic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	<p>1. Basic business negotiating terms. The nature of business negotiations. Business negotiation process. Principles and techniques of negotiations. Negotiating skills. Negotiating power. Strategies and tactics of negotiation. 2. Introduction to international business negotiation. Features of international business negotiation. The challenges of international negotiations. 3. The specific features of international negotiations. The context of environment and directness. International business negotiation outcomes. 4. The impact of culture on international business negotiations. Culturally sensitive strategies in negotiations. The importance of time in international business negotiations. 5. Communication and international business negotiation. 6. Negotiating in different types of businesses. 7. Ethics in international business negotiations. Ethical issues in international business negotiations. Negotiators' propensity towards unethical methods. Business protocol. 8. Specific features of negotiating in different parts of the world. Basic specificities of international business negotiations in Europe, North and South America, Africa, Asia and Australia. 9. Characteristics and examples of international negotiations in Europe. Case studies of selected European countries. 10. Characteristics and examples of international negotiations in North and South America. Case studies of selected countries in the Americas. 11. Characteristics and examples of international negotiations in Africa. Case studies of selected African countries. 12. Characteristics and examples of international negotiations in Asia and Australia. Case studies of Australia and selected Asian countries.</p>
<b>Learning outcomes</b>	<p>After passing the exam students are expected to specify and define the basic terms and elements of the business negotiation process; explain, compare, and discern the principles and techniques of business negotiations; determine the basic features of negotiations; identify the negotiation skills; classify, discern, and compare the strategies and tactics of international business negotiations; anticipate the challenges of international business negotiations; identify the specific features of international negotiations; discuss the impact of culture on international business negotiation; recognize the importance of communication and communication skills in international business negotiation; present and discuss the specific features of negotiations in different types of businesses; discuss ethical issues in international business negotiations; state and explain the specific features of negotiating in different parts of the world, and apply them correctly in the international business negotiation process.</p>
TEACHING MODE	



<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
Compulsory reading				
1.	Acuff, F. L., How to Negotiate Anything with Anyone Anywhere Around the World, 3rd ed., AMACOM, New York, 2008			
2.	Ghauri, P. N., Usunier, J.-C. (Eds.), International Business Negotiations, Pergamon, Elsevier Ltd, Oxford, UK, 2003			
Optional reading				
1.	Gosselin, T., Practical Negotiating: Tools, Tactics and Techniques, John Wiley and Sons, Inc., New Jersey, 2007			
2.	Fisher, R., Ury, W., Patton, B., Getting to Yes: Negotiating Agreement Without Giving In, New York: Penguin Books, Revised edition, 2011			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction to business negotiations.	2	2	0
2.	Introduction to international business negotiations.	2	2	0
3.	Communication and international business negotiations.	2	2	0
4.	The impact of culture on international business negotiations.	2	2	0
5.	Ethics in international business negotiations.	2	2	0
6.	Negotiating in different types of businesses.	2	2	0
7.	International business negotiations in Europe.	2	2	0
8.	International business negotiations in North and South America.	2	2	0

9.	International business negotiations in Africa.	2	2	0
10.	International business negotiations in Asia and Australia.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	<b>MANAGERIAL ACCOUNTING</b>
Degree	Graduate
Semester	2 <sup>nd</sup> / SUMMER
ECTS points	5
Course status	Elective
Course leader	Iris Lončar, PhD, Asst. Prof.
Department, room no.	Department of Economics and Business Economics, E-K5
Phone	020 445 924
e-mail	iris.loncar@unidu.hr
Course assistant/associate	---
Department, room no.	---
Phone	---
e-mail	---
COURSE DESCRIPTION	
<b>Course content</b>	
<ol style="list-style-type: none"> <li>1. Theoretical concept of managerial accounting – position and role in corporate governance.</li> <li>2. Accounting aspects of cost management in the business process.</li> <li>3. The process of planning and control in the management of business systems.</li> <li>4. Responsibility accounting (business plan, budgeting, transfer pricing).</li> <li>5. Cash flow management.</li> <li>6. Strategic accounting and its instruments (Costing process, target costing, quality costing, lifetime, BSC).</li> <li>7. Defining and interpreting relevant information in the accounting and financial statements required for the decision-making processes.</li> <li>8. Connecting the accounting and financial business aspects with the managerial decision-making process.</li> </ol>	
<b>Learning outcomes</b>	
<p>After completing the course and passing the exam students should be able to understand and properly use the theories, methods, and categories contained in internal reports of managerial accounting. They should also be able to recognize the connections between the managerial accounting and other parts of the accounting and non-accounting information system. This would be a constructive way to participate in the creation of information flow and in the organization of the overall information (or in</p>	

