



2017-18.

University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS

COURSE CATALOGUE - BACHELOR PROGRAMMES

COURSE CATALOGUE

BACHELOR PROGRAMMES

2017-18.

ECONOMICS

**BUSINESS
ECONOMICS**




2017-18.

University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS

COURSE CATALOGUE - BACHELOR PROGRAMMES

LIST OF MODULES –1st YEAR


1. PHYSICAL AND HEALTH EDUCATION 3

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	

COURSE INFORMATION	
Course name	PHYSICAL AND HEALTH EDUCATION
Semester	Winter Spring
Recommended ECTS	1
Course status	Compulsory
Course leader	Asst. prof. Aleksandar Selmanović, PhD
e-mail	sasa.selmanovic@unidu.hr
MODULE DESCRIPTION	
Course content	<p>Maintaining and upgrading the health status of students by regular application of kinesiological activities. The course comprises curriculums of 11 sports activities which students electively select. The activities are: football, basketball, volleyball, table tennis, badminton, swimming, rowing, sailing, hiking, aerobics and fitness. Additionally, students meet the course obligations by regular attendance in supplementary forms of teaching (theoretical lectures, seminars).</p>
Learning outcomes	<p>Positive influence on students' anthropological characteristics (motor and functional abilities, anthropometric attributes). Application of acquired knowledge and developed skills in everyday life and urgent situations. In the long term - creating fitness awareness, persistent habits and necessities of involvement in regular kinesiological activities. Short-term – aid and support in overcoming the student's intellectual struggles.</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 type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
Optional reading	
1.	Hoffman, S. (2013) Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity. Book with online resource ISBN-13: 9781450434324
2.	Nutrition and Diet Therapy (2000), Mahan LK, Escott-Stump S., ured., 10 izd. Saunders Company, Philadelphia

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Basketball - elective kinesiological activity	2		0
2.	Football - elective kinesiological activity	2		0
3.	Aerobics - elective kinesiological activity	2		0
4.	Fitness - elective kinesiological activity	2		0
5.	Volleyball - elective kinesiological activity	2		0
6.	Swimming - elective kinesiological activity	2		0
7.	Rowing - elective kinesiological activity	2		0
8.	Badminton - elective kinesiological activity	2		0
9.	Table tennis - elective kinesiological activity	2		0
10.	Hiking - elective kinesiological activity	2		0
11.	Sailing - elective kinesiological activity	2		0
12.	Proper nutrition - theoretical lecture	2		0
13.	Prevention of obesity - theoretical lecture	2		0
14.	Prevention of various forms of addiction - theoretical lecture	2		0


 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

15.	Mental health and stress prevention - theoretical lecture	2		0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

LIST OF MODULES –2ND YEAR


1. ACCOUNTING	7
2. BASICS OF MANAGEMENT	11
3. BUSINESS ECONOMICS INTO THE INTERNATIONAL ENVIRONMENT.....	14
4. HUMAN RESOURCE MANAGEMENT	17
5. FINANCIAL INSTITUTIONS AND MARKETS	20
6. MANAGERIAL ECONOMICS	23
7. MICROECONOMICS	26
8. PROJECT MANAGEMENT	29
9. RETAIL MANAGEMENT.....	32

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	ACCOUNTING
Semester	Spring
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Iris Lončar, Ph.D Assistant Professor
e-mail	iris.loncar@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>The aim of the course is to introduce students to the fundamental accounting instruments, categories, processes, core financial statements, accounting regulations and national and international accounting standards. Course content is focused on acquiring basic knowledge of the concept, content and role of accounting information systems in theory and practice. The emphasis is on qualifying students for understand the accounting process and the use of accounting information, as a basis for decision making in the companies in the hospitality industry. In studying this problem, we can consider the following topics: Fundamental function and purpose of accounting, differentiate between bookkeeping and accounting, accounting history, accounting basis accounting (accrual and cash basis), accounting in the specific business conditions of the hospitality industry- Accounting tools (documents, general ledger, financial statements) in theory and practice- Double-entry accounting and the role of journals, bookkeeping accounts, the general ledger in recording business transactions; Balancing the account and link between accounts in the general ledger and financial statements; Balance sheet; Asset, liability and equity accounts used to prepare a balance sheet; Fundamental changes in the balance sheet (centripetal, centrifugal, concentric, peripheral); The impact of expenditure and income on equity in the balance sheet ; The costs as a accounting category (cost in the chart of accounts; costs and expenses; cost as a part of internal accounting process; basic cost behavior; classical method of calculation and costing); Statements for internal users; Expenses and revenues; Expenses in the hospitality industry (concept and types, differences between costs, expenses and cash disbursed); Revenue in the hospitality industry (concept and types, differences between revenue, performance and cash received); Bookkeeping of business change in business process of sales; Income statement (concept and content; accrual basis; identify the accounts used to prepare it; forms and methods of recognition of revenue, expense and results; interrelations between internally and eternally reported results of the period; The nature and purpose of statements of cash flows (case received - inflow; case paid - outflow); The direct and indirect method; Cash flow from the operating activities; Cash flow from the financial activities; Cash flow from the investing activities; Net cash flow; Statement in changes in equity (share capital; revaluation reserve, retained earning, other components of equity); Relationship between financial statements; Accounting Act; Accounting principles and standards; International Financial Reporting Standards; Croatian Financial Reporting Standards</p>	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

Learning outcomes	
<p>After passing the course, the student will be able to understand the content of the accounting categories encompassed in the ledgers of hotels enterprises, as well as the nature of accounting information presented in financial statements. The programme is primarily focused on providing relevant knowledge to future hotel managers. It should provide them special knowledge on how to read and use accounting information. The emphasis is on developing critical thinking by students, and the use of accounting techniques is not primary. They need to link the theoretical assumptions with practical requirements, and also the management and external information requirements with the possibility of accounting system. Course learning outcomes can be identified by the fact that the student will be able to: Understand the place and role of accounting systems in theory and practice, as a starting point that should be respected in its defining in enterprises hospitality industry (Accounting Act, Croatian and International Financial Reporting Standards); Use specific accounting terminology in interpretation of accounting data connected with specific needs of management in the hospitality industry companies (for business processes and states); Apply the principles of the balance equation in the recording data in the general ledger, as well as in process of preparing financial statements; Connect theoretical starting points and practical possibilities of booking data on accounts, based on the chart of accounts, with particular emphasis on understanding the cause-effect relationships of specific terms and conditions of the companies in the hospitality industry; Explain the accounting aspect of the information on dynamically defined accounting categories (cost, performance, expenses, revenues and results) and their preparation in accordance with the information requirements of internal and external users; Understand, read and interpret specific items of financial statements (balance sheet, income statement, cash flow statement, statement of changes in shareholders' equity) as a prerequisite for evaluation of performance of companies in the hospitality industry, in the context of existing regulations, national and international accounting standards</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"/> 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	
Compulsory reading	
1.	Wild, J.J.; Shaw, K.W. & Chiappetta, B. (2012): Fundamental Accounting Principles, 21th Edition, McGraw Hill IRWIN Inc., Boston

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

2.	Saguinsin, A.T. (2013): Basic Concept of Accounting/Fundamentals of Accounting, Booktango, Bloomington
3.	Guilding, C. (2009): Accounting Essentials for Hospitality Managers, 2nd Edition, Elsevier Ltd., Oxford

Optional reading

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

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Introduction to accounting; Definition of accounting and it's role; Accounting and Bookkeeping; The function and purpose of accounting; The fields of accounting; Accounting process (fundamental steps)	2	2	0
2.	Main accounting categories: assets, liabilities, owner's equity, revenues, expenses, result; Accounts; Double-Entry accounting; The rules of debit and credit; Main financial statements	2	2	0
3.	Accounting for fixed assets: tangible and intangible; Nature of depreciation; Some specifics in fixed assets' records: i.e. ordinary and extraordinary repairs ...	2	2	0
4.	Accounting for current assets; Inventory pricing methods; Accounts receivables; Cash equivalent assets	2	2	0
5.	Accounting for liabilities and partnerships; Definition and classification od liabilities	2	2	0
6.	The costs as a accounting category; Cost in the chart of accounts; Costs and expenses; Cost as a part of internal accounting process; Basic cost behavior; Classical method of calculation and costing	2	2	0
7.	Expenses and revenues; Concept and types, differences between costs, expenses and cash disbursed; Revenues; Concept and types, differences between revenue, performance and cash received	2	2	0
8.	Balancing the account and link between accounts in the general ledger and financial statements; Balance sheet; Asset, liability and equity accounts used to prepare a balance sheet; Fundamental changes in the balance sheet (centripetal, centrifugal, concentric, peripheral); The	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

