



2017-18.

University of Dubrovnik  
*DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS*

*COURSE CATALOGUE - MASTER PROGRAMMES*

# COURSE CATALOGUE

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## DOUBLE DEGREE MASTER PROGRAMMES 2017-18.

**ECONOMICS**

**BUSINESS  
ECONOMICS**

**Marketing**



2017-18.

University of Dubrovnik  
*DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS*

*COURSE CATALOGUE - MASTER PROGRAMMES*


# COURSE CATALOGUE

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MASTER PROGRAMMES


2017-18.

**ECONOMICS**

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


## LIST OF MODULES –1<sup>st</sup> YEAR

1. APPLIED MICROECONOMICS.....	5
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3. QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING .....	11
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**Annex 1. List of courses and other curricular activities that students enrolled in the double degree program between the “Laurea Magistrale in Scienze Economiche e Finanziarie” (curriculum: Economic and Financial Analysis) at UNIPA and the Master degree in “Economics” at UNIDU can select to obtain at least the equivalent of 30 ECTS during the stay at host university**

UNIPA	UNIDU
<b>Laurea Magistrale in Scienze Economiche e Finanziarie</b> <b>(curriculum: Economic and Financial Analysis)</b>	<b>Master degree in “Economics”</b>
Group 1	
Economic Analysis - (8 ECTS) Topics in Economic Policy – (8 ECTS)	Applied microeconomics - (7 ECTS) Applied macroeconomics - (7 ECTS)
Group 2	
Mathematics for Economics and Finance – (10 ECTS)	Quantitative Methods of analysis in business decision making – (6 ECTS) Open economy macroeconomics (5 ECTS)
Group 3	
Corporate Strategy - (8 ECTS)	Strategic Management - (6 ECTS)

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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>APPLIED MICROECONOMICS</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	7 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Perica Vojinić, Ph.D Assistant Professor
e-mail	perica.vojinic@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
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	
<b>Learning outcomes</b>	
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.	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:

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<b>READING</b>				
<b>Compulsory reading</b>				
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.			
2.	Carlton, D., Perloff, J., Modern Industrial Organization, Pearson, Boston, 2005			
<b>Optional reading</b>				
1.	Pepall, L., Richards, D., Norman, G., Industrial Organization – Contemporary Theory and Practice, Thomson, Mason, 2005			
2.	Prager, J., Applied Microeconomics, Irwin, Boston, 1993			
<b>LIST OF TOPICS</b>				
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
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				



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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>APPLIED MACROECONOMICS</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	7 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Nebojša Stojčić, Ph.D Associate Professor
e-mail	nstojcic@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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>	
<b>Learning outcomes</b>	
<p>Contemporary achievements in macroeconomics and application of acquired knowledge in analysis of key contemporary macroeconomic issues.</p>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input 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
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
<b>Compulsory reading</b>	
1.	Blanchard, O., Macroeconomics, Fourth Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey, 2006.



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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

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

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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	6 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Tonći Svilokos, Ph.D Assistant Professor
e-mail	tonci.svilokos@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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 <math>2 \times 2</math>, <math>2 \times n</math>, <math>m \times 2</math> and <math>m \times n</math>, 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>	
<b>Learning outcomes</b>	
<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 <math>2 \times 2</math>, <math>2 \times n</math>, <math>m \times 2</math> and <math>m \times n</math> 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>	

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<b>TEACHING MODE</b>				
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
Compulsory reading				
1.	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			
<b>LIST OF TOPICS</b>				
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

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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
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>OPEN ECONOMY MACROECONOMICS</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	5 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Marija Bečić, Ph.D Assistant Professor
e-mail	marija.becic@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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>	
<b>Learning outcomes</b>	
<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>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
Compulsory reading	

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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
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>


**OTHER RELEVANT INFORMATION**

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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	6 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Ivona Vrdoljak Raguž, Ph.D. Associate professor
e-mail	ivona.vrdoljak@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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>	
<b>Learning outcomes</b>	
<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>	



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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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		<b>L</b>	<b>E</b>	<b>S</b>
6.	The nature of strategic management. Case study.	2	2	0
7.	The strategic intent: business vision, mission, objectives, values and credo. Case study.	2	2	0
8.	The external assessment. Five forces model. PESTLEE analysis, industry analysis: EFE matrix and Competitive profile matrix. Case study.	2	2	0
9.	The internal assessment. Resource Based View (VRIO approach, Value Chain Analysis (VCA), IFE matrix. Case study.	2	2	0
10.	Partial exam	2	2	0
11.	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
12.	Strategy implementation and strategic control. Balanced Scorecard. Case study.	2	2	0
13.	Global strategic management: strategic alliances and partnerships, mergers and acquisitions. Case study.	2	2	0
14.	Business Ethics. Social Responsibility. Environmental Sustainability. Case study.	2	2	0
15.	Partial exam.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

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## MASTER PROGRAMMES

2017-18.


