



2017-18.

University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS

COURSE CATALOGUE - MASTER PROGRAMMES


COURSE CATALOGUE

MASTER PROGRAMMES

2017-18

ECONOMICS

**BUSINESS
ECONOMICS**


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

LIST OF MODULES –1st YEAR


1. CONTROLLING	3
2. MANAGEMENT OF TOUROPERATORS	6
3. RISK MANAGEMENT	9
4. APPLIED MACROECONOMICS	12
5. APPLIED MICROECONOMICS	15
6. FINANCIAL REPORTING AND AUDITING	18
7. INTERNATIONAL BUSINESS NEGOTIATIONS	21
8. MANAGERIAL ACCOUNTING	24
9. OPEN ECONOMY MACROECONOMICS	27
10. QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING	29
11. STRATEGIC MARKETING MANAGEMENT	32
12. STRATEGIC MANAGEMENT	35
13. MARKETING RESERACH	38

LIST OF MODULES –2nd YEAR

1. COMPETITIVENESS OF MODERN ECONOMIES	2
2. ECONOMIC SYSTEM OF THE EU	5
3. INTERNATIONAL FINANCIAL MANAGEMENT	7
4. LABOUR ECONOMICS	10
5. MARKETING CHANNELS	15
6. RETAIL LOGISTICS	21
7. QUALITY MANAGEMENT	24
8. STRATEGIC MANAGEMENT IN HOTEL INDUSTRY	28
9. EVENT MANAGEMENT	30

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

COURSE INFORMATION	
Course name	CONTROLLING
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Tihomir Luković, Ph.D Associate Professor
e-mail	tihomir.lukovic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>- Basic characteristics and controlling role in the management; - Defining, controlling and shaping of the controlling concept; - Controlling multidimensional concept; - Management and controlling concept; - Balanced Scorecard; - Basics of risk management; - Balance chance and risk management; - The concept of value-oriented controlling; - The basic dimensions of value-oriented controlling; - Value-oriented management and controlling, and measuring success based; - Controlling pattern formation as a way of thinking and calculating in the system of business information management concept of the bionic; - Controlling concept and model; - Initial approach to the concept of thinking in controlling; - Provision for climate action operational and strategic tools; - Minimum module of controlling concept;</p>	
Learning outcomes	
<p>1. Define the controlling and positioning it in the management of the company. 2. Understand the role and function of controlling in management. 3. Understand the system of value-oriented controlling. 4. Detect a role model in controlling. 5. Understand the importance of controlling the management of risk. 6. To understand performance measurement in the controlling conception. 7. Understand the system of business information management concept of the bionic.</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 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</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

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

READING

Compulsory reading


1.	Luković, T. & Lebefromm, U.: „CONTROLLING Konzept und Fälle“ Erstes Buch, Erste Auflage, Germany, 2010
2.	Deyhle, A.: „Controller-Praxis, Führung durch Ziele – Planung – Controlling“, Band II, Verlag für ControllingWissen AG Offenburg, 2003
3.	Luković, T. & Lebefromm, U.: „Controlling, planom do cilja – druga knjiga“, Sveučilište u Dubrovniku, Dubrovnik 2014.
4.	Lectures, notes, Power Points slides from lectures

Optional reading


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LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Basic characteristics and controlling role in the management	2	2	0
2.	The concept of value-oriented controlling	2	2	0
3.	Controlling pattern formation as a way of thinking and calculating in the system of business information management concept of the bionic	2	2	0
4.	Planning principles and controlling's planning & Positioning function of planning and controlling	2	2	0
5.	Adoption of planning decisions & Controller as coordinator of entities in planning	2	2	0
6.	The basic principles of controlling's planning and leading	2	2	0
7.	Goal-directed control function controlling planning & Control of actual and planned performance	2	2	0
8.	Controlling comparing actual and planned in function of aggregate planning	2	2	0
9.	Instruments of controller's planning	2	2	0

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

10.	Target indicators and controller's reports & Controller's reports and managem	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION	
Course name	MANAGEMENT OF TOUROPERATORS
Semester	Winter
Recommended ECTS	ECTS 7
Course status	Compulsory
Course leader	Iris Mihajlović Ph.D Assistant Professor
e-mail	iris.mihajlovic@unidu.hr
MODULE DESCRIPTION	
Course content	<ol style="list-style-type: none"> 1. History of development of travel intermediaries. 2. The prerequisites of the development of tour operations. The historical development of tour operators 3. Role of mass tourism in tour operators development. 4. Conceptual and functional differences between tour operators and travel agencies; 5. Type and functions of tour operators. 6. Evolution of electronic distribution; 7. Impact of ICT on business activities; OTA -s 8.. Forming a package, type of packages, price calculation; Yield Management 9. Impact of innovative tools on placement of packages; Specifics of travel market in terms of dynamic market changes 10. Promotion and an organizing distribution of package tours, forms of promotional activities, catalog and on-line catalog, selling forms of packages 11. The specific features - generating markets such as Scandinavian, Germany, UK, Italy, France, the Netherlands ; the most important tour operators 12. Inside specialization as an answer on dynamic changes 13..Protecting consumers considering EU directive; 14. Integrations; partnerships; strategic alliances 15. The role of tour operators in sustainable tourism destination Integrations; partnerships; strategic alliances
Learning outcomes	<p>To make it possible for students to acquire the knowledge of tour operators management, understanding new trends to be more competitive towards new market changes; Including students' familiarisation with the development of intermediary operations, peculiarities of tour operators activities, tour-packages tailoring, promotional mix decisions, price management, human resources management (HRM). In addition, the course aims at highlighting tour operators role in destination sustainability, specific features in consumers protection through tour operators management, and peculiarities of co-operation between tour operators and service providers. To make it possible for</p>

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

students to acquire the necessary know-how using innovative tools to be later applied in practice

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 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.	Roy A. Cook, Cathy J. Hsu, and Joseph J. Marqua (2014). <i>The Business of Hospitality and Travel</i> (5th Edition), Prentice Hall/Pearson; ISBN-10: 0133113531;
2.	Marc Mancini, (2001). <i>Conducting Tours</i> , Delmar Thomson Learning, Third Editon,
3.	Mihajlović, I. (2014) <i>The Impact of Global Trends at the Level of Macro Environment Dimensions on The Transformation of Travel Intermediaries</i> :.In Vol.11 2014. WSEAS TRANSACTIONS on BUSINESS and ECONOMICS E-ISSN: 2224-2899
4.	Čavlek, N. (2013) <i>Travel and Tourism Intermediaries: Their Changing Role</i> . In <i>Handbook of Tourism Economics: Analysis, New Applications and Case Studies</i> (Eds.) Tisdell, Clement AllanI, World Scientific Publishing Co. Pte. Ltd..Singapur
5.	Holloway, (2006). <i>The Business of Tourism</i> , 7th ed. The Prentice Hall, Pearson: Harlow.

Optional reading

1.	Buhalis, D., Laws, E. (2001). <i>Tourism Distribution Channels, Practice, Issues and Transformations</i> . Continuum, London.
2.	Buhalis, D. (2003). <i>eTourism: Information Technology for Strategic Tourism Management</i> . Pearson, London
3.	Aldeberta, B., Danb, R. J., Longhib, C. (2011). <i>Case Study: Innovation in the tourism industry: The case of Tourism</i> , <i>Tourism Management</i> , Vol. 32, pp. 1204-1213. Čavlek N., <i>Tour Operators and Destination Safety</i> , <i>Annals of Tourism Research</i> , Vol. 29., No. 2., 2002, pp. 478-496.
4.	European Commission – Health and Consumers DG.(2009). <i>Study on Consumer Detriment in the area of Dynamic Packages</i> , L ondon Economics
5.	Kracht, J., Wang, Y. (2009). <i>Examining the Tourism Distribution Channel: Evolution and Transformation</i> , Emerald Group Publishing Čavlek N., <i>Tour Operators and Destination Safety</i> , <i>Annals of Tourism Research</i> , Vol. 29., No. 2., 2002, pp. 478-496.

LIST OF TOPICS


No.		Hours		
		L	E	S

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


1.	The prerequisites of the development of tour operations. The historical development of tour operators	2	2	0
2.	Conceptual and functional differences between tour operators and travel agencies; Mass tourism	2	2	0
3.	Type and functions of tour operators Evolution of electronic distribution; Impact of ICT on business activities; OTA -s	2	2	0
4.	Forming a package, type of packages, price calculation; Yield Management	2	2	0
5.	Impact of innovative tools on placement of packages; Specifics of travel market in terms of dynamic market changes	2	2	0
6.	Promotion and an organizing distribution of package tours, forms of promotional activities, catalog and on-line catalog, selling forms of packages	2	2	0
7.	The specific features - generating markets such as Scandinavian, Germany, UK, Italy, France, the Netherlands ; the most important tour operators; Specialization as "must be" concept	2	2	0
8.	Protecting consumers considering EU directive;	2	2	0
9.	Integrations; partnerships; strategic alliances	2	2	0
10.	The role of tour operators in sustainable tourism destination Integrations; partnerships; strategic alliances	2	2	0
TOTAL HOURS		20	20	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.