	impact of expenditure and income on equity in the balance sheet			
9.	Income statement: concept and content; Accrual basis; Identify the accounts used to prepare income statement; Forms and methods of recognition of revenue, expense and results; Interrelations between internally and externally reported results of the period	2	2	0
10.	Statements of cash flows (case received - inflow; case paid - outflow); The direct and indirect method; Cash flow from the operating activities; Cash flow from the financial activities; Cash flow from the investing activities; Net cash flow	2	2	0
11.	Statement in changes in equity (share capital; revaluation reserve, retained earning, other components of equity); Relationship between financial statements; Accounting Act; Accounting principles and standards; International Financial Reporting Standards; Croatian Financial Reporting Standards	2	2	0
12.	Relationship between financial statements; Interpreting specific items of financial statements (balance sheet, income statement, cash flow statement, statement of changes in shareholders' equity) as a prerequisite for evaluation of performance of companies	2	2	0
13.	Accounting Act; Accounting principles and standards; International Financial Reporting Standards; Croatian Financial Reporting Standards	2	2	0
14.	Accounting for international operations, exchange rate and sales and purchases denominated in a foreign currency	2	2	0
15.	Some main facts about consolidated statements	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	BASICS OF MANAGEMENT
Semester	Winter
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Ivona Vrdoljak Raguž, Ph.D Associate Professor
e-mail	ivona.vrdoljak@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>The concept and definition of management. Functions and tasks of management. Managerial skills. Theories of management. Ethics and social responsibility management. The importance and influence of internal and external environment on management, enterprise relationship - the environment. The impact of culture on management companies. Basic provisions of the planning concept, content, level and types of planning stages in the planning process, the time horizon for planning and accountability. Strategy and strategic planning: definition of strategy, strategic management. Decision-making: the nature, models, process and technology decision-making group decisions, Decision Support Systems. Organization: Organization principles, formal and informal organizations, organizational structure (the basic shapes and models, and factors of influence). Leadership: meaning and theories of leadership, functions and roles of leaders, leadership styles, leadership models, modern approach to leadership. Motivation: approaches and theories of motivation. Planning, recruitment, selection and development of human resources: defining staffing, recruitment, selection, training and staff development. Performance evaluation and management compensation: concept, characteristics, content and methods of performance evaluation, compensation, and their shapes. Interpersonal processes: the group, interpersonal conflicts and communication. Control: the importance, function, system and process controls, types of control techniques and methods, the success of control. Methods and techniques: methods of financial control, methods of control operations, marketing and human resources. Modern approaches, trends and changes in management (TQM, BPR, learning organization, crisis management, conflict management,...).</p>	
Learning outcomes	
<p>The course enables the development of specific and general skills and knowledge. Specific competencies and skills developed in the essays and exercises, working on project tasks according to the preferences of students. The course objective is to increase the ability to understand management as a process, function, science and profession. To introduce students to basic concepts, theories and management functions such as planning, organizing, leadership, human resource management and control. The course increases understanding and application of specific management techniques and methods. After the course students will be able to distinguish between managerial functions from</p>	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

different perspectives, analyze cases from the business practices (with regard to internal and external environment, resources, opportunities, threats, strengths and weaknesses,...) and solve management problems at all levels management in different industries and types of organizations.				
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 <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Robbins, S. P., Coulter, M., Management, Eleventh Edition, Prentice Hall, USA, 2012.			
2.	Draft, R.L., New era of management, South-Western, Cengage Learning, Australia, 2012.			
Optional reading				
1.	DuBrin, A., Essentials of Management, Ninth Edition, Cengage Learning, Australia, 2010.			
2.	Kurtz, D. L., Boone, L. E., Contemporary Business, 14 th Edition, John Wiley and Sons, USA, 2011.			
3.	Certo, S. C., Certo, S. T., Modern Management, Concept and Skills, Twelfth Edition, Prentice Hall, USA, 2012.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Management and Organization. Case study.	2	2	0
2.	Understanding Management Context. Case study.	2	2	0
3.	Managing in a Global Environment. Case study.	2	2	0
4.	Foundations of Planning. Case study.	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

5.	Foundations of Decision Making. Case study.	2	2	0
6.	Basic Organization Design. Case study.	2	2	0
7.	Partial exam	2	2	0
8.	Human Resource Management. Case study.	2	2	0
9.	Managing Change Stress and Innovation. Case study.	2	2	0
10.	Foundations of Individual and Group Behaviour. Understanding Work Teams. Case study.	2	2	0
11.	Motivating and Rewarding Employees. Case study.	2	2	0
12.	Leadership and Trust. Case study.	2	2	0
13.	Communication and Interpersonal Skills. Case study.	2	2	0
14.	Foundations of Control. Case study.	2	2	0
15.	Partial exam	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	BUSINESS ECONOMICS INTO THE INTERNATIONAL ENVIRONMENT
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Marija Dragičević, Ph.D Assistant Professor
e-mail	marija.dragicevic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. Defining business economics 2. Business theories- Theories of the international trade- Merkantilism, Adam Smith, David Richardo, Hecksher-Ohlin, Porter, etc3. Globalization and competitiveness Globalization-definition, basic terms, factors that influence on the internationalization of business, costs rationalization, virtual business, internationalization and competition 4. Management - the role, styles, strategies 5. The Marketing Mix and Services Quality-strategies, quality- definition, development, importance, quality and employees' motivation, quality and international market positioning 6. Developing business strategy- theory The strategies for international business- export, franchising and licensing, "turn key" project, direct investment, networking 7. Developing business strategy- practice (Case studies)</p>	
Learning outcomes	
<p>To introduce to students with the most important theoretical issues, such as practical concepts refers to the specific kinds of business practice.To make students familiar with the problems in business practice and to train them to be able to make adequate decision when they are faced with different problems.</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 checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral	Other:

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

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

READING

Compulsory reading	
1.	Harris, Business Economics-Theory and Application, Butter Worth Heineman, Oxford, 2001.
2.	Sloman, M. Sutcliffe, Economics for Business, Second Edition, Prentice Hall-Financial Times, Harlow, England, 2001.
3.	Baron, S., & Harris, K., Services marketing: Texts and cases, Basingstoke UK, Palgrave, 2003.
Optional reading	
1.	Shostack, L.G., (1977), "Breaking Free from ProductMarketing", Journal of Marketing, Vol. 41, April, pp. 73-80.
2.	Zeithaml, V.A., Parasuraman, A. and Berry, L., (1985), "Problems and Strategies in Services Marketing", Journal of Marketing, Vol. 49, Spring, pp. 33-46.

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Defining business economics	2	2	0
2.	Business theories- Theories of the international trade- Merkantilism, Adam Smith, David Richardo, Hecksher- Ohlin, Porter, etc	2	2	0
3.	Business theories- Theories of the international trade- Merkantilism, Adam Smith, David Richardo, Hecksher- Ohlin, Porter, etc	2	2	0
4.	Globalization-definition, basic terms, factors that influence on the internationalization of business, costs rationalization, virtual business, internationalization and competition	2	2	0
5.	Globalization-definition, basic terms, factors that influence on the internationalization of business, costs rationalization, virtual business, internationalization and competition	2	2	0
6.	Management - the role, styles, strategies	2	2	0
7.	Management - the role, styles, strategies	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

8.	Marketing mix	2	2	0
9.	Marketing mix-strategies	2	2	0
10.	Marketing mix-strategies	2	2	0
11.	The strategies for international business- export, franchising and licensing, “turn key” project, direct investment, networking	2	2	0
12.	The strategies for international business- export, franchising and licensing, “turn key” project, direct investment, networking	2	2	0
13.	Developing business strategy-Case studies	2	2	0
14.	Case studies	2	2	0
15.	Case studies	2	2	0
TOTAL HOURS		30	30	0

OTHER RELEVANT INFORMATION

Student evaluation: It is conducted through a questionnaire in which students are assessed: the weight of the course, the complexity of the course, the importance of course for student personally, the importance of course for students' future profession, the ability of teachers as a presenter, accuracy and quality of teaching, the best and worst performances in the course. Peer evaluation: Evaluation of peer reviews includes advice on all aspects of design courses, usually by experienced colleagues of the same scientific field. Defining business economics


2. Business theories- Theories of the international trade- Merkantilism, Adam Smith, David Richardo, Hecksher-Ohlin, Porter, etc
3. Globalization and competitiveness Globalization-definition, basic terms, factors that influence on the internationalization of business, costs rationalization, virtual business, internationalization and competition
4. Management - the role, styles, strategies
5. The Marketing Mix and Services Quality-strategies, quality- definition, development, importance, quality and employees' motivation, quality and international market positioning
6. Developing business strategy- theory The strategies for international business- export, franchising and licensing, “turn key” project, direct investment, networking
7. Developing business strategy- practice Case studies