the broader sense – business) process in concrete business systems. The final goal would be to enable students to interpret and use the reports of strategic accounting in their future managerial functions, and by recognizing the possibilities of this discipline to know which information can be received out of it, assuming that the information requirements are properly set.

### TEACHING MODE

<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory
<input checked="" type="checkbox"/> Exercises	<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Mentoring
<input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Exams
<input checked="" type="checkbox"/> Distance learning	

### EXAMINATION METHOD

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

### READING

#### Compulsory reading

1.	Werner, M. L. & Jones, K. H.: Introduction to Management Accounting – A User Perspective, 3 <sup>rd</sup> Edition, Kendall Hunt Publishing, 2009.
2.	Garrison, R. H., Noreen, E. W. & Brewer, P. C.: Managerial Accounting, 14 <sup>th</sup> Edition, McGraw-Hill/Irwin, 2012.
3.	Drury, C.: Cost and Management Accounting: An Introduction, 7 <sup>th</sup> Edition, Cengage Learning, 2011.

#### Optional reading

1.	Hossain, D. M. et al.: Contemporary Issues in Strategic Management Accounting: Six Lecture Modules, LAP LAMBERT Academic Publishing, 2011.
2.	Hansen, D. R., Mowen, M. M.: Cost Management: Accounting and Control, 5 <sup>th</sup> Edition, South-Western College Publishing, 2006.

### LIST OF TOPICS

No.		Hours		
		L	E	S

1.	Managerial accounting: concept, objectives, content and purpose	2	2	0
2.	Classifying costs and cost accounting concepts	2	2	0
3.	Reporting overhead costs to managers, procedures of allocating expenses (departmental contributions to overheads)	2	2	0
4.	Standard costing: analysis and use, traditional and contemporary cost accounting concepts	2	2	0
5.	Planning and control process: preparing of a business plan (its financial part)	2	2	0
6.	Cash flow management, preparing a cash budget and reporting information on free (net) cash flow based on a statement of cash flows	2	2	0
7.	The concept and methods of transfer pricing, tax aspects and the accounting effects of different transfer pricing methods	2	2	0
8.	Strategic Accounting: instruments and methods	2	2	0
9.	Capital budgeting and basic capital budgeting methods	2	2	0
10.	Expanding role of managerial accounting in the managers' decision-making processes	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION		
Course name	OPEN ECONOMY MACROECONOMICS	
Degree	Graduate	
Semester	Spring	
Recommended ECTS	5	
Course status	Compulsory	
Course leader	Marija Bečić, PhD, Asst. Prof.	
e-mail	marija.becic@unidu.hr	
COURSE DESCRIPTION		
<b>Course content</b> Foreign exchange market and exchange rate; National Income Accounting and the Balance of Payments; J Curve Theorem; Tobin Tax; Speculations; Exchange rate and International Trade; Inflation and interest rates in open economy; Purchasing Power Parity; Real exchange rate; National Competitiveness Index; Interest Rate Parity; Mundell-Fleming model; Internal and external balance; Implications in the cases of fixed and flexible exchange rates; Monetary policy, credibility and international coordination; Central bank independency; International coordination benefits; Globalisation definition and dimensions; International labour and capital mobility; Monetary policy trilemma; Fiscal policy implications; Globalisation – political trilemma; Alternative globalisation theories.		
<b>Learning outcomes</b> After completing the course and passing the exam, students will acquire the general theoretical knowledge on open economy macroeconomics. Students will be capable of using the Mundell-Fleming model, as well as of conducting a qualitative analysis of foreign exchange markets, exchange rates and Purchasing power parity. Furthermore, students will be able to analyse anti-inflation efforts of a Central bank and asses the level of its independency and transparency, as well as of critical thinking and defining the basic principles of open economy macroeconomics.		
TEACHING MODE		
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input type="checkbox"/> Exams	
EXAMINATION METHOD		
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:	
READING		
Compulsory reading		
1.	Leddin, A., Walsh, B., The Macroeconomy of the Eurozone, Gill and MacMillan, 2003.	
2.	Mankiw, N., G., Macroeconomics, Fifth Edition, Worth Publishers, New York, 2003.	
Optional reading		
1.	Krugman, P., Obstfeld, M., Međunarodna ekonomija: Teorija i ekonomska politika, MATE, Zagreb, 2009	
LIST OF TOPICS		
No.		Hours

