

COURSE CATALOG – BUSINESS ECONOMICS (COURSES TAUGHT IN CROATIAN)

Type of Study: Graduate university study

Semesters: 4

ECTS: 120

	Course	Student workload (L + S + T)	ECTS credits
1st Semester (Summer)	Macroeconomics 2*	20+20+0	6.0
	Microeconomics 2*	20+2+18	6.0
	Foreign Market Entry Strategy	20+20+0	6.0
	<i>Integrated Marketing Communication*</i>	<i>20+20+0</i>	<i>6.0</i>
	<i>Controlling*</i>	<i>20+20+0</i>	<i>6.0</i>
	<i>Business Ethics*</i>	<i>20+20+0</i>	<i>6.0</i>
2nd Semester (Winter)	Researching Tourist Destinations*	20+20+0	6.0
	Quantitative Methods for Decision Making	20+0+20	6.0
	International Trade	20+20+0	6.0
	International Trade Strategies	20+20+0	6.0
	Security in Tourism*	20+20+0	6.0
	<i>Economics of Entrepreneurship*</i>	<i>20+20+0</i>	<i>6.0</i>
	<i>Public Relations and Corporate Social Responsibility</i>	<i>20+0+20</i>	<i>6.0</i>
<i>Business Process Management</i>	<i>20+20+0</i>	<i>6.0</i>	
3rd Semester (Summer)	Economics and Politics of International Exchange	20+20+0	6.0
	International Marketing*	20+20+0	6.0
	Strategic Management*	20+20+0	6.0
	Tourism, Development and Tourist Politics*	20+20+0	6.0
	<i>Capital Budgeting*</i>	<i>20+20+0</i>	<i>6.0</i>
	<i>Logistics in Tourism*</i>	<i>20+20+0</i>	<i>6.0</i>
	<i>Organization and Organizational Behavior*</i>	<i>20+20+0</i>	<i>6.0</i>
	<i>Business Communication*</i>	<i>2+0+2</i>	<i>6.0</i>
<i>Marketing Strategy in Tourism*</i>	<i>20+20+0</i>	<i>6.0</i>	
4th Semester (Winter)	Quality Management	20+20+0	6.0
	Introduction to Science and Research Work	20+20+0	6.0

L – LECTURES, S – SEMINARS, T-TUTORIALS

Elective courses in italic

* **Courses available in English**