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	HUMAN RESOURCE MANAGEMENT
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Ivona Vrdoljak Raguž, Ph.D. Associate Professor
e-mail	ivona.vrdoljak@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Introductory lecture – in general about human resources management, organisational functions, activities and roles of human resources managers. The concept, significance, objectives and activities of human resources management – Getting acquainted with the concepts mentioned and their basic difference. Human resources management (HRM) from the perspective of small and large enterprises – manner of functioning of HRM considering enterprises size. Environment and function of human resources management – the internal and external environment of HRM. Strategic management of human resources – strategic management of HR. Analysis and shaping of work – basic terms of analysis and shaping of work. Term and description of job. Examples of business practice. Planning and attract human resources (HR) – ways and methods of planning and attracting HR. Selection and orientation of human resources – ways and methods of selection and orientation of human resources. Training of human resources – ways and methods of training of human resources. Management of performance – term of performance, evaluating of work performance of employees and managers (methods and techniques). Employee development and professional career – term of employee development, ways of employee development, term of career and development of professional career. Compensation and human resources – term and the importance of compensation in the organisation. Managing labour relations – term of labour relations, the unions and bargain collectivity.</p>	
Learning outcomes	
<p>This course enables the development of specific and general competencies. Specific competencies and skills are developed through seminars and exercises, creating of project tasks according to the preferences of students. The aim of the course is to introduce students to the concepts and challenges of human resources management and the specifics of this management function as a part of enterprise management. Students after completing the course will be able to independently develop and perform basic tasks in the domain of human resources management in all categories of enterprises, applied models, methods and programs of human resources management in business practice and solve practical problems of human resources management in organizations.</p>	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


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 <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Dessler, G., Human Resource Management, thirteen edition, Pearson Education, USA, 2013.			
2.	Geoffrey Wood, Human resource management: a critical approach, Taylor & Francis, 2009.			
Optional reading				
1.	Mathias, R. L., Jackson, J. H., Human Resource Management, thirteenth edition, South Western Cengage Learning, 2010.			
2.	Banfield, P., Kay, R., Introduction to Human Resource Management, second edition, Oxford University Press, New York, 2012.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction to HRM. Case study.	2	2	0
2.	Managers role in SHRM. Case study.	2	2	0
3.	Ethics, Justice in HRM. Case study.	2	2	0
4.	Job Analysis. Case study.	2	2	0
5.	Personel Planning and Recruinment. Case study.	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


6.	Employee Testing and Selection. Interviewing Candidates. Case study..	2	2	0
7.	Partial exam	2	2	0
8.	Training and Developing Employees. Case study.	2	2	0
9.	Performance Management and Appraisal. Case study.	2	2	0
10.	Managing Carrers. Case study.	2	2	0
11.	Compensation Management. Case study.	2	2	0
12.	Managing Global Resources. Case study.	2	2	0
13.	Managing HRM in Entrepreneurial Firms. Case study.	2	2	0
14.	Managing Labour Relations. Case study.	2	2	0
15.	Partial exam	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	FINANCIAL INSTITUTIONS AND MARKETS
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Meri Šuman Tolić, Ph.D Assistant Professor
e-mail	mstolic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>The course covers the following topics: 1. Financial system, 2. Financial markets, 3. Money Market , 4. The central bank, 5. Depository financial institutions (commercial banks, savings banks, leasing companies, products, risk management, control and stability systems), 6. Foreign exchange market and forex, 7 Capital market (primary and secondary, institutions and participants, instruments, securities, operations, trading, benchmark indicators), 8. Institutional investors (insurance companies, investment and pension funds), 9. Securities (stocks, bonds, financial derivatives), 10. International financial institutions (World Bank, International Monetary Fund, European Central Bank, European Bank for Reconstruction and Development), 11. Rating agencies, 12. International capital markets (New York Stock Exchange, London Stock Exchange, the Paris Stock Exchange, Frankfurt Stock Exchange and the Tokyo Stock Exchange)</p>	
Learning outcomes	
<p>After completing the course and passing the exam student will be able to understand the structure and functioning of contemporary financial system, functions and organization of financial markets and institutions, their way of operating and financial instruments specific for particular financial markets and institutions, as well as to clearly perceive and to react to changes in the environment that directly affect the operations of financial institutions and markets. Students will be acquainted with the theory, the fundamental knowledge and techniques applied in the financial sector. This allows them to acquire the specific knowledge and skills necessary to participate in the financial markets, which are applied in the practical part of the course throughout the trade at virtual stock market and Forex.</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"/> Consultations <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

<input checked="" type="checkbox"/> Distance learning				
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Fabozzi, F. J., Modigliani, F., Jones, F. J., Ferri, M. G., <i>Foundations of Financial Markets and Institutions</i> , Third Edition, Pearson Education International, 2002.			
2.	Kidwell, D.S. et al., <i>Financial Institutions, Markets and Money</i> , Willey, N.Y., 2003.			
Optional reading				
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0
2.	Financial system	2	2	0
3.	Financial markets	2	2	0
4.	Money market	2	2	0
5.	Central bank	2	2	0
6.	Depository financial institutions	2	2	0
7.	Foreign exchange market	2	2	0
8.	Forex	2	2	0
9.	Capital market	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


10.	Institutional investors	2	2	0
11.	Insurance companies	2	2	0
12.	Investment funds	2	2	0
13.	Securities- shares and bonds	2	2	0
14.	Financial derivatives	2	2	0
15.	International financial_institutions	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MANAGERIAL ECONOMICS
Semester	Spring
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Perica Vojinić, Ph.D Assistant Professor
e-mail	perica.vojinic@unidu.hr
MODULE DESCRIPTION	
Course content	
Nature, scope and methods of managerial economics; The theory of the firm; Optimization; Demand theory, estimation, and forecasting; Production theory and estimation; Cost theory and estimation; Market Structures; Pricing strategies; The Role of Government in the Economy; Risk Analysis; Long-Run Investment Decisions	
Learning outcomes	
After completing this course students should be able to: understand how the relevant microeconomic principles can be applied to real-life situations involving managerial decision-making; understand the roles of managers in firms; analyze the demand and supply conditions relevant for the firm; design competition strategies, including costing, pricing, product differentiation, and market environment according to the market structures; analyze real-world business problems with a systematic theoretical framework; make optimal business decisions by integrating the concepts of economics, mathematics and statistics.	
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 checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


Compulsory reading				
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.			
2.	Wilkinson, N., Managerial Economics: A Problem Solving Approach, Cambridge University Press, 2005.			
Optional reading				
1.	Samuleson, W. F., Marks, S. G., Managerial Economics, 7th edition , John, Wiley & Sons, 2012.			
2.	Perloff, J. M., Microeconomics, University of California, 6th edition, Berkeley, 2011.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Nature, scope and methods of managerial economics	2	2	0
2.	The theory of the firm	2	2	0
3.	Optimization Techniques	2	2	0
4.	Demand Theory	2	2	0
5.	Demand Estimation	2	2	0
6.	Demand Forecasting	2	2	0
7.	Production Theory and Estimation	2	2	0
8.	Cost Theory and Estimation	2	2	0
9.	Market Structures: Perfect Competition, Monopoly, and Monopolistic Competition	2	2	0
10.	Oligopoly and Game Theory	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

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

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MICROECONOMICS
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Nebojša Stojčić, Ph.D Associate Professor
e-mail	nstojcic@unidu.hr
MODULE DESCRIPTION	
Course content	
Introductory considerations. Principles of optimization. Supply, demand and equilibrium. Consumer behavior theories. Producer behavior theories. Short and long run cost analysis. Market structures. Market failures. Regulation.	
Learning outcomes	
Students will be able to address contemporary microeconomics issues with particular emphasis on consumer and producer behavior. They will understand how consumer maximizes utility and how producers maximize their profits in different market structures. The module will enable understanding of price determination on goods and inputs markets, decision making in presence of uncertainty, market failures and regulation.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" 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
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
1.	Pindyck, R. S., Rubinfeld, D. L., Mikroekonomija, V. ed, MATE, Zagreb, 2005.
Optional reading	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

1.	Varian, H. R., Intermediate Microeconomics – A Modern Approach, Eighth Edition, W.W. Norton and Company, New York, 2010.	LIST OF TOPICS		
No.		Hours		
		L	E	S
1.	Concept of microeconomics	2	2	0
2.	Optimization	2	2	0
3.	Supply and demand	2	2	0
4.	Supply and demand elasticity	2	2	0
5.	Equilibrium	2	2	0
6.	Marginal utility theory	2	2	0
7.	Theory of indifferentiation	2	2	0
8.	Revealed preferences theory	2	2	0
9.	Concept and function of the firm	2	2	0
10.	Production theory in short and long run	2	2	0
11.	Short and lon run costs	2	2	0
12.	Alternative theories of firm	2	2	0
13.	Perfect competition	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


14.	Monopol	2	2	0
15.	Oligopolistic and monopolistic competition	2	2	0
TOTAL HOURS		30	30	0

OTHER RELEVANT INFORMATION


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.

