

Course Catalogue in English

Professional undergraduate study of Business and management

I semester
Basics of economics
<p>The learning outcomes of the course are to:</p> <ol style="list-style-type: none"> 1. Define economics as a science, the areas of macroeconomics and microeconomics, the concept of a modern market economy and the role of the state. Explain the theory of comparative advantage. 2. Explain the production possibilities of a country, sketch and interpret production possibilities diagrams, considering the law of scarcity and the concept of opportunity cost. 3. Explain descriptively and graphically the law of supply and demand according to the concept of Pareto optimum and the automatic mechanism for balancing supply and demand. Graphically analyze changes in supply and demand caused by changes in the determinants of supply and demand and explain the concept of elasticity. 4. Explain the principle of consumer behavior. Explain the law of diminishing marginal productivity. Perform a microeconomic analysis of costs. 5. Define production factors and the method of calculating the remuneration of production factors, i.e. income: wages, rents, interest, profits. 6. Explain the macroeconomic objectives of a country's economy, the method of measuring economic activity and the components of domestic product, consumption and investment. 7. Explain the role of the central bank, the function of the banking system and the role of monetary policy. 8. Define the main factors of economic growth and development, and the impact of exchange rates on the (open) economy. 9. Explain the main factors of aggregate supply, types of unemployment, the concept of inflation and the role of economic policies.
Mathematics
<p>The learning outcomes of the course are to:</p> <ol style="list-style-type: none"> 1. Explain the concept of matrix and determinant, list their properties, calculate the inverse of a matrix, matrix equations, solve systems of linear equations, and apply matrix calculus in input-output analysis. 2. Explain the properties of real functions of one variable, analyze elementary functions, and sketch their graphs. 3. Use the rules of differentiation to calculate the derivatives of explicitly and implicitly given functions, and apply differential calculus to determine the limits of a function, tangent and normal equations, analyze function graphs, and use examples from everyday life. 4. Analyze functions of several variables using the properties of functions of several variables. 5. Explain the concepts of indefinite and definite integrals, and apply basic integration methods to different types of functions. 6. Explain the concept of differential equations, and solve and apply basic differential equations.
Informatics

The learning outcomes of the course are to:

1. Skillfully handle the basic parts of personal computers (DeskTop PC, NoteBook, UltraBook, Tablet, SmartPhone, etc.).
2. Skillfully handle basic applications in the entire 64-bit MS Windows environment.
3. Skillfully handle basic applications (MS Word, MS Excel, MS PowerPoint, MS Outlook, MS Access, etc.) in the entire MS Office 2010 (or similar) environment.
4. More advanced handling of related applications (MS Word, MS Excel, MS PowerPoint, MS Outlook, MS Access, etc.) in the entire MS Office 2010 (or similar) environment.
5. Skillfully apply in the work environment advanced concepts of computer science as a profession and science and related professions (cybernetics, general systems theory, etc.).
6. Understand and creatively use in the work environment advanced concepts of hardware and software trends (personal computers, new media, teleconferencing and videoconferencing systems, d-learning, e-learning, m-learning, etc.) of contemporary business.
7. Understand and creatively use in the work environment advanced concepts of information technology laws (Moore's law, etc.) and modern networks (internet, intranet, extranet, web, multi-layered applications, server-client, etc. subsystems).

General English

The learning outcomes of the course are to:

1. Recognize and describe the basic grammatical categories of the English language.
2. Independently search for and find appropriate verb forms, noun forms and other parts of speech in texts in English and adapt them to the given register and correctly apply them in a sentence.
3. Recognize the cultural characteristics of English-speaking countries.
4. Identify, extract and recognize the meaning of known and unknown words from an authentic text in English.
5. Independently form grammatically correct expressions in English in varied foreign language contexts.
6. Compile a list of unknown words from the text with their basic characteristics for the purpose of using them as part of one's own foreign language expression.
7. Outline the content of the text based on a global/detailed reading of the text in English and present it orally and in writing.