		<b>L</b>	<b>E</b>	<b>S</b>
1.	Open economy macroeconomics basic concepts.	2	2	0
2.	Foreign exchange market and exchange rate.	2	2	0
3.	Inflation and interest rates in an open economy.	2	2	0
4.	Purchasing power parity. Real exchange rate.	2	2	0
5.	Mundell-Fleming model. Internal and external balance.	2	2	0
6.	Mundell-Fleming model under the fixed and flexible exchange rates regime.	2	2	0
7.	Monetary policy and international coordination.	2	2	0
8.	Central bank independence and transparency.	2	2	0
9.	Globalisation. Labour and capital mobility.	2	2	0
10.	Alternative globalisation theories.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	<b>QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING</b>
Semester	Spring
ECTS points	6
Course status	Compulsory
Course leader	Tonči Svilokos, PhD
Department, room no.	Economy and Business Economy, E-K10
Phone	020445929
e-mail	tonci.svilokos@unidu.hr
Course assistant/associate	Zdenka Obuljen Zoričić
Department, room no.	Economy and Business Economy
Phone	020445936
e-mail	zdenka.obuljen@unidu.hr
COURSE DESCRIPTION	
<b>Course content</b>	
<p>Introduction: Problem solving and decision making, Quantitative analysis, Models of cost, revenue and profit; Linear programming: Standard problem of the maximum, minimum; Dual; General model; Graphical method of LP problem solving; Sensitivity Analysis and Interpretation of Solution; The use of QSB software package for LP problem solving. The transport problem: Basic concepts and problem setting; The transport problem as LP problem; Transport methods to find the initial solution (North-west corner method, Minimum cost method and Vogel method); Transport optimization methods (Stepping stone method, MODI method); The use of QSB software package to solve the problem of transport.. Analytic hierarchy process (AHP): Structure; comparison in pairs. Calculating the vector preference of criteria within themselves. Calculating the vector preference of alternatives within criteria. The sensitivity analysis. Measuring consistency (AHP). The use of Expert Choice software package for AHP problem solving.</p>	
<b>Learning outcomes</b>	
<p>After completing the course and passing the exam students are expected to be able to discuss the characteristics of the problem solving and decision making procedure; define the models of linear programming: standard problem of maximum/minimum; show the connection between the standard problem of maximum/minimum (their dual relationship); describe and demonstrate the procedure of LP problem solving using the graphical method; show the use of LP model on concrete examples and how to solve them with the use of software package; define the transport model; convert the transport model into LP problem, present the use of special transport methods to find the initial solution and transport optimization methods with and without the use of software package; define the basic characteristics and structure of the analytic hierarchy process as a quantitative method; discuss advantages and disadvantages of AHP method compared to other known methods; choose a problem in practice, formulate it as an AHP problem, and with the use of appropriate software package solve the problem, determine the degree of consistency in rating the alternatives by pairs; carry out the post optimal sensitivity analysis and to comment on the obtained results.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input type="checkbox"/> Consultations
<input type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory