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	PROJECT MANAGEMENT
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Compulsory
Course leader	Tihomir Luković, Ph.D Associate Professor
e-mail	tihomir.lukovic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>This course contains the interpretation of the project, defining the project and the project life cycle, passing through all its phases. Here will be specified the structure and content of the college, and it as: project initiation, project planning, project implementation, monitoring and control project, and its closing.</p>	
Learning outcomes	
<p>The main goal of the course is to familiarize students with project management as a kind of management in turbulent market requirements. The modern forms of project management have been created for the development of multidisciplinary management that supports a high level of representation of information technology. Project management is an ideal platform for application integration techniques of management, especially management of dynamic change. After completing the course and passing the exam, students will acquire the basic knowledge and skills in project management, as well as its contemporary design and organization.</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 checked="" 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	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

Compulsory reading				
1.	Kausholt, B.: "Project management, Theory and practice", NYT Teknisk Forlag, Copenhagen 2012.			
2.	Krezner, H.: "Project Management: A Systems Approach to Planning, Scheduling, and Controlling", John Wiley and Sons, New York, 2009.			
Optional reading				
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The concept and definition of project	2	2	0
2.	The concept and definition of project management	2	2	0
3.	Project Life Cycle	2	2	0
4.	The initiation of the project and its design	2	2	0
5.	Project manager and project management	2	2	0
6.	Feasibility study	2	2	0
7.	Forming a project team	2	2	0
8.	Selection of project	2	2	0
9.	Planning of project (extent, execution time, resources, budgeting, cost estimates)	2	2	0
10.	Influential interest groups in the project	2	2	0
11.	The project implementation (quality management, project procurement and contracting, communication, risk management)	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

12.	Monitoring and control of the project	2	2	0
13.	Information System of project management	2	2	0
14.	Closing the project	2	2	0
15.	Revision of project	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	

COURSE INFORMATION	
Course name	RETAIL MANAGEMENT
Semester	Winter
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Katija Vojvodić, Ph.D Associate Professor
e-mail	katija.vojvodic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1.Introduction to retailing. Social and economic significance of retailing. 2.Retail formats. Types of retailers. Store and non-store retailing. 3.Perspectives of international retailing. 4.Multichannel retailing. 5.Retail market strategy. 6.Retail locations. 7.Strategic marketing in retailing. 8.Retail pricing. 9.Retail communication mix. 10. Customer buying behaviour. Customer service. Customer relationship management. 11.Retail logistics. 12.Managing the store. 13. Store layout, design, and visual merchandising. 14.E-commerce in retail strategy. 15.Emerging issues in retailing.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to: classify and differentiate between retail formats and types of retailers; explain retailing within an international context; discuss multichannel retailing, retail market strategy, retail pricing, retail logistics, retail communication mix and customer relationship management; define e-commerce in retail strategy and identify emerging issues in retailing.</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"/> 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 checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other:
READING	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

Compulsory reading				
1.	Levy, M., Weitz, B. A., Grewal, D., Retailing Management, 9th ed., McGraw-Hill Education, 2014			
2.	Zentes, J., Morschett, D., Schramm-Klein, H., Strategic Retail Management – Text and International Cases, Gaber, 2007			
Optional reading				
1.	Bruce, M., Moore, C. M., Birtwistle, G. (Eds.), International Retail Marketing: A Case Study Approach, Elsevier: Butterworth Heinemann, 2004			
2.	Varley, R., Retail Product Management – Buying and Merchandising, Routledge, Taylor&Francis Group, 2006			
LIST OF TOPICS				
No.		Hours		
		L	E	S
10.	Introduction to retailing. Social and economic significance of retailing.	2	2	0
11.	Retail formats. Types of retailers. Store and non-store retailing.	2	2	0
12.	Perspectives of international retailing.	2	2	0
13.	Multichannel retailing.	2	2	0
14.	Retail market strategy.	2	2	0
15.	Retail locations.	2	2	0
16.	Strategic marketing in retailing.	2	2	0
17.	Retail pricing.	2	2	0
18.	Retail communication mix.	2	2	0
19.	Customer buying behaviour.	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

20.	Retail logistics.	2	2	0
21.	Managing the store.	2	2	0
22.	Store layout, design, and visual merchandising.	2	2	0
23.	E-commerce in retail strategy.	2	2	0
24.	Emerging issues in retailing.	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

LIST OF MODULES - 3RD YEAR

1. MICROECONOMICS II	2
2. PUBLIC FINANCE	5
3. MONETARY ECONOMICS.....	8
4. BUSINESS FINANCE	12
5. EQUITY MARKETS.....	15
6. NAUTICAL TOURISM	18
7. TRANSPORT AND TOURISM	21
8. CROATIAN TAX SYSTEM	24
9. MANAGEMENT OF SMALL ENTERPRISES	27
10. INTERGOVERNMENTAL FISCAL RELATIONS	30
11. INTERNATIONAL MARKETING	33
12. MANAGEMENT OF TOURIST AGENCIES	36

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MICROECONOMICS II
Semester	Winter
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Nebojša Stojčić, Ph.D Associate Professor
e-mail	nstojcic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Advanced consumer and producer behaviour models. Market determination on goods market. Inputs market. Risk and decision-making under uncertainty. Welfare economics. Pareto efficiency – static and dynamic analysis. General equilibrium. Market failures, weaknesses and state role in the economy.</p>	
Learning outcomes	
<p>Students will be able to address issues in microeconomic analysis pertinent to equilibrium, price and output determination in different market structures as well as problems within welfare economics, uncertainty, risk and decision making under uncertainty.</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 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: Click here to enter text.
READING	
Compulsory reading	
1.	Pindyck, R. S., Rubinfeld, D. L., Microeconomics, V. ed, MATE, Zagreb, 2005.
Optional reading	
1.	D. Salvatore, Managerial Economics in a Global Economy, Oxford University Press, 2011.



2017-18.

University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS


Form

Module description - UNDERGRADUATE COURSE

F04-15

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0
2.	Advanced consumer behavior models	2	2	0
3.	Advanced producer behavior models	2	2	0
4.	Price determination on goods market	2	2	0
5.	Capital goods pricing; Labour market and wage determination	2	2	0
6.	Financial market; Land and rent	2	2	0
7.	Risk	2	2	0
8.	Decision making under uncertainty	2	2	0
9.	Welfare economics and Pareto efficiency	2	2	0
10.	General static and dynamic equilibrium	2	2	0
11.	Asimetric informations and market selection	2	2	0
12.	Market failures	2	2	0
13.	Economic role of state	2	2	0
14.	Government failures	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

15.	Limitations in management of economic policy	2	2	0
TOTAL HOURS		30	30	0

OTHER RELEVANT INFORMATION

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.

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	PUBLIC FINANCE
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Meri Šuman Tolić, Ph. D Assistant Professor
e-mail	mstolic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>The course will typically cover the following topics: 1. Concept, object, genesis and development of public finances, 2. The role of government in the economy, 3. Public goods, 4. Externalities in theory and practice, 5. Public expenditures, 6. Public revenues, 7. Taxes, 8. Excise duties, 9. Customs, 10. Social security contributions, 11. User charges, 12. Public loans and public debt, 13. Budget, 14. Treasury 15. Public funds. 16. Public enterprises, 17. Public utility companies, 18. Public-private partnership 19. Intergovernmental Fiscal Relations and Local Government Finance, Fiscal decentralization, 20. Fiscal policy.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to: define and explain the importance of public finance in contemporary states, define and explain the basic concepts in the field of public finances, explain, distinguish, interpret and compare various theoretical approaches and characteristics of public financing, analyze and explain phenomena related to the distribution and financing of public services, define, analyze and explain the impact of fiscal policy in the economic policy of contemporary states, with special emphasis on the Republic of Croatia. Students are expected to develop general competencies: identifying the key elements needed to analyze public finance system and specific competencies: the interpretation of the main determinants of the public finance system, the evaluation of the impact of the public finance system of contemporary country in the relevant economic categories, using both theoretical and empirical tools. They will be able to understand and interpret the recent research in the field of public finance, and the implications for the design of public policies.</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"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

<input checked="" type="checkbox"/> Distance learning				
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Rosen, H. and Gayer, T., (2013), Public Finance, The McGraw-Hill Series in Economics, 10th Edition, ISBN: 978-0078021688			
2.	Ulbrich, H., Public finance in theory and practice, Routledge, 2nd ed., ISBN: 978-0-0415-58596-5			
Optional reading				
1.	Gruber, J. (2013), Public finance and public policy, Worth Publishers, 4th ed, ISBN-139781429278454			
2.	Kaul, I. and Conceicao, P., (2006), The new public finance: responding to global challenges, United Nations Development Programme, Oxford University Press			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0
2.	Concept, object, genesis and development of public finances	2	2	0
3.	The role of government in the economy	2	2	0
4.	Public expenditures	2	2	0
5.	Public revenues	2	2	0
6.	Taxes	2	2	0
7.	Excise duties	2	2	0
8.	Croatian tax system	2	2	0



2017-18.