Methodology of writing and presentation

The learning outcomes of the course are to:

1. Independently research the literature in search of relevant information.
2. Create a draft of a properly structured paper.
3. Refer and cite authors according to accepted standards.
4. Create a quality presentation.
5. Confidently present the content of the paper in a presentation to an audience.

Business and media ethics

The learning outcomes of the course are to:

1. Become familiar with the most important ethical systems and deontological principles as well as the basics of ethical conduct in business.
2. Clearly distinguish possible origins of moral positions and be able to define, analyze and make ethical judgments on examples from business, whether it concerns corporations, medium or small enterprises or media outlets.
3. Know all important documents for the practical use of ethical principles important for ethical conduct in everyday business life, as well as media activities.

Entrepreneurship

The learning outcomes of the course are to:

1. Describe the specifics of tourism as an economic activity.
2. Recognize and define the dependence of tourism entrepreneurship on external factors.

3. Describe and define the risks of undertaking a business venture in tourism.
4. Apply knowledge about the characteristics of tourist destinations in developing an entrepreneurial venture.
5. Identify and practice market research in tourism entrepreneurship.
6. Identify and adopt new opportunities for business ventures in tourism

II semester

Macroeconomics

The learning outcomes of the course are to:

1. Explain the composition of GDP. Explain and sketch the multiplier effect and graphically determine and interpret the establishment of the equilibrium product on the goods market. Graphically determine and interpret the balance on the money market, i.e. the establishment of the equilibrium interest rate. Explain the operation of the central bank's monetary policy.
2. Explain the joint equilibrium model on the money market and the goods market: IS - LM model. Interpret the implications for combined monetary and fiscal policy.
3. Explain the establishment of equilibrium on the labor market, i.e. the price of wages and the method of establishing the prices of goods. Quantitatively derive the definition of the natural rate of unemployment.
4. Graph the curve of aggregate supply (AS) and aggregate demand (AD) and quantitatively interpret the AS - AD model, the model of establishing equilibrium in the medium term. Compare the balance in the short and medium term.
5. Explain the relationship between the unemployment rate and the inflation rate, the original and the modified Phillips curve. Quantitatively define inflation and expected inflation. Interpret the relationship between the Phillips curve and the natural rate of unemployment.
6. Explain how the relations between output, unemployment and inflation (via Okun's law, Phillips curve and AD relation) determine the influence of nominal money supply growth on the domestic product. Explain the concept of neutrality of money and the trajectory of nominal money supply growth.
7. Define the determinants of growth in the long term. Define the steady-state relationship between capital and output in the long term. Define the effect of the saving rate on output in the long run.

Financial institutions and markets

The learning outcomes of the course are to:

1. Familiarize with the basic concepts and topics of the financial system.
2. Adopt facts about financial institutions.
3. Recognize and distinguish the roles and purposes of financial markets.
4. Understand trends in modern banking and finance.
5. Learn the characteristics of the Croatian financial system.
6. Acquire the skills necessary to understand certain banking operations and transactions on the financial markets.

Statistics

The learning outcomes of the course are to:

1. Recognize, differentiate and describe different combinatorial problems and use them when solving simpler tasks.
2. Define the basic concepts of event probability and conditional probability.
3. Group and display data graphically, calculate mean values and measures of dispersion.
4. Define discrete and continuous random variables and interpret them correctly.
5. Describe and distinguish between discrete and continuous distributions and use them when solving simpler problems-tasks.
6. Explain the idea of a statistical test and describe a statistical test.
7. Know how to apply basic procedures when testing hypotheses related to expectations and correctly interpret the obtained results.

8. Define the terms correlation and regression and know how to apply correlation and regression analysis.

Basics of management

The learning outcomes of the course are to:

1. Recognize, describe, interpret the basic assumptions of management and managerial profession and its development.
2. Distinguish, describe, identify, interpret and analyze basic functions (planning, organizing, leading, human resource management and control), and management roles.
3. Recognize issues of ethical and responsible business management, as well as new concepts management.
4. Identify, interpret and analyze the impact of the environment on the company.
5. Differentiate, describe, identify, interpret and analyze the concepts of leader, entrepreneur and manager, as well as different types of management and managers.