**BUSINESS  
ECONOMICS**

***MARKETING***

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## LIST OF MODULES –1<sup>st</sup> YEAR

1. MARKETING RESERACH .....	22
2. STRATEGIC MARKETING MANAGEMENT .....	25
3. QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING .....	28
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5. FINANCIAL REPORTING AND AUDITING .....	34


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**Annex 2. List of courses and other curricular activities that students enrolled in the double degree program between the “Laurea Magistrale in Scienze Economico-aziendali” (curriculum: Entrepreneurship and Management) at UNIPA and the Master degree in “Business Economics - Marketing” at UNIDU, can select to obtain at least the equivalent of 30 ECTS during the stay at host university**


UNIPA	UNIDU
<b>Laurea Magistrale in Scienze Economico-aziendali (curriculum: Entrepreneurship and Management)</b>	<b>Master degree in Business Economics - Marketing</b>
Group 1	
Statistics for Economics & Business- (8 ECTS) Business strategy (6 ECTS)	Marketing research – (7 ECTS) Strategic marketing management (7 ECTS)
Group 2	
Survey methodology (8 ECTS)	Quantitative Methods of analysis in business decision making (6 ECTS)
Group 3	
Financial accounting- (4 ECTS) Financial planning and control (6 ECTS)	Managerial accounting (5 ECTS) Financial reporting and revision (5 ECTS)

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<b>COURSE INFORMATION</b>		
<b>Course name</b>	<b>MARKETING RESERACH</b>	
<b>Semester</b>	Spring	
<b>Recommended ECTS</b>	7 ECTS	
<b>Course status</b>	Compulsory	
<b>Course leader</b>	Ivana Pavlić, Ph.D Associate Proffesor	Barbara Puh Ph.D Assistant Professor
e-mail	ipavlic@unidu.hr	
<b>MODULE DESCRIPTION</b>		
<b>Course content</b>		
<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>		
<b>Learning outcomes</b>		
<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>		
<b>TEACHING MODE</b>		
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations	
<input checked="" type="checkbox"/> Seminars and workshops	<input checked="" type="checkbox"/> Field work	
<input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Exams	


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<input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning				
<b>EXAMINATION METHOD</b>				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
<b>Compulsory reading</b>				
1.	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			
<b>Optional reading</b>				
1.	Burns, A. and Bush, R. (2014). Marketing research, Pearson			
2.	McGivern, Y. (2013). The practice of Market Research, 4th edition, Pearson			
3.	Bradley, R. (2010). Marketing Research: Tools and Techniques, 2nd Ed., Oxford, Oxford University Press			
<b>LIST OF TOPICS</b>				
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


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7.	Attitudes measurement	2	2	0
8.	Population and Sampling	2	2	0
9.	Data Management in SPSS	2	2	0
10.	Communicating the Results - reporting	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				



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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>STRATEGIC MARKETING MANAGEMENT</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	7 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Matea Matić Šošić, Ph.D Assistant Professor
e-mail	Matea.matic@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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>	
<b>Learning outcomes</b>	
<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>	
<b>TEACHING MODE</b>	
<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
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other:
<b>READING</b>	
Compulsory reading	

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1.	Cravens, D.W; Piercy, N.F. Strategic marketing, 10th International edition, McGraw Hill Higher Education, 2012
2.	Chernev, Alexander; Kolter, Philip (Foreword), Strategic marketing management, 8th edition, Cerebellum Press, 2014.
3.	Walker O.C., Boyd H.W., Larrèchè J.C., Marketing Strategy, Planning and Implementation, Third Edition, Irwin/McGraw-Hill, 1999.

**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

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<b>TOTAL HOURS</b>	<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>			

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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>QUANTITATIVE METHODS IN BUSINESS DECISION-MAKING</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	6 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Tonći Svilokos, Ph.D Assistant Professor
e-mail	tonci.svilokos@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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 <math>2 \times 2</math>, <math>2 \times n</math>, <math>m \times 2</math> and <math>m \times n</math>, 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>	
<b>Learning outcomes</b>	
<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 <math>2 \times 2</math>, <math>2 \times n</math>, <math>m \times 2</math> and <math>m \times n</math> 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</p>	

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alternatives by pairs; carry out the post optimal “what if” analysis and to comment on the obtained results.

**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
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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.	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
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**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

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4.	Linear Programming Simplex Method Procedure -the problem of maximum - demonstration of using the WinQSB software	2	2	0
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
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				


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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>MANAGERIAL ACCOUNTING</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	5 ECTS
<b>Course status</b>	Elective
<b>Course leader</b>	Iris Lončar, Ph.D Assistant Professor
e-mail	iris.loncar@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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>	
<b>Learning outcomes</b>	
<p>After completing the course and passing the exam students should be able to understand and properly use the theories, methods, and categories contained in internal reports of managerial accounting. They should also be able to recognize the connections between the managerial accounting and other parts of the accounting and non-accounting information system. This would be a constructive way to participate in the creation of information flow and in the organization of the overall information (or in 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>	
<b>TEACHING MODE</b>	
<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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<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
Compulsory reading				
1.	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.			
<b>LIST OF TOPICS</b>				
No.		<b>Hours</b>		
		<b>L</b>	<b>E</b>	<b>S</b>
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




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6.	Budgeting; The master budget; Flexible budgets	2	2	0
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
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				


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<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>FINANCIAL REPORTING AND AUDITING</b>
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	5 ECTS
<b>Course status</b>	Elective
<b>Course leader</b>	Dara Ljubić, Ph.D Associate Professor
e-mail	dara.ljubic@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
<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>	
<b>Learning outcomes</b>	
<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>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<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.	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

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9.	Analysis of the financial statements for purposes of internal and external users. Horizontal, vertical and analysis indicators.	2	2	0
10.	Revision in function of the quality of financial reporting. External and internal auditing and able to audit reports.	2	2	0
<b>TOTAL HOURS</b>		<b>20</b>	<b>20</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				