University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS

Form


Module description - **UNDERGRADUATE COURSE**

F04-15

9.	Social security contributions	2	2	0
10.	User charges, customs	2	2	0
11.	Public loans and public debts	2	2	0
12.	Budget	2	2	0
13.	Treasury	2	2	0
14.	Fiscal decenatralization	2	2	0
15.	Fiscal policy	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MONETARY ECONOMICS
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Tonći Svilokos, Ph..D Assistant Professor
e-mail	tonci.svilokos@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Why Study Money, Banking, and Financial Markets? – Why Study Financial Markets?; Why Study Financial Institutions and Banking?; Why Study Money and Monetary Policy? An Overview of the Financial System - Function of Financial Markets; Structure of Financial Markets; Internationalization of Financial Markets; An Economic Analysis of Financial Structure – Eight Basic Facts; Transaction Costs; Asymmetric Information; Adverse Selection: The Lemons Problem; Moral Hazard; Principal-Agent Problem; Conflicts of Interest; Financial Crises. Banking and the Management of Financial Institutions – Balance Sheet of the Bank; Basic Banking; Bank Management (Liquidity Management, Asset Management, Liability Management, Capital Adequacy Management, Credit Risk, Interest-rate Risk). Multiple Deposit Creation and the Money Supply Process – Players in the Money Supply Process; Balance Sheet of the Central Bank; Open Market Operations; Discount Loan from the Central Bank; Other Factors Affecting the Monetary Base; Multiple Deposit Creation. Determinants of the Money Supply – The Money Supply Model; Deriving the Money Multiplier; Factors that Determine the Money Multiplier. Tools of Monetary Policy – Demand in the Market for Reserves; Supply in the Market for Reserves; Open Market Operations; Discount Policy; Reserve Requirements; The Channel/Corridor System; Monetary Policy Tools of the European Central Bank; What Should Central Banks Do? – Monetary Policy Goals, Strategy, and Tactics – The Price Stability Goal; Other Goals of Monetary Policy; Monetary Targeting; Inflation Targeting; Implicit Nominal Anchor;; Choosing the Policy Instrument; The Taylor Rule, NAIRU, and the Phillips Curve. The Foreign Exchange Market – Foreign Exchange; Exchange Rates in the Long Run; Exchange Rates in the Short Run; Interest Parity Condition; Demand and Supply for Domestic Assets; Exchange Rate Overshooting; Exchange Rates and Interest rates. The International Financial System – Unsterilized Foreign Exchange Intervention; Sterilized Foreign Exchange Intervention; Balance of Payments; Exchange Rate Regimes; Gold standard; Bretton Woods system; European Monetary System; Managed Float; Capital Controls; IMF; Direct Effects of the Foreign Exchange Market on the Money Supply; Advantages of Exchange-Rate Targeting; Currency Boards; Dollarization. The Demand for Money – Velocity of Money and Equation of Exchange; Quantity Theory; Keynes’s Liquidity Preference Theory; Friedman’s Modern Quantity Theory of Money; Differences between Keynes’s and Friedman’s Model. IS-LM Model – Determination of Aggregate Output; Consumption Expenditure and the Consumption Function; Investment Spending; Expenditure Multiplier; Changes in Autonomous Spending; Government’s Role; Role of International Trade; IS-LM Model. Monetary and Fiscal Policy in the IS-LM Model – Factors that Shift the IS Curve; Factors that Shift the LM Curve; Response to a Change in Monetary Policy; Response to a Change in Fiscal Policy; Monetary</p>	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

versus Fiscal Policy; Targeting Money Supply vs. Interest Rates ISLM Model in the Long Run.

Learning outcomes

It is expected that the students, after completing the course and passing the exam, will be able to recognize the importance of money, banking and financial markets; to interpret the basic facts about the financial structure throughout the World and to confirm it by the practical evidence; to identify the problems of asymmetric information, adverse selection, principal-agent problem, a conflict of interest in finance, and to propose the appropriate solutions for these problems; to be familiar with the basic principles of banking and bank management; to understand the process of multiple deposit creation and derive the formula for the money multiplier; to understand how the tools of monetary policy works in the context of monetary authority tasks and objectives, and in the context of the foreign exchange market and international financial system. It is expected that the student, after completing the course and passing the exam, will be able to set and explain the IS-LM model that can be used for analysis of various monetary and fiscal policies.

TEACHING MODE

<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 checked="" 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.	Mishkin, S., F., Economics of Money, Banking, and Financial Markets, 11th edition, Pearson, 2015.
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Optional reading

1.	Mishkin, S., F., Economics of Money, Banking, and Financial Markets, 9th edition, Pearson, 2010.
2.	Handa, J., Monetary economics, 2nd Edition, Routledge, 2009
3.	Hubbard, G., R., O'Brien, A., P., Money, Banking and the Financial System, International edition Prentice Hall, 2012

LIST OF TOPICS

No.		Hours		
		L	E	S



2017-18.


University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS

Form

Module description - UNDERGRADUATE COURSE

F04-15

1.	Why Study Money, Banking, and Financial Markets?	2	2	0
2.	An Overview of the Financial System	2	2	0
3.	An Economic Analysis of Financial Structure	2	2	0
4.	Banking and the Management of Financial Institutions	2	2	0
5.	Preparation for the first half term exam, First half term exam	2	2	0
6.	Multiple Deposit Creation and the Money Supply Process	2	2	0
7.	Determinants of the Money Supply	2	2	0
8.	Tools of Monetary Policy	2	2	0
9.	What Should Central Banks Do?	2	2	0
10.	The Foreign Exchange Market	2	2	0
11.	The International Financial System	2	2	0
12.	The Demand for Money	2	2	0
13.	IS-LM Model	2	2	0
14.	Monetary and Fiscal Policy in the IS-LM Model	2	2	0
15.	Preparation for the second half term exam, Second half term exam	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


	TOTAL HOURS	30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	

COURSE INFORMATION	
Course name	BUSINESS FINANCE
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Iris Lončar, Ph.D Assistant Professor
e-mail	iris.loncar@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Introduction to business finance: theoretical and practical perspectives of business finance; Forms of business organization, the relationship between the organisation of business and the organisation and the rule of business finance; Financial environment.; Financial decision making: the conflicts of interest between shareholders and managers; Time value of money: discounting and interest, the cost of money and the cost of debt; Bonds, bond valuation, types of bonds, bond yields and interest rates; Stocks, stock valuation, risk and return, CAPM; Financial statements and reports, financial analyses, using accounting/financial ratios in predicting financial future of the corporation; Performance measurement system, performance evaluation and key financial performance measures: ROI, RI, EPS, EVA and MVA; Financial planning and forecasting; Funding: short-term, medium-term, and long-term funding, selection of the most appropriate model of funding; Working capital management; The basic of capital budgeting; Investment appraisal methods; The theory of capital structure, estimating the optimal capital structure; Multinational versus domestic financial management, similarities and differences in the financial decisions.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will acquire knowledge and skills from the wider area of corporate finance with an emphasis on financial planning in a company, forecasting, and determining financial needs, and selecting the optimal business funding model. They will be able to understand fundamental financial concepts, as well as the character of the financial information presented in the financial statements. Learning outcomes can be seen in the fact that students will be able to make quality financial decisions in order to maximize the intrinsic value of the firm.</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"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