Commercial law

The learning outcomes of the course are to:

1. Get to know the basic principles and sources of commercial law.
2. Understand the structures and ways of functioning of various forms of commercial companies.
3. Understand the types and legal effects of certain types of commercial contracts.
4. Assess the correctness of using a particular form of commercial company, a particular commercial contract in a particular case and the ability to choose the most appropriate form, i.e. contract, in a particular situation.
5. Apply acquired theoretical knowledge in future business life managers, whether in the private economic or public sector.

Business English I

The learning outcomes of the course are to:

1. Recognize and describe the basic grammatical categories of the English language and based on that independently form grammatically correct expressions in English in varied foreign languages contexts.
2. Independently search and find appropriate verb forms, noun forms and other types of words in texts in English and adapt them to the given register and apply them correctly in a sentence.
3. Interpret professional texts, concepts and definitions and identify, separate and recognize the meaning of known and unknown words from the professional text in the framework of professional-specific communication procedures.
4. Recognize the peculiarities of the culture of English-speaking countries, but also assess acceptability of linguistic expression from a cultural point of view.
5. Sketch the content of the read text in English based on global/detailed reading and present it orally and in writing, or create your own text/presentation from the field of profession according to social and business situations.
6. Discuss various topics from everyday life and profession using the example of case studies and on a creative and linguistically correct way to solve the problems of the profession, and to present their solutions and results to colleagues in English.
7. Compare linguistic and grammatical terminology in Croatian and English.

Business psychology and managerial skills

The learning outcomes of the course are to:

1. Recognize the basic characteristics of group behaviour.
2. Define basic concepts from the field of business and social psychology.
3. Explain the influences in business communication.
4. Analyse and compare communication situations.
5. Interpret communication with the aim of evaluation.

III semester

Microeconomics

The learning outcomes of the course are to:

1. Define microeconomics conceptually, explain the subject of microeconomics, the principles of achieving scientific knowledge (principles, assumptions and models in microeconomics), and basic terms in microeconomics.
2. Interpret how the value of a company is determined.
3. Interpret the type of elasticity and the impact of elasticity on changes in the company's total income.
4. Using the theory of utility and the theory of indifference, explain how the consumer makes a decision about income distribution.
5. Draw and interpret a production function with one variable factor.
6. Explain how basic types of costs affect decisions in the company.
7. Draw and interpret profit maximization under conditions of monopoly and perfect competition (balance of the company). Define market structures.

Business communication

The learning outcomes of the course are to:

1. Independently successfully manage all models of written communication.
2. Analyze communication elements and processes with the aim of understanding the communication situation.
3. Identify appropriate strategies for a specific business situation.
4. Manage interpersonal relationships in a business organization.
5. Manage conflicts in interpersonal relationships.

Organization and organizational behavior

The learning outcomes of the course are to:

1. To define and recognize knowledge that can be universally used for the organization of any company, institution, profit or non-profit sector.
2. Explain and identify the human dimension of the organization.
3. Extract knowledge about the soft variables of the organization.
4. Use knowledge and demonstrate skills for working with people.
5. Analyze and use the knowledge of social dimensions to coordinate and direct the efforts of other people towards the achievement of certain set goals of the organization.

Introduction to marketing

The learning outcomes of the course are to:

1. Understand the marketing philosophies of business operations of economic and social entities in business practice and the social life of the community.
2. Know the basic concepts of marketing.
3. Apply the basic marketing philosophies of economic and social entities in business practice and the social life of the community.
4. Master internal and external marketing approaches.
5. Understand global marketing strategies.