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

COURSE INFORMATION	
Course name	RISK MANAGEMENT
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Ivo Šperanda, Ph.D Assistant Professor
e-mail	ivo.speranda@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Concept and Process of Risk Management - Probability and Uncertainty II. Theoretical Concepts of Risk Measurement III. Identification, Measurement Methods and Risk Analysis IV. Real Investments Risk V. Financial Investments Risk VI. Diversification and Focused Investments VII. Decision-making Under Conditions of Risk - Decision Criteria VIII. Project Risks IX. Risk Adjusted Value X. Hedging As a Strategy of Risk Reduction XI. Market Risk and Value at Risk XII. Sensitivity Analysis of the Investment Project Effects</p>	
Learning outcomes	
<p>The RISK MANAGEMENT course allows students to develop general skills of identifying risks in different business activities, as well as the possibility of a risk assessment and protection from adverse consequences. Specific competencies are reflected in deepening the knowledge of the techniques and methods of risk measurement and analysis of risk, and the impact of risk on business decision-making. Specific competencies are reflected in linking knowledge and skills acquired during lectures and exercises and preparing the implementation of this knowledge in practice. The course provides development of specific and generic competencies, knowledge and skills. After successful completing the course and passing the exam the students will be able to understand the notion of the risk in the contemporary economy.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral	Other:

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


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


Compulsory reading	
1.	Grinblatt M., Tittman S., Markets and Corporate Strategy, 2nd Edit., The McGraw-Hill Companies, 2002.
2.	Cuthbertson K., Nitzche D., Investments, 2nd Edit., John Wiley & Sons, Ltd, Chichester, England
3.	Graham B., The Intelligent Investor (Revised Edition), HarperCollins Publishers, N.Y., 2003.
Optional reading	
1.	Shirreff D., Dealing With Financial Risk, The Economist & Profile Books, London, U.K., 2004.
2.	Culp L.C., The Risk Management Process: Business Strategy & Tactics, J. Willey N.Y. 2001.

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Probability, Risk and Uncertainty	2	2	0
2.	Identification, Measurement, Methods and Risk Analysis	2	2	0
3.	Real Investments Risk and Financial Investments Risk	2	2	0
4.	Project Risks	2	2	0
5.	Decision-making Under Conditions of Risk - Decision Criteria	2	2	0
6.	Diversification and Focused Investments	2	2	0
7.	Risk Adjusted Value	2	2	0
8.	Market Risk and Value at Risk	2	2	0

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

9.	Hedging As a Strategy of Risk Reduction	2	2	0
10.	Sensitivity Analysis of the Investment Project Effects	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION	
Course name	APPLIED MACROECONOMICS
Semester	Spring
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Nebojša Stojčić, Ph.D Associate Professor
e-mail	nstojcic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Contemporary contributions to macroeconomics. New classical economics. Rational expectations. Lucas supply curve. Time inconsistency of economic policy. New Keynesian economics. Wage and price rigidity. New Keynesian Phillips curve and inflation targeting. Monetary and fiscal policy. Central bank independence. Nominal anchor. Fiscal policy. Globalization. Impact of globalization on fiscal and monetary policy. Globalization trilemmas. Financial instabilities in modern economies. Minsky theory of financial instability. Financial crisis and real sector. Financial accelerator theory.</p>	
Learning outcomes	
<p>Contemporary achievements in macroeconomics and application of acquired knowledge in analysis of key contemporary macroeconomic issues.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
1.	Blanchard, O., Macroeconomics, Fourth Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey, 2006.

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


2.	Romer, D., <i>Advanced Macroeconomics</i> , Third Edition, McGraw-Hill, New York, 2006.
3.	Kydland, F., Prescott, E: Rules rather than discretion: The inconsistency of optimal plans, <i>Journal of Political Economy</i> , 1977, 85: 473-491
4.	Mishkin, F., What should central banks do?, <i>Review</i> (Federal Reserve Bank of St.Louis), 2000, 82: 1-13
5.	Minsky, H., The financial instability hypothesis, <i>Handbook of radical political economy</i> , Edward Elgar, 1993

Optional reading


1.	Bernanke, B., Gertler, M., Gilchrist, S., The financial accelerator and the flight to quality, <i>The Review of Economics and Statistics</i> , 1996, 1: 1-15
2.	Akerlof, G., Dickens, W., Perry, G., Near-rational wage and price setting and the long-run Phillips curve, <i>Brookings Papers on Economic Activity</i> , 2000, 1.
3.	Feldstein, M., Rethinking the role of fiscal policy, <i>American Economic Review</i> , 2009., 99: 556-559
4.	Mankiw, N., Weinzierl, M., Yagan, D., Optimal taxation in theory and practice, <i>Harvard Business School Working Paper</i> , Harvard, 2009., 09-140

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Introduction in modern macroeconomic analysis	2	2	0
2.	Time inconsistency of economic policy	2	2	0
3.	Wage and price rigidity	2	2	0
4.	Modern theories of inflation unemployment trade off	2	2	0
5.	Central bank independence	2	2	0
6.	Fiscal policy; Supply economics	2	2	0
7.	Inequality and poverty	2	2	0
8.	Globalization - introduction	2	2	0

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


9.	Economic and political trilemma of globalization	2	2	0
10.	Globalization and financial crisis	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>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.</p>				

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


COURSE INFORMATION	
Course name	APPLIED MICROECONOMICS
Semester	Spring
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Perica Vojinić, Ph.D Assistant Professor
e-mail	perica.vojinic@unidu.hr
MODULE DESCRIPTION	
Course content	
Theories of the Firm; Theories of Consumer Behaviour, Demand Analysis; Production and Cost Theory; Perfect Competition; Cobweb model; Monopoly; Regulation of Monopoly; Monopolistic Competition; Oligopoly; Game Theory and Strategic Behaviour; Pricing Practices; Welfare Economics and Pareto efficiency; Risk Analysis; Government Actions in Markets	
Learning outcomes	
Upon successful completion of the course a student will be able to: Apply economic principles to management decisions; Understand the basic forces governing the operation of competitive markets; Analyze the implications of various elasticities of consumer demand for pricing and location decisions; Quantify the determinants of consumer demand; Distinguish relevant from irrelevant costs for economic decision-making; Characterize the conditions under which a loss-making enterprise should continue to operate in the short run and long run; Characterize the conditions under which an enterprise should shut down in the short run and long run; Determine if and how a firm can engage in price discrimination or implement markup pricing. Analyze possible strategies in the event a firm is one of just a few companies in a market; Analyze the conditions under which an advertising campaign is most likely to be advantageous; Analyze the Government Actions in the Market.	
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	Other:

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


<input checked="" type="checkbox"/> Partial exam				
READING				
Compulsory reading				
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.			
2.	Carlton, D., Perloff, J., Modern Industrial Organization, Pearson, Boston, 2005			
Optional reading				
1.	Pepall, L., Richards, D., Norman, G., Industrial Organization – Contemporary Theory and Practice, Thomson, Mason, 2005			
2.	Prager, J., Applied Microeconomics, Irwin, Boston, 1993			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Theories of the Firm	2	2	0
2.	Consumer Behaviour	2	2	0
3.	Production and Cost Theory	2	2	0
4.	Perfect Competition, Cobweb Model	2	2	0
5.	Monopoly, Regulation of Monopoly; Monopolistic Competition	2	2	0
6.	Oligopoly, Game Theory and Strategic Behaviour	2	2	0
7.	Pricing Practices	2	2	0
8.	Welfare Economics and Pareto efficiency	2	2	0
9.	Risk Analysis	2	2	0
10.	Government Actions in Markets	2	2	0
TOTAL HOURS		20	20	0

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


OTHER RELEVANT INFORMATION
-

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


COURSE INFORMATION	
Course name	FINANCIAL REPORTING AND AUDITING
Semester	Spring
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>Course content broken down in detail in accordance with the name of the theme lectures. Content includes financial reporting, the mandatory legal regulations and reports for analysis and auditing of financial statements.</p>	
Learning outcomes	
<p>To familiarize students with the objectives and institutional framework of financial reporting in the Republic of Croatia and all because of the need of transparency of data and information for the purpose of internal and external users. The development of specific knowledge and skills in the application of modern principles and methods of consolidation of financial statements of complex business subjekata. Stjecanje knowledge on available information using various analysis of financial statements. The development of specific knowledge and skills in the application of modern principles and methods of the audit of the financial statements of complex subjects. Gaining knowledge of advanced techniques of financial statement analysis. Reporting to external and internal users on the quality of operations of the analyzed subject.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input 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</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


Compulsory reading				
1.	Međunarodni standardi financijskog izvješćivanja 2004. HZRFDH, Zagreb, 2005.(prijevod s eng.)			
2.	Dražić Lutitsky, I.; Gulin, D.; Mamić Sačer, I.; Tadijančević, S.; Tušek, B.; Vašiček, V.; Žager, K.; Žager, L. (2010) Računovodstvo. Zagreb: Hrvatska zajednica računovođa i financijskih djelatnika.			
Optional reading				
1.	Gulin, D., Tušek, B., Žager, L., Poslovno planiranje, kontrola i analiza, HZRiF, Zagreb, 2004.			
2.	Tušek, B., Žager, L., Revizija, Hrvatska zajednica računovođa i financijskih djelatnika, treće izdanje, 2008.			
3.	Prof.dr.sc. Vinko Belak, Analiza poslovne uspješnosti ,RRiF, Zagreb 2014.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction, aim and significance of financial reporting and auditing.	2	2	0
2.	The institutional framework of financial reporting in the R & H, Law on Accounting, Financial Reporting Standards (IFRS and CFRS) and International Accounting Standards (IAS).	2	2	0
3.	Balance - the recognition and registration of the main items of assets, liabilities and capital.	2	2	0
4.	The recognition and accounting treatment of tangible and intangible assets, the method of acquisition, depreciation and eventual sale.	2	2	0
5.	Income statement, recognition and accounting of income and expenses.	2	2	0
6.	Statement of Cash Flows.	2	2	0
7.	Statement of changes in equity, notes to the financial statements iRačunovodstvene policy.	2	2	0
8.	The consolidated financial statements.	2	2	0
9.	Analysis of the financial statements for purposes of internal and external users. Horizontal, vertical and analysis indicators.	2	2	0

