



2021/2022

University of Dubrovnik  
*DEPARTMENT OF ECONOMICS AND BUSINESS*

*COURSE CATALOGUE - BACHELOR PROGRAMMES*

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# COURSE CATALOGUE

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BACHELOR PROGRAMMES

2021/2022

**ECONOMICS**

**BUSINESS  
ECONOMICS**

**Sadržaj**

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## **WINTER SEMESTER**

COURSE INFORMATION	
<b>Course name</b>	<b>BUSINESS ECONOMICS IN THE INTERNATIONAL ENVIRONMENT</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Marija Dragičević, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business
Phone	
e-mail	marija.dragicevic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<p>1. Business Theories- Theories of the International Trade- Absolute Advantage Theory, Theory of Competitive Advantage, Heckscher-Ohlin Theory, Theory of National Advantage (Porter Diamond Model) 2. Globalization and Competitiveness -Definition and The Role of Globalization-the Reasons and Factors That Influence the Internationalization of Business, Costs Rationalization, Virtual Business, Global Expansion, Competitive Advantage of International Business Practice, Key Advantage. 3. Management of Multinational Company- the Role, Strategies, Responsible Business Practice 4. The Strategies of International Business - the Factors and Types-Export, "Turn Key" Project Licensing, Franchising, Joint Venture and Direct Investment, Networking, Virtual Business Practice, Hoteling, Telework, Barter Business Model, Business Information and Communication 5. The Definition and The Role of Quality on International Market- Role, Systems, Development, Strategies, Quality- Definition, Development, Importance, Quality and Employees' Motivation, Quality and International Market Positioning, Employee Motivation 6. Quality and Responsible Business Practice- Environmental Protection, Recycling, Savings, Social Protection and Other Human Rights.</p>	
<b>Learning outcomes</b>	
Introducing students with the most important theoretical issues, on domestic and international market, paying attention to the practical concepts, referring to the specific kinds of business practice what will make students familiar with the problems in business practice and training them to be able to apply their knowledge in organizations.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	

<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other: Projects		
READING				
Compulsory reading				
1.	Harris, Business Economics-Theory and Application, Butter Worth Heineman, Oxford, 2001.			
2.	Sloman, M. Sutcliffe, Economics for Business, Second Edition, Prentice Hall-Financial Times, Harlow, England, 2001.			
3.	Baron, S., & Harris, K., Services marketing: Texts and cases, Basingstoke UK, Palgrave, 2003.			
Optional reading				
1.	Shostack, L.G., (1977), "Breaking Free from ProductMarketing", Journal of Marketing, Vol. 41, April, pp. 73-80.			
2.	Zeithaml, V.A., Parasuraman, A. and Berry, L., (1985),"Problems and Strategies in Services Marketing", Journal of Marketing, Vol. 49, Spring, pp. 33-46.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Business Theories- Theories of the International Trade- Absolute Advantage Theory, Theory of Competitive Advantage, Heckscher-Ohlin Theory, Theory of National Advantage (Porter Diamond Model)	2	2	0
2.	Definition and The Role of Globalization-the Reasons and Factors That Have Influence on the Internationalization of Business, Costs Rationalization	2	2	0
3.	Virtual Business, Global Expansion, Competitive Advantage of International Business Practice, Key Advantage.	2	2	0
4.	Management of Multinational Company- the Role, Strategies, Responsible Business Practice	2	2	0
5.	The Strategies of International Business - the Factors	2	2	0
6.	Types of International Business Practice	2	2	0
7.	"Turn Key" Project Licensing, Franchising, Joint Venture and Direct Investment, Networking	2	2	0
8.	Virtual Business Practice, Hoteling, Telework, Barter Business Model, Business Information and Communication	2	2	0

9.	The Definiton and The Role of Quality on International Market- Role, Systems, Development	2	2	0
10.	The Definiton and The Role of Quality on International Market- Quality and Internationl Market Positioning, Employee Motivation	2	2	0
11.	Quality and International Standards (Systems) for Improving Quality-ISO norms	2	2	0
12.	Quality and International Standards (Systems) for Improving Quality-ISO 9001	2	2	0
13.	Quality and Responsible Business Practice- Environmental Protection, Recycling	2	2	0
14.	Quality and Responsible Business Practice- Energy Savings	2	2	0
15.	Quality and Responsible Business Practice- Social Rights Protection	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
<p>Quality of the program and of the teaching and learning processes and students' acquisition of the program will be verified by means of a questionnaire and in other ways based on the procedures prescribed by the University of Dubrovnik.</p>				