Business English II

The learning outcomes of the course are to:

1. Recognize and describe the basic grammatical categories of the English language and based on that independently form grammatically correct expressions in English in varied foreign languages contexts.
2. Independently search and find appropriate verb forms, noun forms and other types of words in texts in English and adapt them to the given register and apply them correctly in a sentence.
3. Interpret professional texts, concepts and definitions and identify, separate and recognize the meaning known and unknown words from the professional text in the framework of professional-specific communication procedures.
4. Recognize the peculiarities of the culture of English-speaking countries, but also assess acceptability of linguistic expression from a cultural point of view.

5. Sketch the content of the read text in English based on global/detailed reading and present it orally and in writing, or create your own text/presentation from the field of profession according to social and business situations.
6. Discuss various topics from everyday life and profession using the example of case studies and on a creative and linguistically correct way to solve the problems of the profession, and to present their solutions and results colleagues in English.
7. Compare linguistic and grammatical terminology in Croatian and English.

Introduction to media

The learning outcomes of the course are to:

1. Understand concepts from different areas of media activity.
2. Understand and distinguish between different forms of audiovisual speech.
3. Analytically use and evaluate theoretical reflections on media practice.
4. Understand the structure of the social, political and economic environment in which the media operates.
5. Recognize and evaluate the impact of ownership forms on media policies.
6. Categorize and distinguish media industries in the value chain.

Entrepreneurship infrastructure and EU funds

The learning outcomes of the course are to:

1. Introduce the mechanisms of financing economic projects with European Union funds.
2. Design economic projects.
3. Financial manage of programs.
4. Prepare for EU tenders.
5. Fill in application forms and create a project summary.
6. Elaborate the budget.
7. Implement a project and disseminate the results.

Management of crafts, cooperatives and family farms

The learning outcomes of the course are to:

1. Define the term craft, cooperative, family farm and small business.
2. Describe the elements that influence the successful management of a small business.
3. Analyze the role and structure of taxes and the impact of taxes on the development of small businesses.
4. Describe the advantages and disadvantages of starting a trade, cooperative or OPG.

Croatian Economy

The learning outcomes of the course are to:

1. Identify the main macroeconomic characteristics of the Croatian economy, the movement of macroeconomic aggregates and growth factors.
2. Explain the structure of the Croatian economy with a critical review.
3. Explain the main characteristics of economic relations with foreign countries and provide insight into the competitiveness of the Croatian economy.
4. Highlight the main characteristics of the labor market and demographic trends and structures.
5. Evaluate the productive capital of the Republic of Croatia.
6. Characterize the essential characteristics of individual areas: tourism, public sector, health, education and science.

EU economy and politics

The learning outcomes of the course are to:

1. State the basic concepts of the institutions and functioning of the European Union.
2. Give examples of concepts of cooperation within the European Union.
3. Examine the reasons, causes and consequences of certain phenomena in the member states of the European Union.
4. Apply knowledge about developments in the member states of the European Union to the situation in Croatia.

Marketing in tourism

The learning outcomes of the course are to:

1. Describe the basic concepts of marketing and strategic marketing management in tourism.
2. Identify and analyse the marketing concept as a modern philosophy of business operations of economic and social tourism entities in business practice and the social life of the community.
3. Research and connect marketing strategies in tourism and their ways of influencing business.
4. Analyse the factors of strategic analysis of the marketing environment in tourism, the process of research and market segmentation in tourism, factors influencing consumer behavior and establish the process of making a decision to purchase a tourism product.
5. Design a strategic marketing plan for a place brand (destination, city, region, country).
6. Evaluate the elements of the marketing mix and the basic principles of the marketing process in tourism.

IV semester

Business and management in the media

The learning outcomes of the course are to:

1. Understand the social, political and economic context in which managerial work in the media takes place.
2. Develop basic intellectual and practical skills necessary for research, analysis, use of information technology, organization, planning and teamwork, writing/producing for various media, markets and users.
3. Analytically and critically understand of business in the media with the aim of understanding wider social, cultural and political roles and importance of the media, along with the economic context - that's how young people become more aware, more responsible and more adaptable in situations of managing technological and social changes domestically and internationally.
4. Develop the ability to adapt to new technologies and seek and assimilate information from various sources.
5. Understand and apply laws and ethical concepts regarding the media and finding responsible solutions for ethical problems that appear in the media.
6. Understand the principles of marketing and advertising.