<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
<b>Compulsory reading</b>				
1.	Anderson, R. D., Sweeney, J., D., Williams, A. T., Camm, D. J., Martin, K., An Introduction to Management Science: Quantitative Approaches to Decision Making 14th Edition, 2015			
<b>Optional reading</b>				
1.	Anderson, R. D., Sweeney, J., D., William, A. T., Camm, D. J., Cochran J. J., Fry, J. M., Ohlmann, W. J., Qunantitative Methods for Business, 12e, South-western Cengage Learning, 2013			
2.	Bhushan, Navneet; Kanwal Rai (2004), Strategic Decision Making: Applying the Analytic Hierarchy Process. London: Springer-Verlag			
3.	McCain, R., A., (2010), Game Theory A Nontechnical Introduction to the Analysis of Strategy, 3rd Edition, Drexel University, USA			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction to Quantitative methods, Models of Cost, Revenue and Profit	2	2	0
2.	An Introduction to Linear Programming - Basic Theory, the Meaning of Parameters, variables and Relationships, Standard Problem of Maximum, Minimum, Dual	2	2	0
3.	Graphical Method for Solving Linear Programming Model	2	2	0
4.	Sensitivity Analysis and Interpretation of Solution Obtained using the WinQSB Software	2	2	0
5.	Linear Programming Applications in Marketing, Finance and Operations Management, Problem Solving Using the WinQSB Software; 1st half term exam	2	2	0
6.	Transportation Problem in General, Transportation Problem as LP Problem, Finding the Initial Solution	2	2	0
7.	Transportation Problem - the Optimisation Procedure, Degeneracy problem, Demonstration of Using the WinQSB Software	2	2	0
8.	Using AHP Multichriterial Method - Demonstration of Using Expert Choice Software	2	2	0

9.	Sensitivity Analysis and Consistency Analysis within AHP Method - Demonstration of Using Expert Choice Software	2	2	0
10.	Recapitulation, Reimbursement, 2nd half term exam	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	<b>STRATEGIC MARKETING MANAGEMENT</b>
Degree	Graduate
Semester	SUMMER
ECTS points	7
Course status	Compulsory
Course leader	Matea Matic Šošić, PhD, Asst. Prof.
Department, room no.	Department of Economics and Business Economics
Phone	020 445-939
e-mail	matea.matic@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<ol style="list-style-type: none"> <li>1. Introduction to and overview of the strategic marketing, Vision, Mission, Goals, MOST analysis, Scenario analysis;</li> <li>2. Internal analysis in the context of marketing strategy, BCG matrix;</li> <li>3. External analysis, competitors analysis, market and environment, Swot analysis, Benchmarking analysis;</li> <li>4. Analyse Porter's generic strategy</li> <li>5. Segmentation analysis, analyses of customers, STP model;</li> <li>6. Positioning; position options, development and selection of a strategic position, identifying diversification in the market,</li> <li>7. Analyse the strategies related to the growth strategy, and strategies for mature and declined markets, product life cycles strategy;</li> <li>8. Analyse marketing strategy in digital environment, CRM analysis;</li> <li>9. Analyse horizontal and diversification strategy</li> <li>10. Analyse strategic alliance and implementation marketing strategy</li> </ol>	
<b>Learning outcomes</b>	
<p>After completing this course, the student is expected to be able to:</p> <ul style="list-style-type: none"> <li>– Understand strategy in a marketing context and analyse and evaluate key elements in strategic marketing concepts, identify the main factors that are relevant in designing the successful marketing strategies</li> <li>– Evaluate and create environmental (external and internal) analysis for strategic marketing so as able to describe how companies should design and draw conclusions from their environmental analysis in order to meet the quality requirements;</li> <li>– Critically apply the benchmarking strategy</li> <li>– Identify the evaluated elements of the segmentation, targeting and positioning framework and identify the relationship between consumer behaviours and strategies in order to identify the suitable market segment;</li> <li>– Planning, organizing, and monitoring the marketing strategies in order to ensure quality evaluation of market or business</li> </ul>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory

<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
<b>Compulsory reading</b>				
1.	Cravens, D.W; Piercy, N.F. Strategic marketing, 10th International edition, McGraw Hill Higher Education, 2012			
2.	Chernev, Alexander; Kolter, Philip (Foreword), Strategic marketing management, 8th edition, Cerebellum Press, 2014.			
3.	Walker O.C., Boyd H.W., Larrèchè J.C., Marketing Strategy, Planning and Implementation, Third Edition, Irwin/McGraw-Hill, 1999.			
<b>Optional reading</b>				
1.	Strategy, marketing plans and small organisations, Breda McCarthy, 2016.			
2.	Studying strategy, James Rowe, 2008.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction to and overview of strategic marketing	2	2	0
2.	Internal and external analysis	2	2	0
3.	Porter's generic strategy	2	2	0
4.	Analysis of segmentation strategy	2	2	0
5.	Analysis of positioning strategy and diversification strategy	2	2	0
6.	Analysis of marketing strategy in digital environment and CRM strategy	2	2	0
7.	Analysis of growth strategy and strategies for mature and declined markets	2	2	0
8.	Analysis of vertical and horizontal strategy	2	2	0
9.	Analysis of strategic alliance, control and implementation marketing strategy	2	2	0