COURSE INFORMATION	
Course name	RETAIL MANAGEMENT
Degree	Undergraduate
Semester	Winter
ECTS points	6 ECTS
Course status	Compulsory
Course leader	Katija Vojvodić, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business, C-1
Phone	020-445-902
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Course assistant/associate	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
Course content	<p>1. Introduction – definitions and functions of trade. 2. Distributive trade within economy. Retailing in the distribution channel. Factors of trade development. The emergence and development of trade. 3. Trade institutions in the context of buying and selling goods. Retail and wholesale formats. Market facilitators. 4. Typical retail business processes. Procurement. Warehousing. Selling. 5. Contemporary developments in retailing. Retail internationalization and globalization. Retail concentration. Concepts of development of retail formats. 6. Retailing in the EU. 7. Retail planning process. Retail management development. 8. Marketing in retailing. Marketing research. Assortment of goods. Selling methods. 9. Retailer customer relationship. Customer relationship management. 10. Retail location. The concept of location. Theoretical approaches to location. Types of locations. Location research methodology. 11. Ethical norms and legal forms of trade. Ethics in contemporary retailing. 12. The impact of modern ICTs on retail trade development. Relationship between retailing and ICTs. 13. E-commerce. The concept and historical development of e-commerce. Basic models in e-commerce. Contemporary trends in e-commerce.</p>
Learning outcomes	<p>After completing the course and passing the exam students will be able to: specify and define basic functions of trade; classify and differentiate different retail and wholesale formats; explain the importance of distributive trade within economy and retailing in distribution channel; discuss the emergence and development of trade; discern theoretical approaches to trade and market; identify, discern and compare typical retail business processes; identify, discern and discuss contemporary developments in retailing; determine, explain and present the basic features of retailing in the EU; define, explain and apply retail planning process; explain the importance of marketing in retailing and its role in retail business; explain retailer customer relationships; determine and consider the main factors influencing retail location; discuss ethics in contemporary retailing and legal forms of trade; explain the impact of modern ICTs on retail trade development; explain the basic features of e-commerce and present contemporary trends in e-commerce.</p>
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory

<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
<b>Compulsory reading</b>				
1.	Levy, M., Weitz, B. A., Grewal, D., Retailing Management, 9th ed., McGraw-Hill Education, 2014			
2.	Zentes, J., Morschett, D., Schramm-Klein, H., Strategic Retail Management – Text and International Cases, Gaber, 2007			
<b>Optional reading</b>				
1.	Bruce, M., Moore, C. M., Birtwistle, G. (Eds.), International Retail Marketing: A Case Study Approach, Elsevier: Butterworth Heinemann, 2004			
2.	Varley, R., Retail Product Management – Buying and Merchandising, Routledge, Taylor&Francis Group, 2006			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction – definitions and functions of trade.	2	2	0
2.	Distributive trade within economy and distribution channel.	2	2	0
3.	Trade institutions, retail and wholesale formats.	2	2	0
4.	Typical retail business processes.	2	2	0
5.	Contemporary developments in retailing.	2	2	0
6.	Retailing in the EU.	2	2	0
7.	Retail planning process.	2	2	0
8.	Marketing in retailing.	2	2	0



9.	Marketing research.	2	2	0
10.	Retailer customer relationship.	2	2	0
11.	Retail locations.	2	2	0
12.	Location research methodology.	2	2	0
13.	Ethics in retailing.	2	2	0
14.	ICT and retail development.	2	2	0
15.	E-commerce.	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>BUSINESS FINANCE</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	5 <sup>th</sup> / WINTER
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Iris Lončar, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business, E-K5
Phone	020 445 924
e-mail	iris.loncar@unidu.hr
<b>Course assistant/associate</b>	---
Department, room no.	---
Phone	---
e-mail	---
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>Introduction to business finance; Tasks and objectives of financing; theoretical perspectives of business finance; Place, role and importance of business finance in business systems; Forms of business organization and relationship between the organisation of business entities and their capital structure; Financial environment; Croatian financial system; Financial institutions; Financial decision making: the conflicts of interest between shareholders and managers; Valuating concepts; Time value of money: discounting and compounding; The cost of money and the cost of debt; Different forms of business financing (the question of fees/costs, the question of choice, comparative analysis of decisions); Common stocks (concept, significance, types and characteristics of certain types of stocks); Stocks' valuation; Dividend policy; Preference shares (concept, significance, types and their characteristics); The valuation of preference shares and their cost of capital; Bonds (concept, significance, types and characteristics of certain types of bonds), Financial statement analysis; Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA; Financial planning and forecasting; Short-term, medium-term, and long-term funding; Selection of the most appropriate</p>	

model of funding; The theory of capital structure; Working capital management; The basic of capital budgeting; Investment appraisal methods.	
<b>Learning outcomes</b>	
After completing the course and passing the exam students should understand the basic concepts of financial management in firms and they should be able to take active role in financial decisions making. Their knowledge about quantitative models and core financial functions would enable them to participate in creation of corporate finances, as well as to take an active role in making sound decisions on how to adapt to all the challenges that occur in the given environment, i.e. on the capital market. The final goal is for students to be able to use all available financial instruments and to make high-quality financial decisions in creating the optimal financial structure in performing their future managerial positions for which they are educated.	
<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"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
Compulsory reading	
1.	Ehrhardt, M. C. & Brigham, E. F.: Corporate Finance – A Focused Approach, 5 <sup>th</sup> Edition, South Western Cengage Learning, 2014.
2.	McLaney, E.: Business Finance – Theory and Practice, 9 <sup>th</sup> Edition, Pearson Education Ltd, Essex – UK, 2011.

