

**Course Catalogue in English**  
**University Graduate Study of Business Economics**  
**Majoring in International Trade**

<b>I semester</b>
<b>Microeconomics II</b>
<p>The learning outcomes of the course are to:</p> <ol style="list-style-type: none"> <li>1. Classify basic market structures and define the starting points of classification</li> <li>2. Define the characteristics and features of individual market structures</li> <li>3. Apply mathematical and graphical tools necessary for analyzing microeconomic phenomena and processes in conditions of different market structures</li> <li>4. Argue the basic rules for determining equilibrium price and quantity</li> <li>5. Analyze the equilibrium of a company through total, average and marginal values</li> <li>6. Describe models of independent and coordinated action of oligopolists</li> <li>7. Define basic market structures on the input side and explain their characteristics</li> <li>8. Explain the connection between the output market and the input market, and recognize their relationships and functional links.</li> </ol>
<b>Macroeconomics II</b>
<p>The learning outcomes of the course are to:</p> <ol style="list-style-type: none"> <li>1. Understand and analyze macroeconomic indicators</li> <li>2. Understand and analyze the effects of monetary and fiscal policy in an open economy, as well as in conditions of changed expectations</li> <li>3. Draw conclusions related to the analysis of the macroeconomic situation in the Republic of Croatia and the EU</li> </ol>
<b>Strategy for entering foreign markets</b>
<p>The learning outcomes of the course are to:</p> <ol style="list-style-type: none"> <li>1. List and define the terms and elements of international business.</li> <li>2. Recognize the context of international business and determine relationships in international business.</li> <li>3. Define, compare and differentiate the principles and techniques of international business.</li> <li>4. Identify forms of entry into a foreign market.</li> <li>5. Determine the basic characteristics of individual business operations in the international market.</li> <li>6. Distinguish, define and compare individual international business operations.</li> <li>7. Determine and consider the specificities of individual markets in the international context.</li> </ol>
<b>Controlling</b>
<p>The learning outcomes of the course are to:</p> <ol style="list-style-type: none"> <li>1. Understand the impact of the complexity and dynamics of environmental factors as a fundamental characteristic of the modern business economy.</li> <li>2. Develop specific knowledge of coordination and integration instruments that contribute to the vitality of a company.</li> <li>3. Master the knowledge necessary for the introduction and development of controlling in profit and non-profit organizations.</li> </ol>
<b>International commercial law</b>

The learning outcomes of the course are to:

1. Understand the basic concepts of commercial and corporate law and the applicable legal sources.
2. Distinguish types of companies and explain their legal regulations.
3. Analyze contracts used in commercial law and their legal effectiveness.
4. Understand the obligations and responsibilities of entrepreneurs and corporate governance.
5. Apply knowledge of the EU legal framework in the context of commercial and corporate law.
6. Recognize legal risks and legal remedies for their mitigation.

#### **Cybersecurity management**

The learning outcomes of the course are to:

1. Understanding: Be able to independently analyze regulations related to the field of cybersecurity
2. Development: Actively participate in the development of a cybersecurity management model
3. Analysis: Be able to independently rank risks and threats in the field of cybersecurity
4. Knowledge: Explain the characteristics of a cybersecurity management model
5. Evaluation: Understand the importance of implementing cybersecurity management
6. Synthesis: Independently design new cybersecurity evaluation models
7. Application: Apply the results of the analysis to the example of a cybersecurity management model in public administration

#### **Economic growth and macroeconomic modeling**

The learning outcomes of the course are to:

1. Provide students with the knowledge necessary to understand economic problems, models and theories in solving the constraints of a country's economic development.
2. Define, explain and compare scientific and professional contributions and ideas of different approaches to managing economic systems (macroeconomic models of different countries).
3. Identify the causes of why some countries are rich and others are poor, why economic growth differs between countries and why some economies enter economic cycles more often than others.
4. Interpret contemporary constraints on economic growth through frameworks, concepts, tools, models and solutions of different macroeconomic models.
5. Assess macroeconomic management through different macroeconomic models and construct models that will evaluate the acquired knowledge in solving many theoretical and pragmatic economic problems.
6. Elaborate on all the knowledge that students have acquired in the educational process towards building economists who have a sovereign command of the subject of macroeconomic modeling.