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

10.	Revision in function of the quality of financial reporting. External and internal auditing and able to audit reports.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION	
Course name	INTERNATIONAL BUSINESS NEGOTIATIONS
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Katija Vojvodic, Ph.D Associate Professor
e-mail	katija.vojvodic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1.A framework for business negotiations. The nature of business negotiations. Negotiation analysis. Strategies and tactics of negotiation. Negotiating styles and skills. 2.Introduction to international business negotiation. Features of the international business negotiation. The challenges of international negotiations. 3. The impact of culture on international business negotiations. 4.Communication and international business negotiation. The importance of communication and communication skills. Basic communication skills in international business negotiations. 5. Specific features of negotiation in different parts of the world. 6. Characteristics and examples of international negotiation in Europe. Case studies of selected European countries. 7. Characteristics and examples of international negotiation in North and South America. Case studies of selected countries in the Americas. 8. Characteristics and examples of international negotiation in Africa. Case studies of selected African countries. 9.Characteristics and examples of international negotiation in Asia. Case studies of selected Asian countries. 10.Characteristics and examples of international negotiation in Australia and New Zealand.</p>	
Learning outcomes	
<p>After passing the exam students are expected to specify and define the basic concepts and elements of the business negotiation process; explain, compare, and discern the principles and techniques of business negotiation, determine the basic features of negotiation, and identify the negotiation skills; classify, discern, and compare the strategies and tactics of international business negotiation; anticipate the challenges of international business negotiation; identify the specific features of international negotiation; discuss the impact of culture on international business negotiation; recognize the importance of communication and communication skills in international business negotiation; state and explain the specific features of negotiation in different parts of the world, and apply them correctly in the international business negotiation process.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Field work

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

<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"/> Exams
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EXAMINATION METHOD

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

Compulsory reading


1.	Acuff, F. L., How to Negotiate Anything with Anyone Anywhere Around the World, 3rd ed., AMACOM, Ney York, 2008
2.	Ghauri, P. N., Usunier, J.-C. (Eds.), International Business Negotiations, Pergamon, Elsevier Ltd, Oxford, UK, 2003

Optional reading


1.	Gosselin, T., Practical Negotiating: Tools, Tactics and Techniques, John Wiley and Sons, Inc., New Jersey, 2007
2.	Fisher, R., Ury, W., Patton, B., Getting to Yes: Negotiating Agreement Without Giving In, New York: Penguin Books, Revised edition, 2011

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	A framework for business negotiations. The nature of business negotiations. Strategies and tactics of negotiation. Negotiating styles and skills.	2	2	0
2.	Introduction to international business negotiation. Features of the international business negotiation.	2	2	0
3.	The impact of culture on international business negotiations.	2	2	0
4.	Communication and international business negotiation.	2	2	0
5.	Specific features of negotiation in different parts of the world.	2	2	0
6.	Characteristics and examples of international negotiation in Europe. Case studies of selected European countries.	2	2	0
7.	Characteristics and examples of international negotiation in North and South America. Case studies of selected countries in the Americas.	2	2	0

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

8.	Characteristics and examples of international negotiation in Africa. Case studies of selected African countries.	2	2	0
9.	Characteristics and examples of international negotiation in Asia. Case studies of selected Asian countries.	2	2	0
10.	Characteristics and examples of international negotiation in Australia and New Zealand.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION	
Course name	MANAGERIAL ACCOUNTING
Semester	Spring
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>Theoretical concept of managerial accounting – position and role in corporate governance; Accounting aspects of cost management in the business process; The process of planning and control in the management of business systems; Responsibility accounting (business plan, budgeting, transfer pricing); Cash flow management; Strategic accounting and its instruments (Costing process, target costing, quality costing, lifetime, BSC); Defining and interpreting relevant information in the accounting and financial statements required for the decision-making processes; Connecting the accounting and financial business aspects with the managerial decision-making process.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students should be able to understand and properly use the theories, methods, and categories contained in internal reports of managerial accounting. They should also be able to recognize the connections between the managerial accounting and other parts of the accounting and non-accounting information system. This would be a constructive way to participate in the creation of information flow and in the organization of the overall information (or in the broader sense – business) process in concrete business systems. The final goal would be to enable students to interpret and use the reports of strategic accounting in their future managerial functions, and by recognizing the possibilities of this discipline to know which information can be received out of it, assuming that the information requirements are properly set.</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	

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


<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.	Werner, M. L. & Jones, K. H.: Introduction to Management Accounting – A User Perspective, 3rd Edition, Kendall Hunt Publishing, 2009.
2.	Garrison, R. H., Noreen, E. W. & Brewer, P. C.: Managerial Accounting, 14th Edition, McGraw-Hill/Irwin, 2012.
3.	Drury, C.: Cost and Management Accounting: An Introduction, 7th Edition, Cengage Learning, 2011.
4.	Lectures (Power-point presentations) and other information about the course available on the website of the University of Dubrovnik
Optional reading	
1.	Hossain, D. M. et al.: Contemporary Issues in Strategic Management Accounting: Six Lecture Modules, LAP LAMBERT Academic Publishing, 2011.
2.	Hansen, D. R., Mowen, M. M.: Cost Management: Accounting and Control, 5th Edition, South-Western College Publishing, 2006.

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Introduction to managerial accounting; Definition of managerial accounting and it's role; Defining manager's need for information; Differences between financial and managerial accounting; Trends in managerial accounting	2	2	0
2.	Major cost classifications in accounting; Cost identification for manufacturing firms; Cost identification for merchandising firms; Cost identification for service firms; Reporting overhead costs to managers	2	2	0
3.	Valuation problems; Costs of real assets: Impact of different depreciation methods; Accounting for current assets: Impact of different accounting techniques for inventory valuation	2	2	0
4.	Product costing methods: Job order costing and process costing; Standard costing; The calculation of the accounting breakeven point	2	2	0
5.	Comparison between traditional and ABC overhead allocation; Responsibility accounting	2	2	0
6.	Budgeting; The master budget; Flexible budgets	2	2	0

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

7.	Capital budgeting and typical decisions; Methods and approaches	2	2	0
8.	Transfer pricing: three general approaches	2	2	0
9.	Strategic accounting and its instruments	2	2	0
10.	Connecting the accounting and financial business aspects with the managerial decision-making process	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION	
Course name	OPEN ECONOMY MACROECONOMICS
Semester	Spring
Recommended ECTS	5 ECTS
Course status	Compulsory
Course leader	Marija Bečić, Ph.D Assistant Professor
e-mail	marija.becic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Foreign exchange market; National Income Accounting and the Balance of Payments; Inflation and interest rates in open economy; Purchasing Power Parity; Real exchange rate; Mundell-Fleming model; Internal and external balance; Central bank independency; Globalisation; International labour and capital mobility; Monetary policy trilemma; Fiscal policy implications;</p>	
Learning outcomes	
<p>After completing the course and passing the exam, students will acquire a general theoretical knowledge on open economy macroeconomics. Students will be capable of using Mundell-Fleming model, as well as of conducting a qualitative analysis of foreign exchange markets, exchange rates and Purchasing power parity. Furthermore, students will be able to analyse anti-inflation efforts of a Central bank and assess the level of its independency and transparency, as well as of critical thinking and defining the basic principles of open economy macroeconomics.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	

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

1.	Leddin, A., Walsh, B., The Macroeconomy of the Eurozone, Gill and MacMillan, 2003.
2.	Mankiw, N., G., Macroeconomics, Fifth Edition, Worth Publishers, New York, 2003.

Optional reading


1.	Krugman, P., Obstfeld, M., Međunarodna ekonomija: Teorija i ekonomska politika, MATE, Zagreb, 2009
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LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Open economy macroeconomics basic concepts.	2	2	0
2.	Foreign exchange market and exchange rate.	2	2	0
3.	Inflation and interest rates in an open economy.	2	2	0
4.	Purchasing power parity. Real exchange rate.	2	2	0
5.	Mundell-Fleming model. Internal and external balance.	2	2	0
6.	Mundell-Fleming model under the fixed and flexible exchange rates regime.	2	2	0
7.	Monetary policy and international coordination.	2	2	0
8.	Central bank independence and transparency.	2	2	0
9.	Globalisation. Labour and capital mobility.	2	2	0
10.	Alternative globalisation theories.	2	2	0
TOTAL HOURS		20	20	0

OTHER RELEVANT INFORMATION


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


COURSE INFORMATION	
Course name	QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING
Semester	Spring
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Tonći Svilokos, Ph.D Assistant Professor
e-mail	tonci.svilokos@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Linear programming: Standard problem of the maximum, minimum; Dual; General model; Graphical method of LP problem solving; Simplex method of LP problem solving; Sensitivity Analysis and Interpretation of Solution; The use of QSB software package for LP problem solving. The transport problem: Basic concepts and problem setting; The transport problem as LP problem; Transport methods to find the initial solution; Transport optimization methods (stepping stone method, MODI method); The use of QSB software package to solve the problem of transport. Game theory: Basic concepts. Solving the saddle game. Solving mixed games 2×2, $2 \times n$, $m \times 2$ and $m \times n$, The use of QSB software package to solve the problem of game theory. Analytic hierarchy process (AHP): Structure; comparison in pairs. Calculating the vector preference of criteria within themselves. Calculating the vector preference of alternatives within criteria. The sensitivity analysis. Measuring consistency (AHP). The use of Expert Choice software package for AHP problem solving.</p>	
Learning outcomes	
<p>After completing the course and passing the exam students are expected to be able to define the models of linear programming: standard problem of maximum/minimum; show the connection between the standard problem of maximum/minimum (their dual relationship); describe and demonstrate the procedure of LP problem solving using the graphical method; show the use of LP model on concrete examples and how to solve them with and without the use of software package; define the transport model; present the use of transport methods to find the initial solution and transport optimization methods with and without the use of software package; define the concepts of game theory, such as player, coalition of interests, coalition of actions, outcome, strategy, payment matrix, etc.; demonstrate solving the mixed games, games 2×2, $2 \times n$, $m \times 2$ and $m \times n$ with and without the use of software package; define the basic characteristics and structure of the analytic hierarchy process as a quantitative method; discuss advantages and disadvantages of AHP method compared to other known methods; choose a problem in practice, formulate it as an AHP problem, and with the use of appropriate software package solve the problem, determine the degree of consistency in rating the alternatives by pairs; carry out the post optimal “what if” analysis and to comment on the obtained results.</p>	