3.	Power Point and other materials (available electronically or by photocopy)			
Optional reading				
1.	Arnold, G.: Essentials of Corporate Financial Management, 2 <sup>nd</sup> Edition, Pearson Education Ltd, Essex – UK, 2012.			
2.	Marsh, C.: Business and Financial Models, Kogan Page Ltd., UK, 2013.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Explanation of the curriculum, literature and examination methods; Introduction to business finance; Place, role and importance of business finance in business systems; Types of financing; Principles of finance	2	2	0
2.	Financial environment; Financial system of the Republic of Croatia; Financial institutions	2	2	0
3.	Forms of business organizations; The relationship between the forms of business (enterprise structure) and capital structure	2	2	0
4.	Financial ratios and rules	2	2	0
5.	Valuating concepts; Time value of money; Discounting and compounding	2	2	0
6.	Compounding as a method of selecting the optimal form of financing; Problems/tasks - the dilemma of fees/costs, risk and rate of return; CAPM model	2	2	0
7.	Bonds; Types of bonds; Ranking bonds; Market characteristics vs. nominal characteristics of bonds; Bonds' yield; Yield to maturity; Gabriel's formula	2	2	0
8.	Common stocks: concept, types and characteristics; Dividend policy	2	2	0
9.	Preference shares: concept, significance and characteristics; The valuation of preference shares and their cost of capital	2	2	0

10.	Financial statement analysis; Horizontal and vertical analysis; Computing financial ratios	2	2	0
11.	Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA	2	2	0
12.	Short-term, medium-term, and long-term funding; Selection of the most appropriate model of funding	2	2	0
13.	The theory of capital structure; Modigliani and Miller's theory; Financial agency model; Models based on asymmetric information	2	2	0
14.	Working capital management; Receivables management; Stock management; Cash management	2	2	0
15.	The methods of capital budgeting: NPV, IRR, PI, ARR and PBP	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>MANAGEMENT OF TOURIST AGENCIES</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>ECTS points</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Iris Mihajlović Ph.D., Assistant Professor
Department, room no.	Department of Economics and Business; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<ol style="list-style-type: none"> <li>1. The history of development of travel agencies</li> <li>2. New travel trends considering geographical distribution; demographical features of travelers; European travel marketplac; Main travel associations</li> <li>3. The main functions-and tasks of travel intermediaries. Differences between tour operators and travel intemediaries.</li> <li>4. Classification of travel agencies</li> <li>5. Modalities of integrations, strategic alliances. The relationship with the other stakeholders and service providers . Types of contracts; the realization of the business cooperation between travel agencies and the business partners, hotels; partnerships</li> <li>6. Marketing reserach for the purpose of creating the travel packages</li> <li>7. Travel agency products – creating packages, types, classification of package-tours, receptive business.</li> <li>8. Transfers and excursions,</li> </ol>	

<p>new products and perception of added values</p> <p>6. Pricing- types, costs, calculations</p> <p>7. Placement of products, booking, distribution, promotion, online booking. Innovative tools and perception of added values</p> <p>8. Managing human resources in the travel agency- specific features of employees in travel agencies</p> <p>9. Promotion- types, brochures, catalogues. Promotional policy, contents of promotional activities and measuring of efficiency of its activities.</p> <p>10. Organizational structure of travel agencies in terms of contemporary business practices</p> <p>11. Business results and efficiency of business of travel intermediaries</p> <p>12. Economic indicators for measuring the efficiency of business activities</p>	
<b>Learning outcomes</b>	
<p>Students will acquire adequate theoretical knowledge about travel agency business, and will develop practical skills necessary for the management of travel agencies. Students will be able to apply the knowledge and special skills on the concrete problems. Students will be acquainted with the importance and the role of travel agencies on the tourist market and with the importance of continuous education regarding the trends in the surroundings.</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"/> Laboratory  <input type="checkbox"/> Field work  <input type="checkbox"/> Mentoring  <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral  <input checked="" type="checkbox"/> Written  <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
Compulsory reading	
1.	Singh, L. K. (2008), Management of Travel Agency, Gyan Publishing House