#### **Advanced presentation skills**

The learning outcomes of the course are to:

1. Plan and prepare a sovereign professional performance
2. Organize the content of a professional speech into a logical structure that will keep the audience's attention
3. Prepare accompanying materials for the implementation of a professional performance
4. Analyze the audience and the opportunity for professional performance
5. Sovereignly manage non-verbal receptive and broadcast communication
6. Manage space and time within the framework of professional presentation
7. Manage speech fright

#### **Demography**

The learning outcomes of the course are to:

1. Understand the causes and consequences of the distribution of population, settlements and economic activities in the Republic of Croatia and the world.
2. Compare and explain the demographic development of the population in the world and in the Republic of Croatia.

3. Analyze and compare data from relevant sources (population censuses, surveys, etc.).
4. Interpret the results of various studies on demographic phenomena and processes.
5. Create graphical representations based on analytical data.
6. Explain the cause-and-effect relationships between demography and socio-economic development in the Republic of Croatia and the world.
7. Describe population movements in the Republic of Croatia.

#### **Knowledge management and organizational learning**

The learning outcomes of the course are to:

1. Define the definitions and terms data, information, knowledge, wisdom, distinguish between implicit and explicit knowledge.
2. Clearly characterize the knowledge management model and determine the role of knowledge management in organizations.
3. Understand the role of intellectual capital in an organization and analyze and evaluate types of knowledge and understand existing KM problems and initiatives.
4. Describe the process of knowledge acquisition, levels of learning and levels of knowledge.
5. Identify and select knowledge management tools and techniques for creating, acquiring, sharing and managing knowledge.

#### **Information security and data protection**

The learning outcomes of the course are to:

1. Acquire theoretical and practical knowledge about the importance of information security systems in the functioning of an organization.
2. Recognize risks and threats in the field of cybercrime
3. Apply data protection methods in business communication
4. Develop documentation on the Organizational Management Plan in Emergency Situations
5. Implement applicable legal regulations governing data processing.

### **II semester**

#### **Quantitative methods of business decision-making**

The learning outcomes of the course are to:

1. Be able to distinguish, understand and apply selected types of deterministic, stochastic and simulation models in business decision-making.
2. Be able to specify a practical problem in a simplified manner into an appropriate mathematical model that can be solved using an appropriate method.
3. Understand and be able to apply algorithms and appropriate methods used to solve practical problems in business decision-making.
4. Be able to use and economically interpret the results of easily accessible software tools in problem-solving.

#### **International trade**

The learning outcomes of the course are to:

1. List and define the terms and elements of international trade.
2. Recognize the importance of international trade and determine the relationships in international trade.
3. Define, compare and distinguish forms and techniques of international trade.
4. Determine the basic characteristics of individual forms of international trade.
5. Recognize the specificities of individual markets in the international context.

#### **Economics of entrepreneurship**

The learning outcomes of the course are to:

1. Define the concept of entrepreneurship, describe the importance of entrepreneurship for economic development in the EU and the small business development strategy in the Republic of Croatia
2. Distinguish economic relations from economic systems
3. Describe the critical factors of successful entrepreneurship and the importance of teamwork

and proper use of necessary resources in an entrepreneurial venture

4. Define the content, structure and reasons for creating a business plan and analyze the formatting rules and steps in creating a business plan using examples
5. Describe the production, organizational and financial factors included in a business plan and use examples to create a schedule and presentation of the plan
6. Analyze the mission and vision using examples of companies
7. Discuss the importance of ethics for the success and development of entrepreneurship and socially responsible business

#### **International trade strategies**

The learning outcomes of the course are to:

1. List and define the terms and elements of international trade strategies
2. Distinguish between basic international trade strategies.
3. Define, compare and distinguish between forms of international trade strategies
4. Identify forms of entry into foreign markets.
5. Determine the basic characteristics of individual international strategic orientations
6. Distinguish, define and compare individual models of international trade strategies
7. Determine the possible application of international trade strategies.