<input checked="" type="checkbox"/> Distance learning				
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Ehrhardt, M. C. & Brigham, E. F.: Corporate Finance – A Focused Approach, 5th Edition, South Western Cengage Learning, 2014.			
2.	McLaney, E.: Business Finance – Theory and Practice, 9th Edition, Pearson Education Ltd, Essex – UK, 2011.			
3.	Power Point and other materials (available electronically or by photocopy)			
Optional reading				
1.	Arnold, G.: Essentials of Corporate Financial Management, 2nd Edition, Pearson Education Ltd, Essex – UK, 2012.			
2.	Marsh, C.: Business and Financial Models, Kogan Page Ltd., UK, 2013.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction to business finance; Definition of business finance; Model of the interactions between the financial manager and the capital markets; Types of financing; Principles of finance	2	2	0
2.	Forms of business organizations; The relationship between the forms of business (enterprise structure) and business finance, i.e. capital structure; Examples: demonstration of different types of capital structure	2	2	0
3.	Financial environment; Financial system of the Republic of Croatia; Money, foreign exchange and capital markets; The role of banks and other financial institutions	2	2	0
4.	The time value of money; Discounting and compounding; The cost of money and the cost of debt; Examples and exercises	2	2	0
5.	Bonds and bond valuation; Types of bonds; Bond yields and interest rates; Examples and exercises	2	2	0
6.	Stocks, stock valuation, risk and return, CAPM	2	2	0
7.	Financial statements and reports, financial analyses, using accounting/financial ratios in predicting financial future of the corporation	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

8.	Performance measurement system, performance evaluation and key financial performance measures: ROI, RI, EPS, EVA and MVA	2	2	0
9.	Funding: short-term, medium-term, and long-term funding, selection of the most appropriate model of funding; Debt finance	2	2	0
10.	The basic of capital budgeting; Investment appraisal methods; The theory of capital structure, estimating the optimal capital structure	2	2	0
11.	Valuing companies	2	2	0
12.	Dividend policy, Miller-Modigliani's dividend irrelevancy proposition, Agency theory	2	2	0
13.	Management of working capital, liquidity and problems of cash-inventories-accounts receivable- accounts payable relation	2	2	0
14.	International aspects of business finance; Multinational versus domestic financial management, similarities and differences in the financial decisions.	2	2	0
15.	Questions, problems, assignments	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	EQUITY MARKETS
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Ivo Šperanda, Ph.D Assistant Professor
e-mail	ivo.speranda@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>I.Securities and Exchange Operations II.Basic Concepts of Securities III.Shares IV ROI and Valuation of SharesV.Risk and Risk AssessmentVI.Basic Methods of Risk Determining & MeasuringVII.BondsVIII.ROI and Valuation of BondsIX.Derivatives and Basic Operations With Derivatives on the Stock ExchangesX.OptionsXI. Diversified Investments and Focused InvestmentsXII.The Fundamental and the Technical Analysis XIII.Hedging – fundamentals</p>	
Learning outcomes	
<p>Through lectures, discussions, exercises, tutorials and exams are to be developed and encouraged basic categories of learning outcomes of the EQUITY MARKETS course: understanding and knowledge, application of knowledge and skills, intellectual skills, practical and communication skills, and learning skills, gaining knowledge and permanent training. The main aim of the course: to familiarize students with the stock exchanges of securities, risks in business on the stock exchanges, the basic methods of determining the value of securities and trading techniques and the benefits and risks of doing business in global stock markets. After completing the course and passing the exam students are</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"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other:

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

READING

Compulsory reading	
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1.	Chapman,C.,How the Stock Markets Work, Century Business Books- Random House, London, UK, 1998.
2.	Graham B., The Intelligent Investor (Revised Edition), HarperCollins Publishers, N.Y., 2003.

Optional reading	
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1.	Van Horne J.C., Financial Management and Policy, Prentice-Hall International Edit. 1992.
2.	Brett M., How to Read theFinancial Pages,(4th Edition),Random House,London,1995.

LIST OF TOPICS				
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No.		Hours		
		L	E	S
1.	How the Stock Markets Work	2	2	0
2.	Securities and Exchange Operations	2	2	0
3.	Basic Concepts of Securities	2		0
4.	Shares	2	2	0
5.	Bonds	2	2	0
6.	ROI and Valuation of Shares	2	2	0
7.	Bond Valuation	2	2	0
8.	Basic Methods of Risk Determining & Measuring	2	2	0
9.	Risk and Risk Assessment	2	2	0
10.	Derivatives and Basic Operations With Derivatives on the Stock Exchanges	2	2	0



2017-18.

University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS

Form

Module description - **UNDERGRADUATE COURSE**

F04-15


11.	Options	2	2	0
12.	Strategies on the Futures Market	2	2	0
13.	Hedging – fundamentals	2	2	0
14.	The Fundamental and the Technical Analysis	2	2	0
15.	Diversified Investments and Focused Investments	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	NAUTICAL TOURISM
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Tihomir Luković, Ph.D Associate Professor
e-mail	
MODULE DESCRIPTION	
Course content	
<p>1.Sources of definition and the definition of nautical tourism. 2.Classification of nautical tourism, primary and supporting industries. 3.Nautical tourism legislation. 4.Categorization of nautical tourism marinas. 5.Entities in nautical tourism. 6.Development models of nautical tourism. 7.Croatian, Mediterranean, and European nautical tourism. 8.The level of development of Croatian marinas. 9.The level of development of Croatian and world cruising. 10.The level of development of charters in the Republic of Croatia. 11.TOMAS cruising 2006. 12.TOMAS Nautica 2007 & TOMAS Nautica 2012. 13.Possibilities and directions of future development. 14.The „Big Three“ and Croatia.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to define the nautical tourism and its industries; understand its effects; understand the sustainable models of development of nautical tourism in Croatia, the Mediterranean, and Europe; understand the system of nautical tourism, legislation, sources, classification, subjects, and categorization; understand the results of research pertaining to demand; understand the system of supply in nautical tourism; and understand the system of nautical tourism management on the micro and macro levels.</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 checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


READING				
Compulsory reading				
1.	Luković, T. & Dowling, R. & Papathanassis, A., & Klein, R. & Gibson, P. & Satu, P. & Gržetić, Z. & Horak, S. & Božić, K.: „Nautical tourism“, Oxford University, CABI, 2014			
2.	Power Point presentation "Nautical tourism"			
Optional reading				
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Sources of definition and the definition of nautical tourism	2	2	0
2.	Classification of nautical tourism, primary and supporting industries	2	2	0
3.	Effects of nautical tourism	2	2	0
4.	Nautical tourism legislation	2	2	0
5.	Classification and categorization of nautical tourism marinas and vessels of nautical tourism	2	2	0
6.	Entities in nautical tourism	2	2	0
7.	Development models of nautical tourism	2	2	0
8.	Croatian, Mediterranean, and European nautical tourism	2	2	0
9.	The level of development of Croatian marinas	2	2	0
10.	The level of development of Croatian and world cruising	2	2	0
11.	The level of development of charters in the Croatia	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

12.	TOMAS cruising 2006	2	2	0
13.	TOMAS Nautica 2007 & TOMAS Nautica 2012	2	2	0
14.	Possibilities and directions of future development	2	2	0
15.	Mediterranean the „Big Three“ and Croatia.	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


COURSE INFORMATION	
Course name	TRANSPORT AND TOURISM
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Katija Vojvodić, Ph.D Associate Professor
e-mail	katija.vojvodic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1.Understanding tourism transport. The tourist transport system. Transport service. 2.Interdependence of transport and tourism. Transport policy and tourism policy. 3.Tourism and destination development. Geography and tourist transport. 4.Globalization and tourist transport. 5.Analyzing the international demand for tourist travel. Motivation. Tourist transport research. 6. Analyzing supply issues in tourist transport. The supply chain in tourist transport services. 7.Managing tourist transport infrastructure. 8.E-travel and the transport and tourism sector. 9.Road transport and tourism – case studies. 10.Rail transport and tourism – case studies. 11.Air transport and tourism – case studies. 12.Maritime transport and tourism – case studies. 13.River – lake – channel transport and tourism – case studies. 14.Special types of transport and tourism – case studies. 15. Human and environmental impact of tourist transport. Sustainable tourist travel.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to list, classify, and explain the basic types and features of transport and transport services; discuss the interdependence of transport and tourism; formulate and compare the basic features and elements of transport and tourism policies; analyze the international demand and supply for tourist travel; explain the importance of transport and tourism in the globalization processes; identify, classify, and distinguish the basic features, advantages and disadvantages of all types of transport in terms of tourism; analyze the transport management in tourist destinations; identify and explain basic issues related to the transport ecology in tourism and the concept of sustainable development of transport and tourism.</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"/> Multimedia and internet	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