2.	Buhalis, D. (2003). eTourism: Information technology for strategic tourism management. Pearson, London.			
3.	Čavlek, N. Travel and tourism intermediaries: Their changing role, In book. Tisdell, C.A. (eds) Handbook of Tourism Economics: Analysis, New Applications and Case Studies, New York, World Scientific,.			
4.	Egger, R., Buhalis, D. (2008). eTourism, Case Studies. Butterworth Heinemann, Oxford.			
5.	Mihajlovic, I. (2014). ICT and New Trends in Consumer Behavior – New Experiential Knowledge Opportunities or Challenges for Intermediaries, Journal of Marketing Management, Vol. 2., No.1., pp. 43 – 64.			
<b>Optional reading</b>				
1.	Buhalis, D., Costa, C. (2005). Tourism Business Frontiers. Butterworth Heinemann, New York.			
2.	Buhalis, D., Laws, E. (2001). Tourism Distribution Channels, Practice, Issues and Transformations. Continuum, London.			
3.	Buhalis, D., Zoge, M. (2007). The strategic impact of the Internet on the tourism industry. In book: Sigala, M., Mich, L., Murphy J. (eds) Information and communication technologies in tourism. Springer, Wien.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Market conditions as a prerequisite for the emergence of travel intermediaries. Development of intermediaries.	2	2	0
2.	Trends in the market of organized travel. Characteristics and market trends of demand with regard to the organized trips. European travel marketplace. Main travel associations	2	2	0
3.	The functions, tasks and features of intermediaries.	2	2	0
4.	Types and delimitation criteria of travel agencies.	2	2	0
5.	Criteria and forms of integration and concentration of travel agencies, forms of business cooperation, partnerships. Contract levels between travel agencies and stakeholders. Contracts of service providers and travel agencies.	2	2	0



6.	Tourism market research for the purpose of creating packages.	2	2	0
7.	Travel packages as basic agency products. Diversification of the product program. Types and Classifications of package-tours.	2	2	0
8.	Transfers as vital services and activities of travel agencies. Excursions.	2	2	0
9.	Costs - demarcation. Calculating and forming of prices of package tours.	2	2	0
10.	Product placement, booking, distribution and promotion. The role of new technologies in product placement of travel agencies. Innovative tools and perceived value added.	2	2	0
11.	Promotional policy, content of promotional activities, brochures, catalogs. Measuring the effectiveness of promotional activities.	2	2	0
12.	Human Resources Management in the travel agency. Professional and specialized staff.	2	2	0
13.	Organizational structure of the travel agencies in terms of contemporary business practices.	2	2	0
14.	Business results and efficiency of business of travel intermediaries.	2	2	0
15.		2	2	0

	Economic indicators for measuring the performance of the business of travel agencies.			
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
<p>Monitoring the quality and efficiency of the course.</p> <p>The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be verified by means of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.</p>				

COURSE INFORMATION	
<b>Course name</b>	<b>BASICS OF MARKETING</b>
<b>Semester</b>	Winter
<b>ECTS points</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Iris Mihajlović Ph.D., Assistant Professor
Department, room no.	Department of Economics and Business; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<p>Introduction to Marketing. Marketing environment. Marketing in today's business environment. Marketing in the age of Internet. Analysis of the business markets and the business buying behavior. Analysis of the consumer markets and the buying behavior. Competition analysis. Competitive strategies - market leaders, challengers, followers, nichers. Market segmentation, selection of target markets, positioning and the assessment. Market research and Marketing Information Systems (MIS). Marketing mix and its components. The product decision process - product development and product life cycle strategies. Decision on distribution related to marketing channels, the decision on the structure of the channel, marketing logistics and physical distribution. Promotion decisions: promotion, advertising, public relations, personal sales, sales promotion and direct marketing. Price decisions: basic terms, pricing. Ethics in Marketing and Social Responsibility.</p>	
<b>Learning outcomes</b>	
<p>After completing the course and fulfilling obligations, students will be able to: understand the philosophy of marketing management, analyze the microenvironment and macroenvironment of companies; formulate the marketing strategy in the new digital age; understanding the consumer behavior and also buying on the business markets. They will also be able to obtain data and use it in the form of information, to identify competing companies, in building the competitive edge, choosing the marketing strategy. On that way they will be able to shape an optimal marketing mix that will produce the desired reaction on the target market; to establish a stable position in target markets; to develop socially responsible marketing</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations

<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 type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other: <a href="#">Click here to enter text.</a>		
READING				
Compulsory reading				
1.	Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2005) . Principles of Marketing, Fourth European Edition. Prentice Hall			
2.	Kotler, P.T., Keller, K. L.(2016). Marketing Management, 15th Pearson.USA			
3.	Strauss, J., Frost, D.R. (2016). E-marketing, Routledge. USA.			
Optional reading				
1.	Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., Mitchell. V.W.(2009). Marketing, Real People, Real Decisions, Prentice Hall. England.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction lecture. The market orientation of companies, marketing nowadays	2	2	0
2.	Marketing in the age of Internet	2	2	0
3.	Marketing environment (the microenvironment and the macroenvironment)	2	2	0
4.	Business buying behavior in the business markets	2	2	0
5.	Analysing consumers markets and buying behavior	2	2	0
6.	Competitive strategies - market leaders, challengers, followers, nichers	2	2	0
7.	The process of segmentation on the business consumption market and the personal consumption market	2	2	0
8.	Evaluation and selection of target markets, positioning	2	2	0