#### **Public relations and socially responsible business**

The learning outcomes of the course are to:

1. Identify basic concepts
2. Interpret basic theories
3. Analyze organizational implementation of sustainable business principles
4. Critically compare different ways of incorporating CSR principles into business operations and organizational functions
5. Develop a CSR implementation project for a specific small business

#### **Corporate Finance**

The learning outcomes of the course are to:

1. Explain and interpret the concept of corporate finance and corporate governance
2. Identify the short-term and long-term needs of a company for liquid assets.
3. Assess and evaluate the adequacy of various sources of corporate financing with regard to the specific business situation (capital investments, working capital financing, business restructuring, etc.) and the company's credit rating.
4. Develop the ability to evaluate external and internal influences on the corporation's capital structure, financing policy and dividend payment policy.
5. Apply and interpret the concepts and methods of short-term financial management
6. Explain and evaluate the impact of changes in the environment and risks on the financial position of a corporation
7. Distinguish, review and evaluate corporate operations, business mergers and project financing

#### **Economic geography**

The learning outcomes of the course are to:

1. Develop knowledge and understanding of economic - geographical systems and models and factors that influence socio - economic development in Croatia and the world,
2. Gain knowledge about factors that influence the processes of global population growth, poverty, underdevelopment, uncontrolled urbanization, negative climate change and disruption of global security in the world
3. Gain knowledge and understanding about the impact of energy sources on economic development and international relations in the world
4. Build knowledge about the connection between spatial configuration and movement of factors related to the economy
5. Gain ability to apply specific research methods in collecting, processing and interpreting spatial data

6. Get application of theoretical knowledge and previous experiences in practice with the aim of making quality business decisions.

#### **Platform economy management**

The learning outcomes of the course are to:

1. Analyze the basic concepts related to the development of the platform economy.
2. Formulate the basic factors that determine the difference between the classical linear and circular models of production.
3. Assess the basic factors that influence economic developments in a post-industrial society.
4. Evaluate new models and forms of economic development in a post-industrial society.
5. Compare old and new factors that determine economic development in the platform economy.

#### **Disruptive innovations and design thinking**

The learning outcomes of the course are to:

1. Identify and define the basic terms and concepts of disruptive innovations (AI, machine learning, digital manufacturing, big data, IoT, etc.) and design thinking
2. Identify and analyze the impact of disruptive innovations at the micro and macro level
3. Identify and analyze advantages and disadvantages in the implementation of disruptive innovations
4. Conceptualize and interpret new business models based on open, collaborative and constantly developing infrastructure
5. Adopt and apply the design thinking methodology and technique
6. Analyze the success and failure factors of a design thinking project.

#### **FinTech - basics for finance**

The learning outcomes of the course are to:

1. Identify and describe the basic terms, forces and concepts of fintech
2. Assess and evaluate the impact of fintech from an economic, regulatory, technical and global perspective
3. Analyze the impact of key fintech technologies (mobile banking, investment services, cryptocurrencies etc.) on the private sector, public sector and society
4. Identify and analyze the activities of fintech startups in designing new products and services
5. Identify and clarify the challenges of fintech implementation from a regulatory level
6. Identify and analyze key fintech factors that influence consumer behavior
7. Analyze the use of artificial intelligence and machine learning in financial trading.

### **III semester**

#### **Economics and politics of international exchange**

The learning outcomes of the course are to:

1. Describe and define the meaning of terms related to international political economy;
2. Define the term globalization and explain its positive and negative effects;
3. Describe and define the meaning of terms related to the political economy of the European Union;
4. Analyze the impact of oil prices on international trade;
5. Analyze the common policies of the European Union - trade policy and its effects;
6. Explain the term geoeconomics and define the most important geoeconomic contents.

#### **International marketing**

The learning outcomes of the course are to:

1. Understanding of issues and the ability to apply knowledge in the selection of foreign markets
2. Planning and implementation of marketing programs for the internationalization of business
3. Coordination and control of marketing activities on a number of different markets simultaneously.

#### **Strategic management**

The learning outcomes of the course are to:

1. Quickly and accurately assess the presented situation by identifying the underlying problems and/or issues, and evaluate the management strategy with regard to the environment, top management values, social expectations, financial position of the company, etc.
2. Analyze the facts to identify opportunities and threats in the environment, and strengths and weaknesses in the organization in order to be able to assess the behavior of managers and/or prepare a situation overview useful in formulating, evolving and implementing policies and strategies
3. Identify strategies that are appropriate for each situation and evaluate alternatives with regard to all relevant criteria: top management values, social expectations, internal finances, production and technical capabilities, etc.
4. Recommend specific courses of action using (when appropriate) detailed strategies and plans, taking into account organizational changes, financial requirements and implications, deadlines, human relations etc.
5. Sharpen the analytical skills needed in functional areas – production, finance, marketing, operations research, personnel, etc. – in dealing with the problems of the entire organization
6. Demonstrate the skills of writing a case study in accordance with the given Instructions, researching literature related to the topic, using available literature and demonstrating skills of presenting and defending positions
7. Connect theory and practice by developing an understanding of management tools and their limitations, and the application of this understanding in solving problems in individual situations.