Accounting

The learning outcomes of the course are to:

1. Define the basic concepts and principles of budget accounting.
2. Explain the process of preparing and approving the budget in the public sector.
3. Apply accounting standards to record public revenues and expenditures.
4. Analyze budget reports to identify deviations between planned and actual financial performance.
5. Evaluate the effectiveness of existing budget controls and propose improvements.
6. Create a proposal for optimizing resources within the budget, taking into account efficiency and sustainability.

Corporate communications

The learning outcomes of the course are to:

1. Differentiate corporate from other forms of communication (managerial, marketing, organizational, etc.).
2. Understand the forms and target segments of corporate communications.
3. Corporate communications strategies adapted to the specifics of the environment and organization.
4. Apply theoretical knowledge and previous experiences in practice.

Market research

The learning outcomes of the course are to:

1. Understand research methods, techniques and tools for each phase of the management process in a media organization.

2. Understand the importance of market research in business decision-making.
3. Get to know the phases of the market research process and their application in specific research.
4. Independently analyse and use primary and secondary data sources.
5. Calculate and interpret the results of simple media research.
6. Understand specific research methods and their application depending on the specific objectives of the research.

Human resource management

The learning outcomes of the course are to:

1. Understand and describe the concepts of human resources management as well as the basic processes that are implemented within this concept.
2. Describe and implement the procedures of work analysis, planning and forecasting needs within the framework of human resources management.
3. Understand the principles of selection and make independent decisions in the process of human resources selection.
4. Implement successful internal communication with the aim of human resources management.
5. Analyze the motivation system and find a solution to employee motivation problems.
6. Describe and analyze the results of employee performance evaluation and understand the assessment of the level of work.

Entertainment media industry management

The learning outcomes of the course are to:

1. Identify entertainment media paradigms.
2. Define basic terms from the entertainment media industry.
3. Explain the economic, marketing, and psycho-sociological framework of the entertainment industry.
4. Analyse and compare the characteristics of different entertainment media.
5. Choose a medium to reach the desired target group.
6. Identify and describe acceptable entertainment content.

Socially responsibility in business

The learning outcomes of the course are to:

1. Connect the theory and practice of corporate social responsibility in Croatia and the world.
2. Analyse the impact of corporate social responsibility on corporate loyalty, image and reputation.
3. Identify the best models for monitoring, collecting data and reporting on corporate social responsibility.

Business association and networking

The learning outcomes of the course are to:

1. Define the term craft, cooperative, family farm and small business.
2. Describe the elements that influence the successful management of a small business.
3. Analyse the role and structure of taxes and the impact of taxes on the development of small businesses.
4. Describe the advantages and disadvantages of starting a trade, cooperative or family farms.

Digital marketing

The learning outcomes of the course are to:

1. Explain key terms, concepts and strategies of digital marketing and their application in a business context.
2. Identify the main rules and principles of digital marketing communication.
3. Analyze market opportunities and competition in order to formulate optimal marketing strategies.
4. Develop and implement digital marketing communication strategies, including social media, email marketing and content marketing.

5. Use digital and analytical tools to monitor the performance of marketing activities and optimize campaigns.
6. Independently design an integrated marketing communication system in a digital environment, using innovative strategies.

EU financial institutions

The learning outcomes of the course are to:

1. Name the key institutions and sources of law that shape European financial regulation.
2. Understand how European financial regulation seeks to protect financial stability, competition and consumers.
3. Apply the rules of European financial regulation to concrete cases and identify potential business problems.
4. Analyze the impact of individual regulatory measures on the financial industry and identify their advantages and disadvantages.
5. Synthesize knowledge about different aspects of European financial regulation to formulate innovative solutions to complex problems.
6. Evaluate the effectiveness and fairness of European financial regulation in the context of contemporary economic and social challenges.