9.	Information systems for marketing purposes	2	2	0
10.	Marketing mix and its components	2	2	0
11.	Development of new products and strategies for the product life -cycle	2	2	0
12.	Marketing channels, decisions on the structure of the channel	2	2	0
13.	Advertising, public relations	2	2	0
14.	Personal Sales, Sales Promotion, Direct Marketing	2	2	0
15.	An organization of marketing	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	PHYSICAL AND HEALTH EDUCATION
Degree	Undergraduate
Semester	Winter
ECTS points	1
Course status	Compulsory
Course leader	Aleksandar Selmanović, PhD, Asst. Prof.
Department, room no.	B29, Ćira Carića 4
Phone	020445737
e-mail	<a href="mailto:sasa.selmanovic@unidu.hr">sasa.selmanovic@unidu.hr</a>
Course assistant/associate	Dean Kontić, PhD, Asst. Prof.; Đivo Ban, prof.
Department, room no.	B29, Ćira Carića 4
Phone	020445737
e-mail	<a href="mailto:dkontic11@hotmail.com">dkontic11@hotmail.com</a> , <a href="mailto:djivo.ban@du.t-com.hr">djivo.ban@du.t-com.hr</a>
COURSE DESCRIPTION	
<b>Course content</b>	
<p>Maintaining and upgrading the health status of students by regular application of kinesiological activities. The course comprises curriculums of 11 physical activities which students electively select. The activities are: football, basketball, volleyball, table tennis, badminton, swimming, rowing, sailing, hiking, aerobics and fitness. Additionally, students meet the course obligations by regular attendance in supplementary forms of teaching (theoretical lectures, seminars).</p>	
<b>Learning outcomes</b>	
<p>Positive influence on students' anthropological characteristics (motor and functional abilities, anthropometric attributes). Application of acquired knowledge and developed skills in everyday life and urgent situations. In the long term - creating fitness awareness, persistent habits and necessities of involvement in regular kinesiological activities in order to enhance ability to overcome future sedentary professional workload, retain fit body and prevent it from physical traumas. Short-term – aid and support in overcoming the student's intellectual struggles.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other: Examination of participation
READING	
<b>Compulsory reading</b>	
1.	
<b>Optional reading</b>	

1.	Hoffman, S. (2013) Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity. Book with online resource ISBN-13: 9781450434324			
2.	Nutrition and Diet Therapy (2000), Mahan LK, Escott-Stump S., ured., 10 izd. Saunders Company, Philadelphia			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Basketball - elective kinesiological activity	0	2	0
2.	Football - elective kinesiological activity	0	2	0
3.	Aerobics - elective kinesiological activity	0	2	0
4.	Fitness - elective kinesiological activity	0	2	0
5.	Volleyball - elective kinesiological activity	0	2	0
6.	Swimming - elective kinesiological activity	0	2	0
7.	Rowing - elective kinesiological activity	0	2	0
8.	Badminton - elective kinesiological activity	0	2	0
9.	Table tennis - elective kinesiological activity	0	2	0
10.	Hiking - elective kinesiological activity	0	2	0
11.	Sailing - elective kinesiological activity	0	2	0
12.	Proper nutrition - theoretical lecture	0	2	0
13.	Prevention of obesity - theoretical lecture	0	2	0
14.	Prevention of various forms of addiction - theoretical lecture	0	2	0

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



## SUMMER SEMESTER

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>ACCOUNTING</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	4 <sup>th</sup> / SUMMER
<b>ECTS points</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Iris Lončar, PhD, Associate Professor
Department, room no.	Department of Economics and Business, E-K5
Phone	020 445 924
e-mail	iris.loncar@unidu.hr
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>Accounting information system; History of accounting; Accounting principles and standards; Accounting tools (documents, general ledger, financial statements) in theory and practice; Accounts in the general ledger as a location for recording and storing the effects of business transaction; Types of accounts; Identifying number assigned to each account based on a chart of accounts; Recording business transactions on the accounts; Opening and closing accounts in the general ledger; Preparing the statements (reports) from the accounts at the end of an accounting period; Balance sheet as a basic financial statement (types, the rules of presenting information in balance sheet, forms); Storing information in asset accounts, liability accounts and owner's equity accounts (centripetal, centrifugal, concentric, peripheral); Recording transactions in revenue and expense accounts; Cost and outputs (a schedule of cost of goods manufactured, general cost classifications, different approaches in pricing products); Expenses and revenues (concept and types, differences between costs, expenses and cash outflows, differences between revenues, performances and cash inflows); Accounting for revenues from sales; Preparing the income statement (concept and content, accrual basis, forms and methods of revenues, expenses and result recognitions); Interrelations between internally and externally reported business results; The statement of cash flows (cash inflows and cash outflows, differences between cash inflows and revenues, differences between cash outflows and expenses, cash basis recognition, forms and methods of cash flow statement presentation); The statement in changes in equity; Interrelationships between basic financial statements; Accounting Act; Accounting principles and standards; International Financial Reporting Standards.</p>	