#### **Modern entrepreneurial business**

The learning outcomes of the course are to:

1. List and explain the key theoretical concepts of modern entrepreneurship.
2. Give an example of the application of digital business models and innovative growth strategies in modern entrepreneurship.
3. Apply agile and lean methods for the analysis and development of business ideas and assess their market viability.
4. Examine the key differences between traditional and modern business models and assess the impact of technology on entrepreneurship.
5. Propose solutions to the challenges of modern entrepreneurship using innovative approaches and business strategies.
6. Valorize the role of new financial models in the entrepreneurial ecosystem.
7. Evaluate and interpret modern entrepreneurial models and identify key success factors and challenges in their application.

#### **Contemporary international relations**

The learning outcomes of the course are to:

1. Understand the functioning of European and world politics;
2. Analyze the challenges of European and world trends in politics and economics and put them in the context of opportunities in Croatia;
3. Understand the structure of the European Union and its decision-making methods;
4. Evaluate the position of the European Union in international relations;
5. Analyze the policy of the European Union towards the USA, Russia and China.

#### **Business communication**

The learning outcomes of the course are to:

1. Understanding the forms, models and networks of business communication
2. Understanding and respecting personal and cultural differences in business communications
3. Effective communication, motivation and negotiation
4. Effective planning, leading and evaluating business meetings
5. Effective leadership

6. Effective creation and delivery of business presentations
7. Mastering the search, assessment and processing of information
8. Mastering the strategy of planning and writing business messages and letters

#### **Marketing strategy in tourism**

The learning outcomes of the course are to:

1. Mastering the knowledge and skills for managing the tourism policy of a specific region and/or destinations.
2. Gaining competencies for creating tourism strategies for specific destinations.

#### **Business analysis and reporting**

The learning outcomes of the course are to:

1. Explain and connect theoretical knowledge in the field of business strategy and financial reporting
2. Understand the complexity of the interaction between operational business and strategic positioning of the company
3. Distinguish, assess and evaluate concepts, procedures and instruments in the field of business (financial) analysis - in the processes of management and analysis of the company and making business decisions
4. Apply procedures and instruments for understanding and evaluating the achieved development and success of the company
5. Analyze and evaluate the financial position of the company through the analysis of basic financial statements (balance sheet, profit and loss account)
6. Measure, i.e. calculate all types of individual and other types of indicators used to assess the success and security of the company's operations
7. Connect and critically assess financial statements
8. Determine the state of the company based on the conducted analyses, evaluate, argue, draw conclusions and give recommendations for further directing the development of the company

#### **Business intelligence**

The learning outcomes of the course are to:

1. Understand the concept, role and importance of business intelligence in the organization's operations,
2. Use BI tools and methods in collecting, processing and creating business information,
3. To acquire knowledge about the application of business intelligence in the protection of information assets from industrial espionage and cybercrime,
4. Apply knowledge about valid normative regulations and international standards that regulate them collection, processing and transfer of information,
5. Learn the importance of BI in achieving a market advantage in relation to the competition.

### **IV semester**

#### **Quality management**

The learning outcomes of the course are to:

1. Understand and interpret the philosophy of quality and business excellence
2. Learn the basic principles of a quality management system with the possibility of applying them to specific situations
3. Recognize and understand the three key characteristics of every well-managed organization: documentation, manageability and competence
4. Recognize and learn the system of standards related to the field of quality management, as well

as be able to  
interpret the structure of the ISO 9001 and ISO 9004 standards  
5. Sharpen the analytical skills required in the field of measurement and analysis as a key requirement for  
continuous improvement of the system  
6. Demonstrate the skills of writing a case study in accordance with the given Instructions, researching literature  
related to the topic, using available literature and demonstrating the skills of presenting and defending  
positions  
7. Connect theory and practice by developing an understanding of quality management tools and their  
limitations, and applying this understanding in solving problems in individual situations.

#### **Introduction to scientific research work**

The learning outcomes of the course are to:

1. Apply knowledge of research methodology and integrate it with acquired knowledge of the use of scientific information and the application of statistical methods and procedures in economics
2. Apply basic knowledge and skills for research and the use of professional and scientific literature
3. Explain different structures of scientific research
4. Apply different ways of presenting data collected in research
5. Critically evaluate data presentations
6. Critically analyze scientific reports on economic research