10.	Case study presentations	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	<b>STRATEGIC MANAGEMENT</b>
Degree	Graduate
Semester	Spring
Recommended ECTS	6
Course status	Compulsory
Course leader	Ivona Vrdoljak Raguž, Ph.D., Assoc. Prof.
e-mail	ivona.vrdoljak@unidu.hr
COURSE DESCRIPTION	
<b>Course content</b>	
<p>Introduction to Strategic Management. Strategy and Strategic Management - the concept of strategy, strategic management, strategic management process, strategic management process stages, strategic management development. Strategic environmental analysis - the concept of environment, the external and internal environment. Examples of a strategic environmental analysis of an enterprise example. Strategic intent - the concept of vision, mission, goals, strategy, concrete examples of strategic intentions. Strategy Formulation - Corporate Strategy, Business and Functional Strategies - Corporate Corporate Strategies: A Major Strategy and Business Portfolio, Examples of Concrete Businesses and Corporate Strategies. The concept of business strategy, Porter's generic pole strategy, functional strategy. Examples of enterprise strategy implementation from business practice. Strategy Implementation and Strategic Control - Concept and Methods for Implementing Strategies for Entrepreneurs. Resource Approach to Enterprise Strategy - VRIO Access. Global Strategic Management - Strategic Alliances and Partnerships - the concept of strategic alliances, state-level alliances, the advantages and disadvantages of strategic alliances, the notion of global strategic management, the way outsourcing to foreign markets.</p>	
<b>Learning outcomes</b>	
<p>The course provides the development of specific and general competences and know-how. Specific competences and skills are developed through seminar papers and exercises, by producing project assignments according to students preferences. After completing the course and passing the exam, students will be able to distinguish between strategy and strategic management from various aspects, to manage all categories of enterprises irrespective of their size and activity, to analyse cases from business practice (with respect to external and internal environment, resources, opportunities, threats, strengths and weaknesses, portfolio analysis as well as strategy levels and kinds). They will also be able to offer alternatives in solving strategic sources and to estimate benefits and risks of all the alternatives. Furthermore, they will be able to recommend the best alternative solution as well as evaluation and assessment of the selected strategic alternative, to understand the difference between the structural and resource-based strategy approach, to apply models of project strategic management and to understand varied models of international marketing, particularly the role and importance of strategic alliances in contemporary business operations.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral	Other:

<input checked="" type="checkbox"/> Written							
<input checked="" type="checkbox"/> Partial exam							
READING							
Compulsory reading							
1.	David, F.R., Strategic management: concept, thirteen edition, Pearson Education, USA, 2011.						
2.	Wheelen, T. L., Hunger, J.D., Strategic Management and Business Policy: Toward Global Sustainability, thirteen edition, Pearson Education, USA, 2012.						
3.	Dess, G.G., et al., Strategic management: text and cases, McGraw-Hill Education, New York, 2014.						
4.	Vrdoljak Raguž, I., Podrug, N., Jelenc, L., Neostrategic Management: An International Perspective on Trends and Challenges, Heidelberg: Springer, 2016.						
Optional reading							
1.	Coulter, M., Strategic Management in Action, sixth edition, Pearson Education, USA,, 2013.						
2.	Hitt, M. A., Ireland R. D., Hoskisson, R. E., Strategic Management: Competitiveness and Globalization, Concepts, Cengage Learning, 2010						
3.	Barney, J. B., Clark, D. N., Resourced Based Theory Creating and Sustaining Competitive Advantage, Oxford University Press, 2007						
4.	Ireland, D. R., Hoskisson, R. E., Hitt. M. A., Management of strategy: concepts and cases, South-Western, 2009						
5.	Hill, C., Jones, G., Strategic Management Theory: An Integrated Approach, Cengage Learning, 2009□						
LIST OF TOPICS							
No.		Hours					
		L	E	S			
1.	Introduction to Strategic Management. Introduction to Case Study Methodology.	2	2	0			
2.	Strategy and Strategic Management. Strategic analysis of the selected enterprise as a framework example for students' access to works.	2	2	0			
3.	Strategic environmental analysis. Examples of PESTLEE and SWOT analysis. Access works.	2	2	0			
4.	Strategic intent. Examples of strategic intentions from business practice. Access works.	2	2	0			
5.	Strategic portfolio analysis. Example BCG, GE and ADL matrix. Access works.	2	2	0			
6.	Partial exam.	2	2	0			
7.	Formulate a corporate, business and functional strategy. Examples from business practice. Access works.	2	2	0			
8.	Implementation of the strategy. Evaluation and strategic control. Balanced Scorecard. Examples from business practice. Access works.	2	2	0			