<input type="checkbox"/> Distance learning				
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Page, S., Transport and Tourism: Global Perspectives, Third Edition, Prentice Hall, 2009			
2.	Duval, D. T., Tourism and Transport: Modes, Networks and Flows, Channel View Publications, 2007			
Optional reading				
1.	Mallard, G., Glaister, S., Transport Economics: Theory, Application and Policy, Palgrave Macmillan, 2008			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Understanding tourism transport. The tourist transport system.	2	2	0
2.	Interdependence of transport and tourism. Transport policy and tourism policy.	2	2	0
3.	Tourism and destination development.	2	2	0
4.	Globalization and tourist transport.	2	2	0
5.	Analyzing the international demand for tourist travel.	2	2	0
6.	Analyzing supply issues in tourist transport.	2	2	0
7.	Managing tourist transport infrastructure.	2	2	0
8.	E-travel and the transport and tourism sector.	2	2	0
9.	Road transport and tourism – case studies.	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

10.	Rail transport and tourism – case studies.	2	2	0
11.	Air transport and tourism – case studies.	2	2	0
12.	Maritime transport and tourism – case studies.	2	2	0
13.	River – lake – channel transport and tourism – case studies.	2	2	0
14.	Special types of transport and tourism – case studies.	2	2	0
15.	Human and environmental impact of tourist transport. Sustainable tourist travel.	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	CROATIAN TAX SYSTEM
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Meri Šuman Tolić, Ph.D Assistant Professor
e-mail	mstolic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1.Theoretical framework of modern states' tax systems, 2. Tax terminology and elements of taxation, 3. Types of taxes, 4. Normative regulation of taxes in the Republic of Croatia, 5. The Croatian tax system, 6. National taxes: value added tax, corporate income tax (profit tax), special taxes and excise duties, 7. Joint tax: income tax, 8. County taxes: inheritance and gift tax, the tax on road motor vehicles, vessels and tax on coin operated machines for games for amusement, 9 . City or municipal taxes: surtax on income tax, consumption tax, tax on holiday houses, tax on use of public areas and real estate transfer tax, 10. Taxes on winnings from games of chance and fees for organizing games of chance (lottery games, casino games, betting games, fees for organising slot machine games and occasional one-time games of chance and fees for organizing award games, 11. Croatian customs system and regulations, 12. Social contributions in Croatia, 13 Responsibilities of state agencies in the implementation of tax policy, 14. Tax aspects of international business, 15. Avoidance of double taxation 16. European union tax system:harmonization of taxation systems and policies of EU member states, 17. Prevention of tax competition among EU member states.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to: define and explain the importance of the tax system in modern states, distinguish, define and explain the basic concepts in the field of taxation, explain, distinguish, interpret and compare various theoretical approaches and characteristics of the Croatian tax system and tax systems of EU member states, to analyze and explain phenomena related to the collection of public revenues, define, analyze and explain the impact of the tax system on business and enterprise competitiveness, the tax burden on citizens, the fiscal capacity of local and regional (regional) governments and the role of tax policy in economic policy the Croatian. Students are expected to develop: general competencies (identifying the key elements required for a systematic analysis of the tax systems of modern states which extend the knowledge acquired in the course of the Public Finance) and specific competencies (interpretation of the basic characteristics of the tax system, the evaluation of the impact of tax systems of modern states in relevant economic categories).</p>	
TEACHING MODE	

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

<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 checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
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EXAMINATION METHOD	
<input type="checkbox"/> Oral <input type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other:

READING

Compulsory reading	
1.	Kesner-Škreb, M., Kuliš, D., A citizens' guide to taxation, Institut za javne financije, Zagreb, 2010.
2.	Detailed information on EU tax and customs policies (available at: http://ec.europa.eu/taxation_customs/index_en.htm);
3.	Promoting the internal market and economic growth. Towards simple, fair and efficient taxation in the European Union. (available at: http://europa.eu/pol/index_en.htm http://europa.eu/!bY34KD)

Optional reading

LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Theoretical framework of modern states' tax systems	2	2	0
2.	Tax terminology and elements of taxation	2	2	0
3.	Types of taxes	2	2	0
4.	Normative regulation of taxes in the Republic of Croatia	2	2	0
5.	National taxes: value added tax, corporate income tax (profit tax), special taxes and excise duties	2	2	0
6.	Joint tax: income tax	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

7.	County taxes: inheritance and gift tax, the tax on road motor vehicles, vessels and tax on coin operated machines for games for amusement	2	2	0
8.	City or municipal taxes: surtax on income tax, consumption tax, tax on holiday houses, tax on use of public areas and real estate transfer tax	2	2	0
9.	Croatian customs system and regulations	2	2	0
10.	Social contributions in Croatia	2	2	0
11.	Responsibilities of state agencies in the implementation of tax policy	2	2	0
12.	Tax aspects of international business	2	2	0
13.	Avoidance of double taxation	2	2	0
14.	European union tax system: harmonization of taxation systems and policies of EU member states,	2	2	0
15.	Prevention of tax competition among EU member states.	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MANAGEMENT OF SMALL ENTERPRISES
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Zorica Krželj-Čolović, Ph.D Assistant Professor
e-mail	zkrzelj@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Conceptual definition of management of small enterprise; the role of small enterprise in the economy; the specificity of management functions in a small enterprise; supply management and sales management in small enterprise; indicators of organisational culture in small enterprise; opportunities, obstacles, growth limitation and development of small enterprise; the importance of networking and internationalization; possibilities of advancement and competitiveness of small enterprise.</p>	
Learning outcomes	
<p>Students will be able to analyze current issues and trends in the management of small enterprise; apply management skills necessary to manage a small enterprise; understand the role of management in a small enterprise; to recognize and explore different types of management strategies for small enterprises</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 <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Click here to enter text.
READING	
Compulsory reading	
1.	Buble, M. (2003) Management malog poduzeća (I. i II. dio), Sveučilište u Splitu: Ekonomski fakultet: Split

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

2.	Siropolis, N.C. (1995) Menadžment malog poduzeća: vodič u poduzetništvo, 4. izd., MATE: Zagreb.
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Optional reading

1.	Scarborough, N.M. (2012) Effective Small Business Management: An Entrepreneurial Approach, 10th ed, Pearson Prentice Hall: Upper Saddle River, NJ
2.	Longenecker, J.G., Moore, C.W., Petty, J.W., Palich, L.E. (2008) Small Business Management: Launching and Growing Entrepreneurial Ventures, 14th ed, Thomson/South-Western: Mason, OH.
3.	Carter, S., Jones-Evans, D. (2006) Enterprise and Small Business: Principles, Practice and Policy, 2nd ed, FT Prentice Hall: Harlow, England; New York, NY.

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Introduction to the management of small enterprise	2	2	0
2.	Features of small enterprise	2	2	0
3.	Management functions in small enterprise	2	2	0
4.	Planning in small enterprise	2	2	0
5.	Organising of small enterprise	2	2	0
6.	Leading of small enterprise	2	2	0
7.	Human resource management of small enterprise	2	2	0
8.	Controlling in small enterprise	2	2	0
9.	The business processes in a small enterprise	2	2	0
10.	Application of managerial skills on leading in small enterprise	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

11.	Organisational culture of small enterprise	2	2	0
12.	Management based on values in small enterprise	2	2	0
13.	The growth and development of small enterprise	2	2	0
14.	The networking and internationalisation of small enterprise	2	2	0
15.	The future of small enterprises	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	INTERGOVERNMENTAL FISCAL RELATIONS
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Meri Šuman Tolić, Ph.D Assistant Professor
e-mail	mstolic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. Fiscal Federalism, 2. Decentralization: theoretical framework 3. Types of decentralization, 4. Fiscal decentralization, 5. The structure of the Croatian public sector, 6. The assignment of expenditure responsibilities among different govnrnemnt levels, 7. The assignment of revenue sources among different govnrnemnt levels, 8. Fiscal capacity of subnational units, 9. Fiscal authonomy of local units, 10. Subnational budgets and capital revenues, 11. Public private partnership, 12. Fiscal equalization, 13. Subnational borrowing,, 14. EU Regional Policy, 15. Fiscal decentralization in Croatia</p>	
Learning outcomes	
<p>After completing the course and passing the exam students will be able to:- perceive the importance and complexity of intergovernmental fiscal relations in contemporary states and assess and evaluate the institutions and policies of local public financing.- distinguish, define and explain the basic concepts in the field of fiscal decentralization;- explain, differentiate, critically interpret and compare the characteristics of the Croatian fiscal system and the system of EU member states;- analyze the aassignment of expenditure responsibilities among levels of government;- analyze the subnational revenue sources and critically assess the significance of fiscal autonomy and fiscal capacity of local units on the success of the implementation of the decentralization process;- analyze and critically assess the impact of decentralization on the development determinants.Students are expected to develop: general competencies (identifying the key elements necessary for a systematic analysis of intergovernmental fiscal system of contemporary states which extend the knowledge acquired in the course Public Finance) and specific competencies (interpretation of the main characteristics of the financing of lower levels of government, the distribution of powers between the state levels, evaluation the impact of decentralization of modern states in relevant economic categories).</p>	
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"/> Field work <input checked="" type="checkbox"/> Exams