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


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 type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Anderson, R. D., Sweeney, J., D., Williams, A. T., Camm, D. J., Martin, K., An Introduction to Management Science: Quantitative Approaches to Decision Making 14th Edition, 2015			
Optional reading				
1.	Anderson, R. D., Sweeney, J., D., William, A. T., Camm, D. J., Cochran J. J., Fry, J. M., Ohlmann, W. J., Qunantitative Methods for Business, 12e, South-western Cengage Learning, 2013			
2.	Bhushan, Navneet; Kanwal Rai (2004), Strategic Decision Making: Applying the Analytic Hierarchy Process. London: Springer-Verlag			
3.	McCain, R., A., (2010), Game Theory A Nontechnical Introduction to the Analysis of Strategy, 3rd Edition, Drexel University, USA			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction to Quantitative methods	2	2	0
2.	An Introduction to Linear Programming	2	2	0
3.	Graphical method for Linear Programming models	2	2	0
4.	Linear Programming Simplex Method Procedure -the problem of maximum - demonstration of using the WinQSB software	2	2	0

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

5.	Linear Programming Simplex Method Procedure -the problem of minimum - demonstration of using the WinQSB software	2	2	0
6.	Transportation problem -finding the initial solution	2	2	0
7.	Transportation problem - the optimisation procedure. Demonstration of using the WinQSB software	2	2	0
8.	Game theory, solving the 2×2, 2×n, and m×2 games	2	2	0
9.	Game theory, solving the m×n game. Demostration of using the WinQSB software	2	2	0
10.	AHP method. Demonstration of using the Expert Choice software	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION	
Course name	STRATEGIC MARKETING MANAGEMENT
Semester	Spring
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Matea Matić Šošić, Ph.D Assistant Professor
e-mail	matea.matic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1 Introduction and Definition strategy marketing (Mission, Vision, Goals, MOST analysis) 2. Swot analysis and Tows analysis, 3. Ansoff matrix, 4. Benchmarking, 5. Porter generic analysis and Blanced Business Scorecard, 6. BSC matrix, 5. Segmentation strategy, 7. CRM strategy and Internet marketing strategy, 8. Strategy 4P's, 9. Blue ocean strategy and guerilla strategy.</p>	
Learning outcomes	
<p>After completing this course, the student is expected to be able to: describe strategic role of marketing and main strategic characteristics, determine marketing strategy based on environmental analysis and marketing informations, apply analytic tools and four Ps of marketing in formulating marketing strategy, apply effective type of marketing strategy in business enviroment determine marketing strategy in online environment, implementing and controlling business marketing strategy.</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 type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
1.	Cravens, D.W; Piercy, N.F. Strategic marketing, 10th International edition, McGraw

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

	Hill Higher Education, 2012
2.	Chernev, Alexander; Kolter, Philip (Foreword), Strategic marketing management, 8th edition, Cerebellum Press, 2014.
3.	Walker O.C., Boyd H.W., Larrèchè J.C., Marketing Strategy, Planning and Implementation, Third Edition, Irwin/McGraw-Hill, 1999.

Optional reading

1.	Strategy, marketing plans and small organisations, Breda Mccarthy, 2016.
2.	Studying strategy, James Rowe, 2008.
3.	ClickStrategic Marketing. Andrew Whalley, 2014.

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Introduction and Definition strategy marketing	2	2	0
2.	Swot analysis and Tows analysis	2	2	0
3.	Ansoff matrix	2	2	0
4.	Benchmarking	2	2	0
5.	Porter generic analysis and Blanced Business Scorecard	2	2	0
6.	BSC matrix	2	2	0
7.	CRM strategy and Internet marketing strategy	2	2	0
8.	Strategy 4P's	2	2	0
9.	Blue ocean strategy and guerilla strategy.	2	2	0
10.	Presentations	2	2	0
TOTAL HOURS		20	20	0

OTHER RELEVANT INFORMATION



2017-18.


University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS
ECONOMICS

Form


Module description - GRADUATE COURSE

F04-15

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

COURSE INFORMATION	
Course name	STRATEGIC MANAGEMENT
Semester	Spring
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>Introduction to strategic management - students become acquainted with the basic concepts of management and strategic management: management, manager, leader, owner, entrepreneur, managerial functions, organisational functions, managerial processes, levels of management, managerial skills and managerial roles. Strategy and strategic management – strategy concept, strategic management concept, the concept of strategic management, stages of strategic management concept, strategic management development.. Environment strategic analysis – environment concept, external and internal environment. Patterns of environmental strategic analysis on an example of a concrete enterprise. Strategic intent – the concept of vision, mission, aims, strategy, concrete examples of enterprise strategic intent. Ethical approaches. Ethics and social responsibility in strategic management – the concept of ethics, ethical approaches, managerial ethics, decision ethics. The concept of corporation social responsibility, of managerial social responsibility, of environmental responsibility, social responsibility hierarchy, stockholder and stakeholder model. Strategy formulation – corporate strategies, business and functional strategies – kinds of enterprise corporate strategies: the main strategy and operating portfolio, examples of concrete enterprises and corporate strategies. Business strategy concept, Porter`s generic business strategies, functional strategies. Cases of enterprise strategy application from business practice. Strategy implementation and strategic control – the concept and methods of strategy implementation in enterprises. A resourced-based approach to enterprise strategy– VRIO approach. Global strategic management – strategic alliances and partnerships – strategic alliances concept, kinds of strategic alliances, advantages and disadvantages of strategic alliances, the concept of global strategic management, international marketing.</p>	
Learning outcomes	
<p>The course provides for the development of specific and general competences and know-how. Specific competences and skills are developed through seminar papers and exercises, by producing project assignments according to students preferences. After completing the course and passing the exam, students will be able to distinguish between strategy and strategic management from various aspects, to manage all categories of enterprises irrespective of their size and activity, to analyse cases from business practice (with respect to external and internal environment, resources, opportunities, threats, strengths and weaknesses, portfolio analysis as well as strategy levels and kinds). They will</p>	

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

also be able to offer alternatives in solving strategic sources and to estimate benefits and risks of all the alternatives. Furthermore, they will be able to recommend the best alternative solution as well as evaluation and assessment of the selected strategic alternative, to understand the difference between the structural and resource-based strategy approach, to apply models of project strategic management and to understand varied models of international marketing, particularly the role and importance of strategic alliances in contemporary business operations.

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
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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.	David, F.R., Strategic management: concept, thirteen edition, Pearson Education, USA, 2011.
2.	Wheelen, T. L., Hunger, J.D., Strategic Management and Business Policy: Toward Global Sustainability, thirteen edition, Pearson Education, USA, 2012.
3.	Dess, G.G., et al., Strategic management: text and cases, McGraw-Hill Education, New York, 2014.
4.	Vrdoljak Raguž, I., Podrug, N., Jelenc, L., Neostrategic Management: An International Perspective on Trends and Challenges, Heidelberg: Springer, 2016.
5.	

Optional reading


1.	Coulter, M., Strategic Management in Action, sixth edition, Pearson Education, USA,, 2013.
2.	Hitt, M. A., Ireland R. D., Hoskisson, R. E., Strategic Management: Competitiveness and Globalization, Concepts, Cengage Learning, 2010
3.	Barney, J. B., Clark, D. N., Resourced Based Theory Creating and Sustaining Competitive Advantage, Oxford University Press, 2007
4.	Ireland, D. R., Hoskisson, R. E., Hitt, M. A., Management of strategy: concepts and cases, South-Western, 2009
5.	Hill, C., Jones, G., Strategic Management Theory: An Integrated Approach, Cengage Learning, 2009

LIST OF TOPICS


No.	Hours
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 2017-18.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

		L	E	S
1.	The nature of strategic management. Case study.	2	2	0
2.	The strategic intent: business vision, mission, objectives, values and credo. Case study.	2	2	0
3.	The external assessment. Five forces model. PESTLEE analysis, industry analysis: EFE matrix and Competitive profile matrix. Case study.	2	2	0
4.	The internal assessment. Resource Based View (VRIO approach, Value Chain Analysis (VCA), IFE matrix. Case study.	2	2	0
5.	Partial exam	2	2	0
6.	Formulation of the strategy: corporate, business and functional strategies. SWOT Matrix, SPACE Matrix, BCG Matrix, IE Matrix, and QSPM. Strategy analysis and choice. Case study..	2	2	0
7.	Strategy implementation and strategic control. Balanced Scorecard. Case study.	2	2	0
8.	Global strategic management: strategic alliances and partnerships, mergers and acquisitions. Case study.	2	2	0
9.	Business Ethics. Social Responsibility. Environmental Sustainability. Case study.	2	2	0
10.	Partial exam.	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