9.	Resource Approach to Enterprise Strategy. Strategic Alliances and Global Strategic Management. Access works.	2	2	0
10.	Partial exam.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				



COURSE INFORMATION	
Course name	MARKETING RESEARCH
Semester	Spring
Recommended ECTS	7
Course status	Compulsory
Course leader	Associate professor, Ivana Pavlić, Ph.D and Assistant professor Barbara Puh Ph.D
e-mail	barbara.puh@unidu.hr; ipavlic@unidu.hr
MODULE DESCRIPTION	
<b>Course content</b>	
<p>The role of market research in manager decisions making. Market information system (MIS). The process of market research. Defining of research problem(s) and aims. Research types. The development of research plan. Research methods - observation and questioning. Secondary data collection and analysing. Primary data collection. Sample design. Research tools. Reporting results. Research areas: for market segmentation, product development, advertising, sales, defining prices. Research of consumer satisfaction. Brand value research.</p>	
<b>Learning outcomes</b>	
<p>Students will develop general and specific skills. At the end of the semester students will be able to manage market information and to identify market possibilities, to conduct market research, to define market problem and aims of the market research, to define research hypothesis, make the research plan, to define the sample and research methods, make the research instrument and collect, analyse and interpret data, make the final report as well as to present the results of the research.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Click here to enter text.
READING	
<b>Compulsory reading</b>	
1.	Malhotra, N., (2019), Marketing research, an applied orientation, Seventh edition, Pearson
2.	Sarstedt, M. and Mooi, E. (2014). A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, Springer, 2nd edition
<b>Optional reading</b>	
1.	Burns, A. and Bush, R. (2014). Marketing research, Pearson
2.	McGivern, Y. (2013). The practice of Market Research, 4th edition, Pearson

3.	Bradley, R. (2010). Marketing Research: Tools and Techniques, 2nd Ed., Oxford, Oxford University Press			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The role of market research in manager decisions making	2	2	0
2.	Market information system (MIS)	2	2	0
3.	The process of market research.	2	2	0
4.	Market research types	2	2	0
5.	Data – Primary and secondary data	2	2	0
6.	Attitudes measurement	2	2	0
7.	Population and Sampling	2	2	0
8.	Data Management	2	2	0
9.	Research areas: for market segmentation, product development, advertising, sales	2	2	0
10.	Research areas: pricing, consumer satisfaction and brand value	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

COURSE INFORMATION	
<b>Course name</b>	<b>QUALITY MANAGEMENT</b>
<b>Degree</b>	Graduate
<b>Semester</b>	Summer
<b>ECTS points</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Marija Dragičević, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business Economics
Phone	
e-mail	marija.dragicevic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<p>1. The Development of Quality and Quality Management - the most important Gurus, quality and competitiveness, definition of quality, awards, self-assessment.</p> <p>2. Strategic planning and managing quality (PDCA cycle, KAIZEN philosophy, CROSBY program, DMAIC), customer satisfaction (KANO model)</p> <p>3. Managing businesses processes-quality management, costs, development of ISO managing system standards, control, audit</p> <p>4. „Tools“ for Managing Quality ( Selecting Tools and Techniques such as Flow Chart, Pareto Analysis, Histogram, control list, control chart, Cause-and-Effect Diagrams, Affinity Diagram, Relationship Diagram, Stratification, matrix diagram, LEAN Management, Quality Function Deployment, FMEA, Six Sigma, Mapping Poka-Yoke, Kanban, Just in time, One-piece flow, SMED, CANDO)</p> <p>5. Quality Managing System 9001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and in Croatia (implementation of the world business practice such as the Croatian Business practice, creating documents and control/audit, IMS</p> <p>6. Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and in Croatia ( implementation of the world business practice such as the Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management)</p> <p>7. Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages</p> <p>8. OHSAS 18001- specific features, application/implementation</p>	
Learning outcomes	
<p>Introducing students with the notion and importance of quality in the area of services and products, with basic theories and quality gurus, with models for improving quality, with the role of management, methods and tools for managing quality so as to make them understand and be familiar with them and to be able to apply different tools in business practice. Giving students the knowledge and improving their skills regarding the ISO Managing System Standards (in the first order ISO 9001, ISO 14001, ISO 22000), preparing students to recognize the problems connected with the Quality management and solving them in practice. Acquainting them with the positive influence of ISO managing system standards implementation in business practice.</p>	

TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other: Student project		
READING				
Compulsory reading				
1.	Dale, B. G., Managing Quality, Wiley-Blackwell, 2007.			
2.	Narayana, V., Sreenivasan, N. S., Managing Quality, Concepts and Tasks, New Age International publisher, 1996., Reprint 2007.			
Optional reading				
1.	Dragicevic, M., Letunic, S., Brautovic, H., (2010), Implementation of ISO managing system standards in the Croatian hotels, Proceedings of 21th DAAAM Symposium,, Intelligent Manufacturing & Automation: Interdisciplinary Solutions“, Zadar, Croatia, p.0341-0342., ISSN: 1726-9679, ISBN: 978-3-901509-73-5, Inspec Datebase, Cambrige Scientific Abstracts, ISI Scientific Proceedings Thomson Reuters, EBSCO			
2.	Pang, P. N. T., The Essentials of Quality Control Management, Trafford publishing, 2007.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The Development of Quality and Quality Management,- the most important Gurus, quality and competitiveness, definition of quality, awards, self-assessment.	2	2	0
2.	Strategic planning and managing quality (PDCA cycle, KAIZEN philosophy, CROSBY program, DMAIC), customer satisfaction (KANO model)	2	2	0
3.	Managing businesses processes - quality management, costs, development of ISO managing system standards,	2	2	0
4.	Control, audit	2	2	0
5.	„Tools“ for Managing Quality ( Selecting Tools and Techniques such as Flow Chart, Histogram, control list and control chart, Pareto Analysis, Cause-and-Effect Diagrams, Affinity Diagram, Stratification, Affinity Diagram	2	2	0
6.	LEAN Management, Quality Function Deployment, FMEA, Six Sigma, Poka-Yoke, Kanban, Just-in-time,	2	2	0

	One-piece flow, SMED, CANDO)			
7.	Quality Managing System 9001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and in Croatia (implementation of the world business practice such as the Croatian Business practice, creating documents and control/audit, IMS	2	2	0
8.	Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and in Croatia ( implementation of the world business practice such as the Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management)	2	2	0
9.	Food Safety Managing System ISO 22000 - importance, specific features, advantages, disadvantages	2	2	0
10.	OHSAS 18001_specific features, application	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
Quality of the program and of the teaching and learning processes and students' acquisition of the program will be verified by means of a questionnaire and in other ways based on the procedures prescribed by the University of Dubrovnik.				

COURSE INFORMATION	
Course name	<b>MARKET RESEARCH IN TOURISM</b>
Semester	Spring
Recommended ECTS	7
Course status	Compulsory
Course leader	Associate professor, Ivana Pavlič, Ph.D and Assistant professor Barbara Puh Ph.D
e-mail	barbara.puh@unidu.hr; ipavlic@unidu.hr
MODULE DESCRIPTION	
<b>Course content</b>  Tourism market research specificities. Trends on tourism market. The role of tourism market research in manager decisions making. Market information system in tourism (MIS). The process of tourism market research. Defining of research problem(s) and aims. Research types. The development of research plan. Research methods - observation and questioning. Secondary data collection and analysing. Primary data collection. Sample design. Research tools. Reporting results. Research areas: for tourism market segmentation, competition, product development, CRM, advertising, sales, defining prices, sustainable tourism, transport, travel intermediaries, tourist satisfaction, brand value in tourism.	
<b>Learning outcomes</b>  Students will develop general and specific skills. At the end of the semester students will be able to manage tourism market information and to identify tourism market possibilities, to conduct tourism market research, to define market problem and aims of the market research, to define research hypothesis, make the research plan, to define the sample and research methods, make the research instrument and collect, analyse and interpret data, make the final report as well as to present the results of the tourism market research.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: <a href="#">Click here to enter text.</a>
READING	
<b>Compulsory reading</b>	
1.	Malhotra, N., (2019), Marketing research, an applied orientation, Seventh edition, Pearson
2.	Sarstedt, M. and Mooi, E. (2014). A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, Springer, 2nd edition
<b>Optional reading</b>	
1.	Burns, A. and Bush, R. (2014). Marketing research, Pearson
2.	McGivern, Y. (2013). The practice of Market Research, 4th edition, Pearson