<b>Learning outcomes</b>	
<p>After completing the course and passing the exam, students should be able to understand the content of the accounting categories encompassed in the ledgers, as well as the nature of accounting information presented in financial statements. They should also be able to: * Understand the place and role of accounting systems in theory and practice, as well as a starting point that should be respected in its defining in business entities (Accounting Act, International Financial Reporting Standards); * Use specific accounting terminology in interpretation of accounting data and information in companies; * Apply the principles of the balance equation (double-entry accounting) in the recording transactions in the general ledger, as well as in the process of preparing financial statements; * Understanding the cause-effect relationships of specific categories and conditions of the companies and explain them from the accounting point of view; * Explain the accounting aspect of information and adjust it with the informational requirements of internal and external users; * Understand, read and interpret specific items of the presented financial statements.</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"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
Compulsory reading	
1.	Wild, J.J.; Shaw, K.W. & Chiappetta, B. (2012): Fundamental Accounting Principles, 21th Edition, McGraw Hill IRWIN Inc., Boston
2.	Saguinsin, A.T. (2013): Basic Concept of Accounting/Fundamentals of Accounting, Booktango, Bloomington
3.	Guiding, C. (2009): Accounting Essentials for Hospitality Managers, 2nd Edition, Elsevier Ltd., Oxford

Optional reading				
1.	Horngre,Ch.T., Sundem,G.I., Elliott,J.A.(1999) Introduction to Financijal Accounting, VII ed., Prentice Hall, Upper Saddle River, New Jersey			
2.	Thomas,A., Ward,A.M. (2009) Introduction to Financial Accounting, VI ed., The McGraw Hill Companies, London, Boston, New York, Toronto...			
3.	Weygandt,J.J., Kimmel,P.D., Kieso,D.E. 8 (2008) VI ed. Financial Accounting A Focus on Fundamental, WILEY, John Wiley & Sons, Inc. Europe, Asia, Africa, Middle East			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction: Explanation of the curriculum, literature and examination methods; Development, definition and structure of accounting; Accounting principles and standards	2	2	0
2.	Main characteristics and fundamental steps of accounting process; Accounting documents, general ledger and chart of accounts	2	2	0
3.	“Statically” and “dynamically” defined accounting categories	2	2	0
4.	Accounts; Double-entry accounting; The rules of recording transactions on accounts	2	2	0
5.	Accounting for fixed assets: purchase, depreciation, sale	2	2	0
6.	Accounting for current assets: purchase, consumption, methods of assigning costs of inventory items, sale	2	2	0
7.	Recording specificities connected with other forms of current assets (except inventories); Accounting for liabilities and owner’s equity	2	2	0
8.	Integral exercises - preparation for the first colloquium	2	2	0
9.	Concept and types of costs; Basic costs in the chart of accounts and their recording in the accounts	2	2	0
10.	Cost allocation depending on the business activity; Methods of calculation and costing	2	2	0

11.	Accounting recognition of expenses and their records; Accounting recognition of revenues and their records; Reporting income at the end of the accounting period	2	2	0
12.	The balance sheet and changes	2	2	0
13.	The income statement; Content and methods of preparing this report	2	2	0
14.	The cash flow statement; Methods of cash flow statement preparation; The statement in changes in equity	2	2	0
15.	Integral exercises - preparation for the second colloquium	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	MANAGERIAL ECONOMICS
Degree	Undergraduate
Semester	Spring
ECTS points	6
Course status	Compulsory
Course leader	Perica Vojinić, Assoc. Prof.
Department, room no.	Department of Economics and Business, C-6
Phone	020/445-933
e-mail	perica.vojinic@unidu.hr
Course assistant/associate	-
Department, room no.	-
Phone	-
e-mail	-
COURSE DESCRIPTION	
<b>Course content</b>	
Scope of managerial economics; Optimization Techniques; Demand theory, demand estimation, and demand forecasting; Production theory and estimation; Cost theory and estimation; Market Structure: Perfect Competition and Monopoly; Market Structure: Monopolistic Competition and Oligopoly; Pricing strategies; Risk Analysis; Long-Run Investment Decisions	
<b>Learning outcomes</b>	
After completing this course students should be able to: apply demand theory in order to determine elasticity and to estimate and forecast trends and changes in demand; apply production theory in production management of the firm; utilise cost theory in order to identify short-term and long-term decisions of the firm; describe market structures in order to assess market equilibrium; apply theoretical knowledge in decision making under risk.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.
2.	Wilkinson, N., Managerial Economics: A Problem Solving Approach, Cambridge University Press, 2005.