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

COURSE INFORMATION		
Course name	MARKETING RESERACH	
Semester	Spring	
Recommended ECTS	7 ECTS	
Course status	Compulsory	
Course leader	Ivana Pavlić, Ph.D Associate proffesor	Barbara Puh, Ph.D Assistant Professor
e-mail	ipavlic@unidu.hr	
MODULE DESCRIPTION		
Course content		
<p>In this course, students will learn how to conduct research, collect data, transform it into meaningful information, and apply it to solve business problems and/or capitalize on feasible opportunities. Also, they will learn how to analyse marketing environments, interpret research findings, prepare a final report for the management team and how to determine when research is required, understand how to properly conduct research with an unbiased perspective, prepare research reports that interpret findings in a graphic and narrative format and use basic statistical inferences to substantiate research findings. This course aims are to provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students enrolled in this course have a basic understanding of marketing terminology and concepts.</p>		
Learning outcomes		
<p>By the end of the course it is expected that the student will be able to: display problem analysis skills and an ability to translate a management problem into a feasible research question; demonstrate a working knowledge of the concepts and methods of marketing research; recognise with an increased sensitivity the biases and limitations of marketing data; show an understanding of questionnaire design and sampling theory; demonstrate competency with the SPSS statistical software package and the ability to use SPSS to enter marketing data, conduct various types of statistical analyses and interpret their outputs; exhibit an understanding of qualitative and quantitative research methods and their application to marketing research.</p>		
TEACHING MODE		
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments	<input 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</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

<input checked="" type="checkbox"/> Multimedia and internet	
<input checked="" type="checkbox"/> Distance learning	

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.	Hague, P., Harrison, M., Cupman, J. and Truman, O. (2016). Market Research in Practice: An Introduction to Gaining Greater Market Inside, Kogan Page Limited, 3rd edition
2.	Sarstedt, M. and Mooi, E. (2014). A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, Springer, 2nd edition
Optional reading	
1.	Burns, A. and Bush, R. (2014). Marketing research, Pearson
2.	McGivern, Y. (2013). The practice of Market Research, 4th edition, Pearson
3.	Bradley, R. (2010). Marketing Research: Tools and Techniques, 2nd Ed., Oxford, Oxford University Press

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Introduction to Marketing Research	2	2	0
2.	Ethics in Market Research	2	2	0
3.	The Market Research Process - A Process for Defining the Problem and Research Objectives	2	2	0
4.	Research design – Exploratory Research	2	2	0
5.	Descriptive and Causal Research	2	2	0
6.	Data – Primary and secondary data	2	2	0
7.	Attitudes measurement	2	2	0


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

8.	Population and Sampling	2	2	0
9.	Data Management in SPSS	2	2	0
10.	Communicating the Results - reporting	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				


 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

LIST OF MODULES – 2nd YEAR

1. COMPETITIVENESS OF MODERN ECONOMIES	2
2. ECONOMIC SYSTEM OF THE EU	5
3. INTERNATIONAL FINANCIAL MANAGEMENT	7
4. LABOUR ECONOMICS	10
5. SERVICE MARKETING	12
6. MARKETING CHANNELS	15
7. PROCESS QUALITY AND AUDIT MANAGEMENT IN HOSPITALITY INDUSTRY	18
8. RETAIL LOGISTICS	21
9. QUALITY MANAGEMENT	24
10. STRATEGIC MANAGEMENT IN HOTEL INDUSTRY	28
11. EVENT MANAGEMENT	30

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	COMPETITIVENESS OF MODERN ECONOMIES
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Nebojša Stojčić, Ph.D Associate Professor
e-mail	nstojcic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. The concept of competitiveness. Definitions of competitiveness. Main features of competitiveness. Historical development of the concept of competitiveness. Competitiveness in economic theory. Competitiveness and New Classical economics. Alternative economic schools and competitiveness. The impact of globalisation on the perception of competitiveness. 2. Approaches to analysis of competitiveness. Indices and determinants of competitiveness at the level of economy. IMD approach to competitiveness. WEF approach to competitiveness. Porter's model of national competitiveness. Determinants and indicators of industrial competitiveness. Industrial competitiveness and international trade. Inter-industrial trade and specialisation. Industrial competitiveness and intra-industrial exchange. Determinants and indicators of competitiveness at firm level. Competitiveness and restructuring. National competitiveness as an outcome of processes at firm, industry and economy level. 3. Competitiveness, growth and development. Export-led growth – theoretical considerations. Export structure and economic growth – empirical evidence. Technological intensity of production and patterns of competitiveness on international market. Importance of competitiveness for developing economies. Competitiveness as determinant of economic development and economic development as objective of competitiveness. 4. Possibilities for improvements in national competitiveness. Firms and industries as drivers of national competitiveness. Determinants of changes in competitive profiles of firms and industries. Knowledge and technology transfer. Agglomeration externalities – spillover effects, cooperation between firms and between firms and scientific and professional institutions. Clusters. The impact of demand-side factors on changes in firm behaviour. Knowledge and technology transfer through international trade. Foreign direct investment as path towards improvements in the competitiveness of firms and industries. 5. The competitiveness of Croatian economy. The competitiveness of Central and East European economies during transition – institutional framework, changes in market orientation, changes in structure of exports. Distinctive features of Croatian transition and impact on national competitiveness. Market orientation of manufacturing industry. Enterprise restructuring and its impact on competitiveness - comparison of experiences in Croatia and Central and East European economies. Export structure and competitive profiles of Croatian firms and industries. Possibilities for improvements in the competitiveness of Croatian exports. National competitiveness and implications for growth – comparison of Croatia and other transition economies.</p>	

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

Learning outcomes	
<p>Upon completion of this course students will be able to: 1. Develop critical approach towards the concept of competitiveness, become familiar with its complexity, historical development and theoretical foundations. 2. Gain insight into competitiveness indices at different levels of analysis and be able to interpret them and apply in practice. 3. Become familiar with microeconomic foundations of competitiveness and be able to analyse relationships between competitiveness, economic growth and development. 4. Analyse the impact of economic policy and socio-economic factors at macro, mezzo and micro level on the competitiveness of firms, industries and an entire economy. 5. To apply obtained knowledge through seminars and workshops in analysis of competitiveness of firms, industries and economies on the example of Croatian economy.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
1.	Porter, M. (1990), <i>The Competitive Advantage of Nations</i> , New York: Free Press.
2.	Porter, M. E. (2003), <i>Building the Microeconomic Foundations of Competitiveness</i> , in: <i>The Global Competitiveness Report 2002-2003</i> , World Economic Forum, New York: Oxford University Press.
3.	I. Hoshi, P. J. Welfens and A. Wziatek-Kubiak (Eds.) (2007) <i>Industrial Competitiveness and Restructuring in Enlarged Europe</i> . Basingstoke, United Kingdom: Palgrave Macmillan.
Optional reading	
1.	Aiginger, K. (1998). A Framework for Evaluating the Dynamic Competitiveness of Countries. <i>Structural Change and Economic Dynamics</i> , 9 (2), pp. 159-188.
2.	Buckley, P. J., Pass, C. L. and Prescott, K. (1988). Measures of International Competitiveness: A Critical Survey. <i>Journal of Marketing Management</i> , 4 (2), pp. 175-200.
3.	Druzic, I. (2006). <i>A Journey Through Transition Time with Special Reference to Croatia</i> . Zagreb: Political Culture.
LIST OF TOPICS	
No.	Hours



2017./2018.


University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS
ECONOMICS

Form


Module description - GRADUATE COURSE

F04-15

		L	E	S
1.	Introductory lecture	2	2	0
2.	The concept of competitiveness	2	2	0
3.	Theoretical foundations of competitiveness	2	2	0
4.	Porter model	2	2	0
5.	The measurement of competitiveness	2	2	0
6.	Macroeconomic approach to competitiveness	2	2	0
7.	Trade approach to competitiveness	2	2	0
8.	Microeconomic approach to competitiveness	2	2	0
9.	Foreign direct investment and competitiveness	2	2	0
10.	The competitiveness of Croatian economy	2	2	0
TOTAL HOURS		20	20	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./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	ECONOMIC SYSTEM OF THE EU
Semester	Winter
Recommended ECTS	6 ECTS
Course status	Compulsory
Course leader	Marija Bečić, Ph.D Assistant Professor
e-mail	marija.becic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>Economic integration and history of European integration; EU Institutions Internal market: Integration of product and services market; Labour market and migration in EU; Fiscal policy and tax harmonisation; Monetary policy and monetary integration; Trade policies; Recent development in EU economy</p>	
Learning outcomes	
<p>After completing this course, students should be equipped with the necessary theoretical background to understand the rationale of the economic integration and to analyse the dynamic process of European integration. Students should be able to use microeconomic and macroeconomic theory to analyse economic and monetary integration in Europe as well as EU economic policies.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
1.	Baldwin, R., Wyplosz, C., The Economics of European Integration, 4/e, McGraw-Hill Higher Education, London, 2012.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

2.	Pelkmans, J., European Intergration: Methods and Economic Analysis, Longman, London, 1997
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Optional reading


1.	Hitris, T., European Union Economics, Fifth edition, Pearson Education, 2003.
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LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Defining economic integration; History of economic integration in europe.	2	2	0
2.	EU institutions	2	2	0
3.	Internal market: Integration of product and services market	2	2	0
4.	Common policies: trade, competition, industry.	2	2	0
5.	Common policies II: agriculture, transport.	2	2	0
6.	Labour market and migration in EU.	2	2	0
7.	Fiscal policy and fiscal harmonisation.	2	2	0
8.	Monetary policy and monetary integration.	2	2	0
9.	EU growth issues and prospects; EU competitiveness.	2	2	0
10.	Recent development in EU economy.	2	2	0
TOTAL HOURS		20	20	0