3.	Bradley, R. (2010). Marketing Research: Tools and Techniques, 2nd Ed., Oxford, Oxford University Press			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Trends on tourism market	2	2	0
2.	Market information system (MIS) in tourism	2	2	0
3.	The process of tourism market research.	2	2	0
4.	Tourism market research types	2	2	0
5.	Data – Primary and secondary dana in tourism	2	2	0
6.	Attitudes measurement	2	2	0
7.	Population and Sampling	2	2	0
8.	Data Management	2	2	0
9.	Research areas: for market segmentation, intermediaries, tourism product development, advertising, sales	2	2	0
10.	Research areas: pricing, tourism satisfaction and sustainable development	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

COURSE INFORMATION	
Course name	<b>INTEGRATED MARKETING COMMUNICATIONS</b>
Semester	Spring
ECTS points	5
Course status	Elective
Course leader	Ivana Pavlič, PhD, Associate professor and Barbara Puh, Assistant professor
Department, room no.	E-K 10; EK4
Phone	+38520445929; +38520445923
e-mail	ipavlic@unidu.hr; barbara.puh@unidu.hr
Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b> <p>Introduction to the integrated marketing communication.; The marketing communication process; Consumer behavior.; Advertising – creative strategy, planning, and development.; Advertising – planned media strategies, budgeting, and evaluation.; Public relations.; Corporate advertising.; Direct marketing and Internet advertising.; Sales promotion and personal selling.; Evaluation of promotional programmes.</p>	
<b>Learning outcomes</b> <p>Students will develop specific and generic competencies, knowledge, and skills. They will be provided with the basic knowledge of the theoretical and methodological basics of integrated marketing communication. They will be trained (through classes, interactive discussions, and practical exercises) to work in different domains of marketing communication, to work in advertising agencies or other related fields. They will build a base for critical thinking and development of practice of integrated marketing communication. They will learn the methodology to search the scientific literature. They will also acquire basic skills to work in team and to form a promotional campaign. Specific competencies will be realized with the seminar and access papers, and with project assignments according to students' preferences.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral	Other:



<input checked="" type="checkbox"/> Written				
<input checked="" type="checkbox"/> Partial exam				
READING				
Compulsory reading				
1.	Belch, G. & Belch, M., (2019), Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th edition, McGraw Hill			
2.	Clow, K.E., Baack, D.E., (2018), Integrated Advertising, Promotion and Marketing Communications, Global Edition, Pearson			
3.	Blakeman, R.(2007). Integrated marketing communications, Creative Strategy from Idea to Implementation, Rowman and Littlefield Publishers, UK			
Optional reading				
1.	Duncan, T., Ouwersloot, H. (2008). Integrated marketing communications, Irwin, London.□			
2.	Schultz, D. E., Schultz, H. (2003). IMC, The Next Generation : Five Steps For Delivering Value and Measuring Financial Returns,McGraw-Hill, New York.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction to the integrated marketing communication	2	2	0
2.	The marketing communication process.	2	2	0
3.	Consumer behaviour.	2	2	0
4.	Advertising – creative strategy, planning, and development.	2	2	0
5.	Advertising – planned media strategies, budgeting, and evaluation.	2	2	0
6.	Public relations.	2	2	0
7.	Corporate advertising.	2	2	0
8.	Direct marketing and Internet advertising.	2	2	0
9.	Sales promotion and personal selling.	2	2	0
10.	Evaluation of promotional programmes.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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