Business English III

The learning outcomes of the course are to:

1. Select appropriate grammatical forms in English that are specific to business communication and apply them correctly in a sentence depending on the business context.
2. Identify appropriate linguistic expressions specific to the business context, from technical words to phrases recognizable for the selected business situation and apply them in the target register.
3. Create, implement and present a strategy for solving a complex business problem (case studies), be part of a team in implementing the strategy, negotiate with different stakeholders and assess the effectiveness of the solution using professional vocabulary and arguments while respecting the rules of grammar and spelling.
4. Compose and edit a complex business document (e.g. contract, report, recommendation, etc.) using the appropriate style and format, and respecting the rules of grammar and spelling.
5. Assess possible obstacles in intercultural business communication in a specific business environment and thus adapt to different cultural norms in business communication.
6. Critically evaluate and interpret professional texts in the field of business and management and apply the acquired knowledge to solve specific business problems.

Sustainability accounting

The learning outcomes of the course are to:

1. Explain the role of sustainability accounting and sustainability reporting in the management of an organization.
2. Distinguish and connect financial reporting and sustainability reporting and the audit of sustainability accounting information.
3. Break down and analyze sustainability factors according to the ESG concept.
4. Categorize accounting information into the economic, social and environmental dimensions of a company's operations as a basis for sustainability reporting.
5. Classify and interpret the elements of a sustainability report in accordance with EU legislation and international standards.
6. Present an author's exercise (project assignment) and analyze and comment on a sustainability report of a business organization.

Introduction to social media management

The learning outcomes of the course are to:

1. Analyze the basic concepts related to the changes that social networks have brought to business management models in organizations.
2. Formulate the basic factors that determine the differences between the effects of the classical

management model and the management model supported by the use of social networks.

3. Assess the basic factors that influence the selection and use of social networks in each stage of the business process.
4. Evaluate new models and forms of economic development of organizations supported by the use of social networks.
5. Compare business results at the beginning and end of the business cycle in the context of using information collected from social networks.
6. Identify and analyze the key factors of the impact of the social network economy on modern societies.

Introduction to contemporary international relations

The learning outcomes of the course are to:

1. State the basic concepts and principles in international relations.
2. Give examples of concepts of cooperation in international relations, especially the European Union.
3. Examine the reasons, causes and consequences of certain contemporary developments in international relations.
4. Apply knowledge about developments in Europe and the world to the situation in Croatia.

Tourism business management

The learning outcomes of the course are to:

1. Identify and explain basic management concepts and specifics of management in tourism.
2. Present and explain basic management functions and apply them to specific examples from tourism business.
3. Analyze the business environment of the tourism sector using SWOT and PEST analysis and evaluate key trends and challenges, including ethical and socially responsible aspects.
4. Apply concepts of strategic and operational planning in the organization and operations of tourism companies.
5. Evaluate approaches to human resource management, employee motivation and organizational culture.
6. Analyze the processes of control, evaluation and crisis management in tourism and propose strategies for the resilience of tourism companies to changes and market challenges.

V semester

Management

The learning outcomes of the course are to:

1. Recognize, describe, interpret the basic assumptions of management and the management profession and its development.
2. Distinguish, describe, identify, interpret and analyze the basic functions (planning, organizing, leading, human resource management and control), and the roles of management.
3. Recognize issues of ethical and responsible business management, as well as new concepts of management.
4. Identify, interpret and analyze the influences of the environment on the company.
5. Distinguish, describe, identify, interpret and analyze the concepts of leader, entrepreneur and manager, as well as different types of management and managers.

Business Information Systems

The learning outcomes of the course are to:

1. Practical (managerial) knowledge of the correct approach to designing and building business information systems.
2. Understand (comparatively) the applicability of functions, tasks, goals and qualities of business information systems.
3. Understand (managerial) applicability of the structure of team design and building information systems.
4. Practical (theoretical) knowledge of cryptographic-based electronic money transactions.