Optional reading				
1.	Samuleson, W. F., Marks, S. G., Managerial Economics, 7th edition , John, Wiley & Sons, 2012.			
2.	Perloff, J. M., Microeconomics, University of California, 6th edition, Berkeley, 2011.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Nature, scope and methods of managerial economics	2	2	0
2.	The theory of the firm	2	2	0
3.	Optimization Techniques	2	2	0
4.	Demand Theory	2	2	0
5.	Demand Estimation	2	2	0
6.	Demand Forecasting	2	2	0
7.	Production Theory and Estimation	2	2	0
8.	Cost Theory and Estimation	2	2	0
9.	Market Structures: Perfect Competition, Monopoly, and Monopolistic Competition	2	2	0
10.	Oligopoly and Game Theory	2	2	0
11.	Pricing Strategies	2	2	0
12.	Pricing in Practice	2	2	0
13.	The Role of Government in the Economy	2	2	0
14.	Risk Analysis	2	2	0

15.	Long-Run Investment Decisions	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
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COURSE INFORMATION	
<b>Course name</b>	<b>MACROECONOMICS II</b>
<b>Semester</b>	Spring
<b>ECTS points</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Marija Bečić, Assist. Prof.
Department, room no.	Department of Economics and Business
Phone	+385020445932
e-mail	marija.becic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
The Role of expectations in the macroeconomic analysis; Expectations: basic tools; Expectations, Consumption and Investment; Financial markets Expectations; Expectations, Output, and Policy; The Time Consistency of Economic Policy and Expectations. Openness in Goods and Financial Markets; IS-LM model of an open economy; Exchange rate and exchange rate regimes. Growth and Growth models; Long-term growth determinants according to growth theories. Business cycles; Business cycles characteristics; Cyclical movement of Macroeconomic variables; Business cycle theories; Depressions and crisis; Inflation.	
<b>Learning outcomes</b>	
After completing the course and passing the exam, students will acquire a theoretical knowledge of advanced macroeconomics. Students will be capable of using IS-LM model, as well as of conducting a qualitative analysis of foreign exchange markets, exchange rates, business cycles and economic growth. Furthermore, students will be able of critical thinking and defining the basic principles of advanced macroeconomics.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	Blanchard, O. and Johnson, D.R. (2013), Macroeconomics, Sixth Edition, Prentice Hall, Pearson Education

2.	Mankiw, N., G. (2003) Macroeconomics, Fifth Edition, Worth Publishers, New York			
Optional reading				
1.	Romer, D., Advanced Macroeconomics, McGraw-Hill, New York, 1996			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Expectations: The Basic Tools; Expectations, Consumption, and Investment	2	2	0
2.	Financial Markets and Expectations; Expectations, Output, and Policy	2	2	0
3.	Openness in Goods and Financial Markets	2	2	0
4.	Output, the Interest Rate, and the Exchange Rate	2	2	0
5.	The IS-LM model in the open economy	2	2	0
6.	International Trade Theories I	2	2	0
7.	International Trade Theories II	2	2	0
8.	Economic Growth and Growth Models	2	2	0
9.	Long-Term Growth Determinants – comparison of different theories	2	2	0
10.	Growth theories assessment	2	2	0
11.	Business cycles	2	2	0
12.	Business cycles theories	2	2	0
13.	Business cycles forecasting	2	2	0
14.	Depression and crisis	2	2	0

15.	High Inflation	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
<b>Course name</b>	<b>TOURISM MARKETING</b>
<b>Semester</b>	Winter
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Iris Mihajlović Ph.D., Assistant Professor
Department, room no.	Department of Economics and Business; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
<p>Special features of the tourist market, specifics of tourist services, tourism supply holders, service providers and tourism demand. Needs, preferences, tourist requests. Marketing activities at the micro and macro level. Understanding the marketing process in hospitality, hotel industry and tourism. Management strategies for service providers. The role of marketing in strategic planning. The development of marketing opportunities and strategies in tourism. Marketing Information System and tourism research. Behavior of tourists when buying. Segmentation of the tourist market, selection of target markets and positioning on the tourist market. Development of marketing sphere in hospitality, hotel industry and tourism. Product management, brand decisions, building quality-based tourists loyalty. Internal marketing. Determining product prices in hospitality, hotel industry and tourism. Distribution channels on the tourist market, travel agents, tour operators, specialists, hotel representatives, consortium, internet. Target market communication. Advertising, public relations, sales promotion, personal sales. E-marketing in hospitality, hotel industry and tourism. Destination Marketing. Marketing plan. Application and control of marketing efforts - organization, implementation, evaluation and control of marketing activities. Models of marketing organization in companies doing business in tourism.</p>	
<b>Learning outcomes</b>	
<p>After completing the course and fulfilling obligations, students will be able to: understand the crucial role of marketing management in tourism ; - define the needs and preferences of tourists, the values they expect by creating quality satisfaction;- manage with differentiation, manage quality of service, manage employees who create services;manage demand, customer relationships; - collect marketing information and use them when making business decisions; - identify segments in the tourist market and choose the target market; - create a tourist product building the recognizable brand, successful positioning in the market;- manage tourist product costs; - manage distribution channels; promote tourism products;- develop destination marketing; create marketing plan in the enterprise in tourism as well as at tourist destination level</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 type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Kotler, P.T., Bowen, J.T. Makens J., Baloglu, S. (2017). Marketing for Hospitality and Tourism, 7th Edition, Pearson. USA.			
2.	Middleton, V. T. C., Clarke, J. (2002). Marketing in Travel and Tourism, Butterworth Heinemann. Oxford			
3.	Pike, S., Destination Marketing, second edition, Routledge, Nex York, 2016			
Optional reading				
1.	Cohen, S. A., Prayag, G. Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities, Current Issues in Tourism, Vol. 17, No.10 pp. 872-909			
2.	Ritchie, B.W., Burns, P., Palmer, C. (2005.). Tourism Research Methods: Integrating Theory With Practice, CABI Pub. Cambridge			
3.	Sindell, K.(2000). Loyalty Marketing for the Internet Age – How to Identify, Attract, Serve and Retain Customers in an Ecommerce Environment, Chicago, Dearborn Trade,			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	An introductory lecture. Special features of the tourist market.	2	2	0
2.	Needs, preferences, tourist requests: perceived values for clients	2	2	0
3.	Features of services. Specifics of services in marketing of hotel companies. Delivering values to the consumers	2	2	0
4.	Service quality management in the hotel industry. Management strategies for companies in tourism market.	2	2	0
5.	The role of marketing in strategic planning process	2	2	0