OTHER RELEVANT INFORMATION

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 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	INTERNATIONAL FINANCIAL MANAGEMENT
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>1. Multinational Financial Management: An Overview - Managing the MNC; Why Firms Pursue International Business, How Firms Engage in International Business, Valuation Model for an MNC; 2. International Flow of Funds - Balance of Payments (Current Account, Capital and Financial Accounts), Events That Increased International Trade, International Capital Flows, Factors Affecting DFI, Factors Affecting International Portfolio Investment, Agencies That Facilitate International Flows, How International Trade Affects an MNC's Value.; 3. International Financial Markets - Foreign Exchange Market, History of Foreign Exchange, Foreign Exchange Transactions, Foreign Exchange Quotations, Forward, Futures, and Options Markets, International Money Market, International Credit Market, International Bond Market, International Stock Markets; 4. Forecasting Exchange Rates - Why Firms Forecast Exchange Rates, Forecasting Techniques, Forecast Error, Methods of Forecasting Exchange Rate Volatility; 5. Direct Foreign Investment - Motives for Direct Foreign Investment, Benefits of International Diversification, Decisions Subsequent to DFI, Host Government Views of DFI; 6. Multinational Capital Budgeting - Subsidiary versus Parent Perspective, Input for Multinational Capital Budgeting, Factors to Consider in Multinational Capital Budgeting, Adjusting Project Assessment for Risk; 7. International Acquisitions - Background on International Acquisitions, Factors That Affect the Expected Cash Flows of the Foreign Target, Why Valuations of a Target May Vary among MNCs, Other Types of Multinational Restructuring; 8. Country Risk Analysis - Why Country Risk Analysis Is Important, Political Risk Factors, Financial Risk Factors, Types of Country Risk Assessment, Techniques to Assess Country Risk, Measuring Country Risk, Comparing Risk Ratings among Countries, Incorporating Country Risk in Capital Budgeting, Reducing Exposure to Host Government Takeovers; 9. Long-Term Financing - Long-Term Financing Decision, Governance: Stockholder versus Creditor Conflict, Assessing the Exchange Rate Risk of Debt Financing, Reducing Exchange Rate Risk, Interest Rate Risk from Debt Financing; 10. Short-Term Financing - Sources of Short-Term Financing, Internal Financing by MNCs, Why MNCs Consider Foreign Financing, Determining the Effective Financing Rate, Criteria Considered for Foreign Financing, Actual Results from Foreign Financing, Financing with a Portfolio of Currencies.</p>	
Learning outcomes	

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

After completing the course and passing the exam, students will embrace general and specific knowledge of the contemporary processes and developments in multinational financial management and international financial markets. Students will be familiar with issues of forecasting exchange rates and how to conduct practical forecasts. Students will be able to analyse country risk and make rational decisions for long-term and short-term financing as well. All mentioned element students will be able to incorporate into the process of multinational capital budgeting.

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
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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.	Madura, J., (2012) International Financial Management, 11th edition, Florida Atlantic University, South-Western Cengage Learning, USA
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Optional reading


1.	Madura, J., (2008) International Corporate Finance, ninth edition, Thomson South-Western, 2008
2.	Levi, D., M., (2009) International Finance, fifth edition, Routledge, USA
3.	Krugman, P., R., Obstfeld, M., Melitz, M., (2011) International Economics: Theory and Policy, 10th Edition, Pearson Series in Economics

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Multinational Financial Management: An Overview	2	2	0
2.	International Flow of Funds	2	2	0
3.	International Financial Markets	2	2	0

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

4.	Forecasting Exchange Rates	2	2	0
5.	Direct Foreign Investment	2	2	0
6.	Multinational Capital Budgeting	2	2	0
7.	International Acquisitions	2	2	0
8.	Country Risk Analysis	2	2	0
9.	Long-Term Financing	2	2	0
10.	Short-Term Financing	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


COURSE INFORMATION	
Course name	LABOUR ECONOMICS
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Perica Vojinić, Ph.D Assistant Professor
e-mail	perica.vojinic@unidu.hr
MODULE DESCRIPTION	
Course content	
Introduction to Labour Economics; Labour Supply; Labour Demand; Labour Quality; Wage Determination and Structure; Labour Unions, Governments and Labour Market Legislation; Labour Market Discrimination; Labour Productivity; Employment and Unemployment	
Learning outcomes	
After completing this course, the student is expected to be able to: apply labour economic theories and conduct empirical analysis to a variety of problems; describe some of the main characteristics of, and recent developments in, labour markets of EU-type economies and; critically evaluate empirical findings relating to major research areas such as unemployment, labour supply etc.	
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	
Compulsory reading	
1.	McDonell, C. R., Brue, S. L., Macpherson, D.A., Contemporary Labor Economics, 10th edition, McGraw-Hill, 2012.
2.	Borjas, G. J., Labor Economics, 6th edition, McGraw-Hill Higher Education, 2012.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


Optional reading	
1.	Ehrenberg, R.G. Smith ,R.S., Modern Labor Economics- Theory and Public Policy, 10th Edition, Pearson Education, Addison-Wesley, 2009.
2.	Boeri T., Van Ours J., The Economics of Imperfect Labor Markets, Princeton University Press, Princeton and Oxford, 2008.
3.	Becker, G. S., Human Capital: A Theoretical and Empirical Analysis with Special Reference to Education, 3rd edition, The University of Chicago Press, 1993.

LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction to Labour Economics; Labour Supply	2	2	0
2.	Population, Participation Rates and Hours of Work	2	2	0
3.	Labour Quality	2	2	0
4.	The Demand for Labour	2	2	0
5.	Wage Determination and the Allocation of Labour	2	2	0
6.	The Wage Structure	2	2	0
7.	Labour Unions and Collective Bargaining; The Economic Impact of Unions	2	2	0
8.	Government and Labour Market Legislation and Regulation; Labour Market Discrimination	2	2	0
9.	Labour Productivity: Wages, Prices, and Employment	2	2	0
10.	Employment and Unemployment	2	2	0
TOTAL HOURS		20	20	0

OTHER RELEVANT INFORMATION				
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 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	SERVICE MARKETING
Semester	Winter
Recommended ECTS	7
Course status	Compulsory
Course leader	Ph. D. Marija Dragičević
e-mail	marija.dragicevic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. Defining services and service industry-Transportation services, Communication services, Wholesale and trade, Retailing, Financial services (banking,insurance), Tourism services, Health services, Legal services, Education</p> <p>2. Services marketing a separate sub-discipline of Marketing-The Crawling Out stage (Pre-1980), The Scrambling About stage (1980-1985), The Walking Erect stage (1986-today)</p> <p>3. Strategic Classification of Services and Special Characteristics of Services- Intangibility, Inseparability of production and consumption, Heterogeneity, Perishability; High-involvement personal services, Goods maintenance services, Services for the mind, Intangible asset maintenance services</p> <p>4. The Expanded Marketing Mix for Services: 7P -definition, strategies</p> <p>5. Identifying critical incidents- critical incidents and their impact on consumers</p> <p>6. Conceptual frameworks for analysing the service encounter-Blueprinting, Servuction, Service security, Service failure and recovery, Computer-mediated encounters</p> <p>7. Services Quality</p>	
Learning outcomes	
<p>To introduce the students with the most important theoretical issues, such as practical concepts refers to the specific kinds of services such as strategies use in services sector, to make to make students familiar with the problems in profit and non profit organization and to train them be able to make adequate decision when they are faced with the problems, to arise the awareness about importance of services quality and to initiate them to appreciate individual approach as necessity for achieving business success in services sector.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Click here to enter text.
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READING

Compulsory reading


1.	Hoffman, K. D., Bateson, J., Services Marketing: Concepts, Strategies and Cases, Thomson South Western, Mason, Ohio, 2006.
2.	Hoffman, K. D. Bateson, J., , Essentials of services marketing , Dryden Press (Fort Worth), 1997.
3.	Fisk, R. P., Grove, S. J., & Joby, J. Interactive services marketing. Boston: Houghton Mifflin, 2000.

Optional reading

1.	Baron, S., & Harris, K., Services marketing: Texts and cases, Basingstoke UK, Palgrave, 2003.
2.	Bruhn, M. & Georgi, D., Services marketing: Managing the service value chain, Harlow, UK: Prentice Hall Financial Times, 2006.