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

<input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	
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EXAMINATION METHOD

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

Compulsory reading


1.	Veiga, L., Kurian, M. and Ardakanian, R., Intergovernmental Fiscal Relations, Springer, 2015., ISBN 978-3-319-06295-2
2.	Swianiewicz, P., Local Government Borrowing: Risks and Rewards, A Report on Central, OSI/LGI, 2004, ISBN: 963 9419 51 6

Optional reading

1.	Websites: Council of Europe (http://www.coe.int), European Commission (http://europa.eu.int), Eurostat (http://epp.eurostat.cec.eu.int), International monetary fund (http://www.imf.org), The Organisation for Economic Co-operation and Development - OECD (http://www.oecd.org/tax/federalism/); OECD Fiscal decentralization database (http://www.oecd.org/tax/federalism/oecdiscaldecentralisationdatabase.htm), World Bank Group (http://www1.worldbank.org/publicsector/decentralization/fiscal.htm)
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LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Fiscal Federalism	2	2	0
2.	Decentralization: theoretical framework	2	2	0
3.	Types of decentralization	2	2	0
4.	Fiscal decentralization	2	2	0
5.	The structure of the Croatian public sector,	2	2	0
6.	The assignment of expenditure responsibilities among different government levels	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15


7.	The assignment of revenue sources among different govnermnt levels	2	2	0
8.	Fiscal capacity of subnational units	2	2	0
9.	Fiscal authonomy of local units	2	2	0
10.	Subnational budgets and capital revenues	2	2	0
11.	Public private partnership	2	2	0
12.	Fiscal equalization	2	2	0
13.	Subnational borrowing	2	2	0
14.	EU regional policy	2	2	0
15.	Fiscal decentralization in Croatia	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	INTERNATIONAL MARKETING
Semester	Spring
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Marija Martinović, Ph.D Assistant Professor
e-mail	marija.martinovic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Challenges of international marketing, International trade barriers, Environment of global markets, Marketing research, Multinational Market regions and market groups, Marketing planning and organization, Products and services, International marketing channels, Exporting and logistics, Integrated marketing communications, Personal selling and sales management, Pricing for international markets, Negotiating with international partners and customers</p>	
Learning outcomes	
<p>Students will be able to identify challenges in international market and adapt business strategies. Thanks to the theoretical background and case studies, they will be prepared to create successful marketing strategies according to the actual consumer needs having in mind environmental differences in any target market.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" 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 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.	Cateora, Gilly, Graha(2010): International Marketing, McGraw Hill, International edition

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

Optional reading				
1.	Johansson, J. K. (2009), Global Marketing, McGraw Hill, International edition			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	International marketing: definition and challenges	2	2	0
2.	International trade: trade barriers, balance of payments	2	2	0
3.	International cultural environment	2	2	0
4.	International political environment	2	2	0
5.	International economic environment	2	2	0
6.	International legal environment	2	2	0
7.	International market research	2	2	0
8.	Market regions and market groups	2	2	0
9.	International organizations and institutions	2	2	0
10.	Market entry strategies	2	2	0
11.	Products and services	2	2	0
12.	International marketing channels	2	2	0
13.	Exporting and logistics	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

14.	Integrated marketing communications	2	2	0
15.	Pricing for international markets	2	2	0
TOTAL HOURS		30	30	0
OTHER RELEVANT INFORMATION				

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MANAGEMENT OF TOURIST AGENCIES
Semester	Spring
Recommended ECTS	6
Course status	Compulsory
Course leader	Doc. Dr. Sc. Iris Mihajlovic
e-mail	iris.mihajlovic@unidu.hr
MODULE DESCRIPTION	
Course content	
<ol style="list-style-type: none"> 1. The history of travel. development of the travel agencies 2. New travel trends considering geographical distribution; demographical features of travelers; European travel marketplaced; Main travel associations 3. The main functions-and tasdks of travel intermediaries. Differences between tour operators and travel intemediaries. 4. Classification of travel agencies 5. Modalities of integrations, strategic alliances. The relationship with the other stakeholders and service prviders . Types of contracts; the realization of the business cooperation between travel agencies and the business partners, hotels; partnerships 6. Marketing reserach for purpose of creatin of travel packages 7. Travel agency products - cretaing of packages, types, classification of package-tours, receptive business. 8. Transfers and excursions, new products and perception of added values 6. Pricing- types, costs, calculations 7. Placement of products, booking, distribution, promotion, on line booking .Innovative tools and perception of added values 8. Managing human resources in the travel agency- specific features of employees in travel agencies 9. Promotion- types, brochures, catalogues . Promotional policy, contents of promotional activities and measuring of efficiency of its activities. 10. Organizational structure of the travel agencies in terms of contemporary business practices 11. Business results and efficiency of business of travel intermediaries 12. Economic indicators for measuring an efficiencyof business activities 	
Learning outcomes	
<p>To provide the students enough adequate theoretical knowledge about travel agency business, such as and develop practical skills necessary for managing travel agencies. To make students ready for application knowledge and special skills at the concrete problems. To arise the level of students 'awareness about importance and the role of travel agencies on the tourist market and to and for the continuous education such as continuous taking care about trends in the environment.</p>	
TEACHING MODE	
xLectures Seminars and workshops xExercises	xConsultations <input type="checkbox"/> Field work xExams

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

<input type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	
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EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:

READING	
Compulsory reading	

3.	Singh, L. K. (2008), Management of Travel Agency, Gyan Publishing House
4.	Buhalis, D. (2003). eTourism: Information technology for strategic tourism management. Pearson, London.
5.	Čavlek, N. Travel and tourism intermediaries: Their changing role, In book. Tisdell, C.A. (eds) Handbook of Tourism Economics: Analysis, New Applications and Case Studies, New York, World Scientific,.
6.	Egger, R., Buhalis, D. (2008). eTourism, Case Studies. Butterworth Heinemann, Oxford.
7.	Mihajlovic, I. (2014). ICT and New Trends in Consumer Behavior – New Experiential Knowledge Opportunities or Challenges for Intermediaries, Journal of Marketing Management, Vol. 2., No.1., pp. 43 – 64.

Optional reading	
6.	Buhalis, D., Costa, C. (2005). Tourism Business Frontiers. Butterworth Heinemann, New York.
7.	Buhalis, D., Laws, E. (2001). Tourism Distribution Channels, Practice, Issues and Transformations. Continuum, London.
8.	Buhalis, D., Zoge, M. (2007). The strategic impact of the Internet on the tourism industry. In book: Sigala, M., Mich, L., Murphy J. (eds) Information and communication technologies in tourism. Springer, Wien.
9.	
10.	

LIST OF TOPICS				
No.		Hours		
		L	E	S
16.	History of travel. The development of the travel agencies	2	2	0
17.	New travel trends considering geographical distribution; demographical features of travelers; European travel marketplacded; Main travel associations	2	2	0
18.	The main functions- and tasks of travel agencies	2	2	0
19.	Classification of travel agencies , types;	2	2	0
20.	Modalities of integrations, strategic alliances The relationship with the other stakeholders and service providrs	2	2	0

 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS</i>	Form
	Module description - UNDERGRADUATE COURSE	F04-15

21.	Types of contracts; the realization of the business cooperation between travel agencies and the business partners, hotels; partnerships	2	2	0
22.	Travel agency products - creating of packages, types, classification of package-tours, receptive business.	2	2	0
23.	Transfers and excursions, new products and perception of added values	2	2	0
24.	Pricing- types, costs, calculations	2	2	0
25.	Managing human resources in the travel agency- specific features of the employees in the travel agency	2	2	0
26.	Placement of products, booking, distribution, promotion, on line booking .Innovative tools and perception of added values	2	2	0
27.	Promotion- types, brochures, catalogues . promotional policy, contents of promotional activities and measuring of efficiency of its activities	2	2	0
28.	Organizational structure of the travel agencies in terms of contemporary business practices	2	2	0
29.	Business results and efficiency of business of travel intermediaries	2	2	0
30.	Economic indicators for measuring an efficiency of business activities	2	2	0
TOTAL HOURS		30	30	0

OTHER RELEVANT INFORMATION

Monitoring the quality and efficiency of the implementation of the college.
The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.