6.	Marketing environment	2	2	0
7.	Consumer behavior when buying tourism products	2	2	0
8.	Marketing Information System (MIS) and Marketing Research	2	2	0
9.	The process of market segmentation, targeting and positioning on the tourism market	2	2	0
10.	Product management in the tourist market , Pricing strategies	2	2	0
11.	Customer Relationship Management. Internal marketing, empowering loyalty via quality	2	2	0
12.	The communication process and the promotion policy	2	2	0
13.	Distribution channels, criteria of selection an optimal modality selection criteria	2	2	0
14.	Internet Marketing, Data-Dedicated Marketing and Direct Marketing	2	2	0
15.	Destination Marketing	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION	
Course name	PHYSICAL AND HEALTH EDUCATION
Degree	Undergraduate
Semester	Winter
ECTS points	1
Course status	Compulsory
Course leader	Aleksandar Selmanović, PhD, Asst. Prof.
Department, room no.	B29, Ćira Carića 4
Phone	020445737
e-mail	<a href="mailto:sasa.selmanovic@unidu.hr">sasa.selmanovic@unidu.hr</a>
Course assistant/associate	Dean Kontić, PhD, Asst. Prof.; Đivo Ban, prof.
Department, room no.	B29, Ćira Carića 4
Phone	020445737
e-mail	<a href="mailto:dkontic11@hotmail.com">dkontic11@hotmail.com</a> , <a href="mailto:djivo.ban@du.t-com.hr">djivo.ban@du.t-com.hr</a>
COURSE DESCRIPTION	
<b>Course content</b>	
<p>Maintaining and upgrading the health status of students by regular application of kinesiological activities. The course comprises curriculums of 11 physical activities which students electively select. The activities are: football, basketball, volleyball, table tennis, badminton, swimming, rowing, sailing, hiking, aerobics and fitness. Additionally, students meet the course obligations by regular attendance in supplementary forms of teaching (theoretical lectures, seminars).</p>	
<b>Learning outcomes</b>	
<p>Positive influence on students' anthropological characteristics (motor and functional abilities, anthropometric attributes). Application of acquired knowledge and developed skills in everyday life and urgent situations. In the long term - creating fitness awareness, persistent habits and necessities of involvement in regular kinesiological activities in order to enhance ability to overcome future sedentary professional workload, retain fit body and prevent it from physical traumas. Short-term – aid and support in overcoming the student's intellectual struggles.</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other: Examination of participation
READING	
<b>Compulsory reading</b>	
2.	
<b>Optional reading</b>	

3.	Hoffman, S. (2013) Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity. Book with online resource ISBN-13: 9781450434324			
4.	Nutrition and Diet Therapy (2000), Mahan LK, Escott-Stump S., ured., 10 izd. Saunders Company, Philadelphia			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
16.	Basketball - elective kinesiological activity	0	2	0
17.	Football - elective kinesiological activity	0	2	0
18.	Aerobics - elective kinesiological activity	0	2	0
19.	Fitness - elective kinesiological activity	0	2	0
20.	Volleyball - elective kinesiological activity	0	2	0
21.	Swimming - elective kinesiological activity	0	2	0
22.	Rowing - elective kinesiological activity	0	2	0
23.	Badminton - elective kinesiological activity	0	2	0
24.	Table tennis - elective kinesiological activity	0	2	0
25.	Hiking - elective kinesiological activity	0	2	0
26.	Sailing - elective kinesiological activity	0	2	0
27.	Proper nutrition - theoretical lecture	0	2	0
28.	Prevention of obesity - theoretical lecture	0	2	0
29.	Prevention of various forms of addiction - theoretical lecture	0	2	0



30.	Mental health and stress prevention - theoretical lecture	0	2	0
<b>TOTAL HOURS</b>		<b>0</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				