5. Understand (comparatively) the applicability of symmetric and asymmetric cryptographic algorithms and "hash" functions.
6. Understand (managerial) applicability of systems: digital signature, certification and public key structure.
7. Understand (comparatively) the applicability of systems: electronic money, electronic chip cards and electronic checks.
8. Develop skills in (managerial) implementation of design of all phases (with sub-phases and outcomes) of designing and building and applying business information systems.
9. Develop skills in (managerial) solving situations related to the application of various subsystems of electronic money transactions.

Business Finance and Financial Management

The learning outcomes of the course are to:

1. Define the concept, goal, tasks of financial management and the financial function in a company and explain the fundamental problems related to the three areas of financial management decision-making: investment, financing and liquidity management.
2. Explain the time preference for money and specifically calculate and interpret the determination of the time value of money and financing instruments: the present and future value of cash flows, the risks of their occurrence and the time dynamics of their occurrence.
3. Interpret the financial relations of a company with its environment: the population, the state, abroad, financial institutions and the financial market. Using risk theory, explain the systemic and non-systemic risks of the movement of the value of financial instruments.
4. Specifically calculate and interpret dynamic measures of profitability of investment projects: net present value, payback period, internal rate of return, profitability index, relative present value.
5. Define the basic indicators of financial analysis of a company and specifically calculate and interpret the financial indicators of liquidity, activity, indebtedness and profitability of a company.
6. Explain the rule of financial leverage and its effect on the absolute and relative profitability of a company. Be able to calculate the optimal capital structure for a given company's earning power and given market costs of capital.
7. Explain the process of liquidity management and cash budgeting, and the concept of a company's business and cash cycle by applying financial analysis

Marketing Strategies

The learning outcomes of the course are to:

1. Analyze and describe the market within which the company operates.
2. Conduct market research and adequate market segmentation by differentiating the specific needs of each segment.
3. Define and select the target market, set the correct goal for each segment and the strategy for each element of the marketing mix and create a strategic marketing plan.

Promotion

The learning outcomes of the course are to:

1. Get to know the basic principles of business promotion.
2. Understand the role of promotion as an integral part of business and marketing activities.
3. Familiarize with promotional activities as a basis for overall business promotion.
4. Adopt methods and means of promotional activities.
5. Adopt methods of planning and programming promotion.
6. Get to know the role of feedback from the market.

EU Media Industries

The learning outcomes of the course are to:

1. Recognize, describe, identify, interpret EU media industries
2. Understand the processes that certain media branches of production go through at the local,

national EU, and global level.

3. Explain the differences in business decision-making in the media sectors of media production.
4. Apply business decision-making methods and tools for analysis, calculation, production technology, commercial marketing and regulatory aspects of media production.
5. Analytically use and evaluate theoretical and practical reflections on media globalization and Europeanization.
6. Understand the structure of the social, political and economic environment in which the media operate.

Innovation Management

The learning outcomes of the course are to:

1. Describe the basic concepts of innovation and state their differences.
2. Identify and analyze the impact of disruptive innovations at the micro and macro level.
3. Adopt and apply the methodology and technique of design thinking on the example of creating a business idea.
4. Analyze the success factors of the design thinking project and interpret new business models.
5. Come up with an innovative business idea using the Design Thinking method and work it out as a team.
6. Evaluate the innovative ideas of colleagues by applying the peer review method.

Introduction to the Digital Economy

The learning outcomes of the course are to:

1. Explain the basic concepts related to the development of economic systems.
2. Analyze organizational management models in the context of changing economic systems.
3. Formulate the fundamental factors that determine cognitive capitalism and the convergence of social process.
4. Assess the fundamental factors that influence economic trends in post-industrial society.
5. Evaluate new models and forms of economic development in post-industrial society.

Social Entrepreneurship

The learning outcomes of the course are to:

1. Understand the concept, role and importance of social entrepreneurship in the development of the economy and society.
2. Use the tools and methods of social entrepreneurship in planning, organizing, leading and controlling social entrepreneurial ventures.
3. Categorize and analyze models and types of social entrepreneurial ventures.
4. Create a project proposal for the establishment of a social enterprise or some other form of entrepreneurship undertaking.
5. Examine the success of the business and marketing plan of the social enterprise.