LIST OF TOPICS


No.		Hours		
		L	E	S
1.	Defining services and service industry-Transportation services, Communication services, Wholesale and trade, Retailing, Financial services (banking,insurance), Tourism services, Health services, Legal services, Education	2	2	0
2.	Defining services and service industry-Transportation services, Communication services, Wholesale and trade, Retailing, Financial services (banking,insurance), Tourism services, Health services, Legal services, Education	2	2	0
3.	Services marketing a separate sub-discipline of Marketing- The Crawling Out stage (Pre-1980), The Scrambling About stage (1980-1985), The Walking Erect stage (1986-today)	2	2	0
4.	Strategic Classification of Services and Special Characteristics of Services- Intangibility, Inseparability of production and consumption, Heterogeneity, Perishability; High-involvement personal services, Goods maintenance services, Services for the mind, Intangible asset maintenance services	2	2	0
5.	Strategic Classification of Services and Special Characteristics of Services- Intangibility, Inseparability of production and consumption, Heterogeneity, Perishability; High-involvement personal services, Goods maintenance services, Services for the mind, Intangible asset maintenance services	2	2	0

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

6.	The Expanded Marketing Mix for Services: 7P -definition, strategies	2	2	0
7.	The Expanded Marketing Mix for Services: 7P -definition, strategies	2	2	0
8.	Identifying critical incidents- critical incidents and their impact on consumers	2	2	0
9.	Services Quality	2	2	0
10.	Conceptual frameworks for analysing the service encounter-Blueprinting, Servuction, Service security, Service failure and recovery, Computer-mediated encounters	2	2	0
TOTAL HOURS		20	20	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.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	MARKETING CHANNELS
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Marija Dragičević, Ph. D Assistant Professor
e-mail	marija.dragicevic@unidu.hr
MODULE DESCRIPTION	
Course content	
<ul style="list-style-type: none"> • A marketing channel-definition, roles, types of marketing channels, flows in marketing channels, channel structure, conflicts in marketing channel, marketing channels links producers to buyers, advertising and promotion., influences the firm's pricing strategy, affecting product strategy through branding • Developing the Marketing Channel- strategy in marketing channels, designing the marketing channel, selecting the channel members, modifications, motivating the channel members • Electronic Marketing Channels • Direct Selling and Direct marketing Channels- importance, rules, strategies • Wholesalers, Retail Intermediaries, Facilitating Agencies- importance, strategies • Marketing Channels for Services- strategies 	
Learning outcomes	
<p>Understand the definition and importance of marketing channels, see how marketing channels relate to the other strategic variables in the marketing mix, be familiar with the concept of channel structure and ancillary structure and recognize the difference between them,, understand why producers and manufactures often find it necessary to shift many of the distribution tasks to intermediary, be aware of major trends in wholesale structure, know about trends in retailing, appreciate the role played facilitating agencies in marketing channels, understand the impact of environment in marketing channels context, be able to delineate the major types of competition in the context of marketing channel structure and strategy, understand that behavioral processes such as conflict, power, role and communication are inherent behavioral dimensions in marketing channels, understand the meaning of the marketing channel strategies, have a familiarity with the implications of the selection decision for channel strategies.</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"/> Consultations <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams




<input checked="" type="checkbox"/> Multimedia and internet <input 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.	Taylor , J. , Foster, J. R., Woodside, A. G., Marketing channels: systems and strategies, Harper & Row, 1977.			
2.	Rosenbloom, B., Marketing channels: a management view, Thomson, Canada, 2004.			
3.	Rosebloom, B., Direct Selling Channels, The Haworth Press, Inc., Binghamton, 1992.			
Optional reading				
1.	Barry, B., Marketing Channels, Wiley, Michigan, 1996.			
2.	Mehta, Dubinsky, Anderson, Marketing channel management and the sales manager, Industrial Marketing management			
3.	Brown, Johnson, Koenig, Measuring the sources of the marketing channel power, International Journal of Research In Marketing, No.12, 1995, pp. 333-354.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	A marketing channel-definition, roles, types of marketing channels, flows in marketing channels	2	2	0
2.	Marketing channel-structure and konflikts in channel	2	2	0
3.	Marketing channel strategy	2	2	0
4.	Marketing channel strategy	2	2	0
5.	Electronic marketing channel	2	2	0
6.	Wholesalers and Retail Intermediaries	2	2	0
7.	Facilitating Agencies	2	2	0

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


8.	Marketing channels for services	2	2	0
9.	Marketing channels for services-strategies	2	2	0
10.	Marketing channels for services-strategies	2	2	0
TOTAL HOURS		20	20	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. Awareness of one's, analysis and correction: Involves the evaluation of their work on the basis of experience gathered by the end of the semester and opinions (students and colleagues in the profession) as well as the analysis and identification of good and bad elements in the classes for the purpose of entering corrections and improvements for the next academic year.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	PROCESS QUALITY AND AUDIT MANAGEMENT IN HOSPITALITY INDUSTRY
Semester	Winter
Recommended ECTS	5
Course status	Elective
Course leader	Ph. D. Marija Dragičević
e-mail	marija.dragicevic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. Specific features of the hotel business processes-processes, coordination, key processes from a customer, suppliers and business partners (especially tour operators) point of view, quality management in hotels, criteria decision model for international hotels, optimization of hotel processes, analytic hierarchy process (as a method of multi criteria programming) for decision making</p> <p>2. “Tools” and methods for managing hotel processes in hotels- key technics and methods for adding “value”, hotels’ critical business processes</p> <p>3. Hotel audit process- types of audit, internal audit, external audit, night audit, environmental hotel audit, knowledge and skills required for successful audit.</p>	
Learning outcomes	
<p>To introduce to students with the most important theoretical issues, such as practical concepts referring to the specific kinds of hotel business process and audit. The aim of the course is to make students familiar with different critical point in the hotel process which has been chosen and to train them to be able to solve problems on the best possible way using different strategies and “tools” for optimizing hotel process. The aim of the course is to arise the awareness about importance of hotel processes services quality and to initiate them to appreciate necessity for achieving business excellence in hotels’ business practice.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Click here to enter text.
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READING

Compulsory reading	
5.	Ismail, A., Front Office Operations and Management Hospitality, travel and tourism, Delmar Thomson Publishing
6.	Kasavana, M., Brooks, R., (1998). Front Office Procedures, Educational Institute
7.	Moreo, P., Sammons, G., Beck, J., (2000). Front Office Operations and Auditing Workbook, Prentice Hall, New Jersey4..Pang, P. N. T., (2007). The Essentials of Quality Control Management, Trafford publishing
Optional reading	
5.	Jones P and Lockwood A, (1999), Hospitality Operating Systems, Distance Learning Unit, University of Surrey
6.	Luchars, J., Hinkin, T.,(1996). The service- quality audit: a hotel case study, The Cornell Hotel and Restaurant Administration Quarterly, vol. 37, 1. p. 34-41.

LIST OF TOPICS


No.		Hours		
		L	E	S
11.	Speacific features of hospitality industry and hotel processes	2	2	0
12.	Managing quality and quality management in hotels	2	2	0
13.	Tools”” and methods for managing hotel processes in hotels- key technics and methods for adding “value”, hotels’ critical business processes	2	2	0
14.	Tools”” and methods for managing hotel processes in hotels- key technics and methods for adding “value”, hotels’ critical business processes	2	2	0
15.	Hotel audit process- types of audit, internal audit, external audit, night audit, environmental hotel audit, knowledge and skills required for successful audit.	2	2	0
16.	Hotel audit process- types of audit, internal audit, external audit, night audit, environmental hotel audit, knowledge and skills required for successful audit.	2	2	0
17.	Hotel processes	2	2	0
18.	Hotel processes	2	2	0

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


19.	Implementation of ISO standards	2	2	0
20.	Implementation of ISO standards	2	2	0
TOTAL HOURS		20	20	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. Awareness of one's, analysis and correction: Involves the evaluation of their work on the basis of experience gathered by the end of the semester and opinions (students and colleagues in the profession) as well as the analysis and identification of good and bad elements in the classes for the purpose of entering corrections and improvements for the next academic year.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


COURSE INFORMATION	
Course name	RETAIL LOGISTICS
Semester	Winter
Recommended ECTS	5 ECTS
Course status	Elective
Course leader	Katija Vojvodic, Ph.D Associate Professor
e-mail	katija.vojvodic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. Retail logistics and retail supply chain management. 2. Relationships in the supply chain. 3. The internationalization of the retail supply chain. 4. Drivers of retail supply chain change. 5. Non-food logistics. Case studies. 6. Food logistics. Case studies. 7. RFID technology. 8. Reverse logistics. 9. The development of e-tail logistics. 10. The greening of retail logistics.</p>	
Learning outcomes	
<p>After passing the exam, students are expected to be able to identify a number of challenges to retailers and their supply chains (issues of availability, retailer control of channels, time in replenishment, RFID technology, food and non-food logistics and e-tailing), explain the concepts of Quick Response (QR) and Efficient Consumer Response as well as Collaborative Planning, Forecasting and Replenishment (CPFR), analyze relationships in the supply chain, discuss the internationalization of the retail supply chain, drivers of retail supply chain change and reverse logistics, and distinguish different aspects of technology use and environmental concerns in logistics.</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./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


Compulsory reading				
1.	Ferne, J., Sparks, L. (Eds.), Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain, 4th ed., Kogan Page, 2014			
2.	Ghauri, P. N., Usunier, J.-C. (Eds.), International Business Negotiation Ayers, J. B., Odegaard, M. A., Retail Supply Chain Management, Auerbach Publications, Taylor&Francis Group, 2008s, Pergamon, Elsevier Ltd, Oxford, UK, 2003			
Optional reading				
1.	Waters, D. (Ed.), Global logistics: new directions in supply chain management, 6th ed., Kogan Page, 2010			
2.	Gustafsson, K., Jönson, G., Smith, D., Sparks, L., Retailing Logistics & Fresh Food Packaging, Kogan Page, 2009			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Retail logistics and retail supply chain management.	2	2	0
2.	Relationships in the supply chain.	2	2	0
3.	The internationalization of the retail supply chain.	2	2	0
4.	Drivers of retail supply chain change.	2	2	0
5.	Non-food logistics. Case studies.	2	2	0
6.	Food logistics. Case studies.	2	2	0
7.	RFID technology.	2	2	0
8.	Reverse logistics.	2	2	0
9.	The development of e-tail logistics.	2	2	0
10.	The greening of retail logistics.	2	2	0

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

 2017./2018.	University of Dubrovnik DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	QUALITY MANAGEMENT
Semester	Spring
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Marija Dragičević, Ph. D Assistant Professor
e-mail	marija.dragicevic@unidu.hr
MODULE DESCRIPTION	
Course content	
<p>1. Quality and Gurus- definition and importance of Quality, the Evolution of Quality and Quality Management, the most important Gurus and their approaches (Crosby, Deming, Juran, Ishikawa, Taguchi, Feigenbaum, Japanese-Style Total Quality) 2. Change and Continuous Improvement- Forces for Change, Approaches to TQM, a Framework for the Introduction of TQM-organizing, Systems, and Techniques, Measurement and Feedback, Changing Culture, Quality Costs, The Role of Managers, „Tools“ for Managing Quality (Selecting Tools and Techniques such as Pareto Analysis, Cause-and-Effect Diagrams, Brainstorming, Flowcharts, Six Sigma as a Statistical Process Control, Quality Function Deployment etc) 3. Quality Managing System 9001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of the Quality managing System ISO 9001 on marketing, operational, human resource management, financial indicators) 4. Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management) 5. Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages, problems with implementation, Management support and knowledge of food safety, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 22000 on the business performances)</p>	
Learning outcomes	
<p>To introduce the students in the field of Managing Quality and to arise awareness about importance of quality systems implementation in the business practice and their understanding of different Quality System Approaches. To make students familiar with the „tools“ and techniques indispensable for successfully quality managing, to make students to be aware of the key criteria necessary for improving business performances in the firms that have implemented ISO Managing System Standards (in the first order ISO 9001, ISO 14001, ISO 22000), to make students to recognize</p>	

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

problems connected to managing Quality and how to solve them in practice.

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
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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.	Dale, B. G., <i>Managing Quality</i> , Wiley-Blackwell, 2007.
2.	Narayana, V., Sreenivasan, N. S., <i>Managing Quality, Concepts and Tasks</i> , New Age International publisher, 1996., Reprint 2007.

Optional reading

1.	Dragicevic, M., Letunic, S., Brautovic, H., (2010), <i>Implementation of ISO managing system standards in the Croatian hotels, Proceedings of 21th DAAAM Symposium,, Intelligent Manufacturing & Automation: Interdisciplinary Solutions</i> “, Zadar, Croatia, p.0341-0342., ISSN: 1726-9679, ISBN: 978-3-901509-73-5, Inspec Database, Cambridge Scientific Abstracts, ISI Scientific Proceedings Thomson Reuters, EBSCO
2.	Pang, P. N. T., <i>The Essentials of Quality Control Management</i> , Trafford publishing, 2007.

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Quality and Gurus- definiton and importance of Quality, the Evolition of Quality and Quality Management, the most important Gurus and their approaches (Crosby, Deming, Juran, Ishikawa, Taguchi, Feigenbaum, Japanese-Style Total Quality)	2	2	0
2.	.Quality and Gurus- definiton and importance of Quality, the Evolition of Quality and Quality Management, the most important Gurus and their approaches (Crosby, Deming, Juran, Ishikawa, Taguchi, Feigenbaum, Japanese-Style Total Quality)	2	2	0
3.	Change and Continuous Improvement- Forces for Change, Approaches to TQM, a Framework for the Introduction of TQM-organizing, Systems,and	2	2	0



2017./2018.


University of Dubrovnik
DEPARTMENT OF ECONOMICS AND BUSINESS
ECONOMICS

Form

Module description - GRADUATE COURSE

F04-15


	Techniques, Measurement and Feedback, Changing Culture			
4.	„Tools“ for Managing Quality (Selecting Tools and Techniques such as Pareto Analysis, Cause-and-Effect Diagrams, Brainstorming, Flowcharts, Six Sigma as a Statistical Process Control, Quality Function Deployment etc)	2	2	0
5.	Quality Managing System 9001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of the Quality managing System ISO 9001 on marketing, operational, human resource management, financial indicators)	2	2	0
6.		2	2	0
7.	. Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management)	2	2	0
8.	Environmental Managing System ISO 14001- importance, specific features, advantages, disadvantages, problems with implementation, importance of Quality management and Management support, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 14001 on the business performances and image, Waste management)	2	2	0
9.	Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages, problems with implementation, Management support and knowledge of food safety, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 22000 on the business performances)	2	2	0

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15


10.	Food Safety Managing System ISO 22000- importance, specific features, advantages, disadvantages, problems with implementation, Management support and knowledge of food safety, research conducted in the world and Croatia (implementation in the world business practice such as in Croatian Business practice, influence of ISO 22000 on the business performances)	2	2	0
TOTAL HOURS		20	20	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. Awareness of one's, analysis and correction: Involves the evaluation of their work on the basis of experience gathered by the end of the semester and opinions (students and colleagues in the profession) as well as the analysis and identification of good and bad elements in the classes for the purpose of entering corrections and improvements for the next academic year.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	STRATEGIC MANAGEMENT IN HOTEL INDUSTRY
Semester	Winter
Recommended ECTS	7 ECTS
Course status	Compulsory
Course leader	Zorica Krželj-Čolović Ph.D Assistant Professor
e-mail	zkrzelj@unidu.hr
MODULE DESCRIPTION	
Course content	
Introduction to strategic management in hotel industry; Analysis of internal and external environment in the hotel industry; the level of strategies in hotel industry; Implementation of strategies; Controlling implementation of strategies; Implementation of the strategy through the business cooperation among enterprises; Emotional intelligence; Entrepreneurship and innovations in hotel industry; Global strategic management in hotel industry	
Learning outcomes	
Knowledge of the importance of strategic management in hotel enterprises, the importance of implementation strategies in business hotel enterprises, controlling of implementation and business cooperation.	
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.	Enz, C.A., Hospitality Strategic Management, John Wiley & Sons, New jersey, 2010.

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

Optional reading				
1.	Olsen, M., Zhao, J., Pizam, A., Handbook of Hospitality Strategic management, Butterworth-Heinemann, Oxford, 2008.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Defining of the term hotel industry and hotel enterprises forms	2	2	0
2.	Defining the strategic management in the hotel industry	2	2	0
3.	Vision, mission and objectives of the hotel enterprises	2	2	0
4.	The levels of strategies in hotel industry	2	2	0
5.	Implementation of strategies in hotel enterprises	2	2	0
6.	Instruments of strategic management	2	2	0
7.	Implementation of strategies through business cooperations	2	2	0
8.	Controlling	2	2	0
9.	Measure of business performance of the enterprise as a controlling system	2	2	0
10.	Global strategic management in hotel industry	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				

 2017./2018.	University of Dubrovnik <i>DEPARTMENT OF ECONOMICS AND BUSINESS</i> <i>ECONOMICS</i>	Form
	Module description - GRADUATE COURSE	F04-15

COURSE INFORMATION	
Course name	EVENT MANAGEMENT
Semester	winter
Recommended ECTS	5
Course status	Elective
Course leader	Iris Mihajlović, Ph.D Assistant Professor
e-mail	iris.mihajlovic@unidu.hr
MODULE DESCRIPTION	
Course content	
<ol style="list-style-type: none"> 1 The concept of the event management. 2. Definition and typology of events. 3. Trends, features and effects on dynamic market place. Forecasting of the demand 4. The use of event management in tourism. Selective approach to the events 5. The role of (tourist) destination in performance of events 6. Event conceptualization, the role of sponsors, media, participants and the audience. 7. The organization and coordination of events. Logistics of events. 9. Managing resources, human resources management (HRM) within the event - planning needs for human resource management. 10. Techniques of motivation for effective team building 11. Project management as part of management events. 12. Budget and budget control events. 13. Security, Risk Management and Legal Affairs in organizing events. 14. An evaluation and the assessment of the effects of the event. 15. Strategic management process for events 	
Learning outcomes	
<p>After completing the course and passing the exam, and other fulfilled obligations relating to the course, you are going to be able for: critical access in domain of management of events, to be trained in the evaluation of resources considering the role of ethno-social, cultural - artistic and natural resources in the area. You gain the ability of focusing on activities toward highly complex tasks of managing events in all business sectors. Students will be able to understand: a) performance measured through evaluation of process of event management, b) the system of business information and the importance of motivation, c) to stimulate efficiency in relation to HRM. The objectives are to define the function of planning and controlling, and also to understand their importance and effects within strategic management process.</p>	

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 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.	Johnny, A.(2002). Festival and Special Event Management, Elsevier.			
2.	Preston, C.A. (2012). Event Marketing, John Willey and Sons, Inc., New Jersey			
Optional reading				
1.	Getz, ,D., Event Management and Event Tourism, Cognizant Communication Corp, 2005.			
2.	Getz, D., Event Studies: Theory, Research and Policy for Planned Events: A Multi-disciplinary			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	The concept of the event management.	2	2	0
2.	Definition and typology of events.	2	2	0
3.	Trends, features and effects on dynamic market place. Forecasting the demand.	2	2	0
4.	The use of event management in tourism. Selective approach to the events	2	2	0
5.	The role of (tourist) destination in performance of events	2	2	0
6.	Event conceptualization, the role of sponsors, media, participants and the audience.	2	2	0
7.	The organization and coordination of events. Logistics of events. Managing resources, human resources management (HRM) within the event - planning needs for human resource management.	2	2	0

8.	Techniques of motivation for effective team building Project management as part of management events.	2	2	0
9.	Budget and budget control events. Security, Risk Management and Legal Affairs in organizing events.	2	2	0
10.	An evaluation and the assessment of the effects of the event. Strategic management process for events	2	2	0
TOTAL HOURS		20	20	0
OTHER RELEVANT INFORMATION				
<p>Monitoring the quality and efficiency of the implementation of the college. The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be confirmed implementing of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.</p>				