Gaming Industry Management

The learning outcomes of the course are to:

1. Analyze the business models of the gaming industry and its economic impact.
2. Understand video game development processes and the roles of key players in the industry.
3. Identify legal and ethical challenges in the gaming sector, including intellectual property, regulation of micro transactions and e-sports.
4. Evaluate monetization strategies and marketing approaches in the gaming industry.
5. Develop business strategies for managing gaming projects.

Financial Accounting

The learning outcomes of the course are to:

1. Define the basic terms and principles of budget accounting.
2. Explain the process of creating and approving the budget in the public sector.
3. Apply accounting standards to record public revenues and expenditures.
4. Analyze budget reports to identify deviations between planned and actual financial performance.

5. Assess the effectiveness of existing budget controls and propose improvements.
6. Create a proposal for optimizing resources within the budget, taking into account efficiency and sustainability.

Tourism Economics

The learning outcomes of the course are to:

1. Explain the basic economic concepts of tourism and their role and significance in the economy.
2. Recognize and analyze the key factors of tourism demand and supply and explain the dynamics tourist market.
3. Understand and apply economic methods in the analysis of tourist consumption and formation of prices of tourist service.
4. Recognize, explain and differentiate the economic effects of tourism at the local, national and global levels.
5. Categorize, compare and evaluate tourist products and services with an emphasis on the market competitiveness.
6. Connect and interpret mutual relations between tourism, economic growth and employment through specific examples.

Introduction to FinTech

The learning outcomes of the course are to:

1. Identify and describe the basic terms, forces and concepts of FinTech.
2. Describe and explain Fintech evolution.
3. Assess and valorize the impact of FinTech from an economic, regulatory, technical and global perspective on the traditional financial system and its users.
4. Analyze the impact of key FinTech technologies (mobile banking, investment services, cryptocurrencies, blockchain, AI, etc.) and trends in the financial industry to the private sector, public sector and society.
5. Identify and clarify the challenges of implementing Fintech from the regulatory level
6. Recognize, evaluate and present business opportunities using new FinTech technology.

Introduction to International Business

The learning outcomes of the course are to:

1. Describe the conventions, legislation and trade policy of the European Union in the area international trade.
2. Identify foreign markets that provide opportunities for easier entry in terms of trade restrictions.
3. Interpret documents and international trade, their purpose and opportunities they provide, and theirs mutual difference.
4. Analyze regional economic integrations in terms of opportunities and limitations they have.
5. Construct a model of performance on the international market taking into account all mitigating factors.
6. Assess the position of Croatia on the global market.
7. Present the possibilities, advantages and disadvantages of Croatia on the international market.

Entrepreneurship in Tourism

The learning outcomes of the course are to:

1. Describe the specifics of tourism as an economic activity.
2. Recognize and define the dependence of entrepreneurship in tourism on external factors.
3. Describe and define the risks of undertaking a business venture in tourism.
4. Apply knowledge about the peculiarities of tourist destinations in developing an entrepreneurial venture.
5. Identify and practice market research in tourism entrepreneurship.
6. Identify and adopt new opportunities for business ventures in tourism.

Basics of Brand Management

The learning outcomes of the course are to:

1. Describe the basic concepts of brand and brand management.
2. Identify and analyze the value of the brand in the eyes of consumers.
3. Research and connect the main determinants of strategic brand management and their ways of influencing business.
4. Establish elements of brand identity management.
5. Plan the basic stages of the process of strategic brand management on the example of a successful brand.
6. Recommend guidelines for successful brand management over time.

Monetary Economics

The learning outcomes of the course are to:

1. Critically judge the significance of the monetary economy in the commodity-money economy.
2. Analyze the role of credit in the processes of creation and cancellation of money and to determine the role of interest rate in the economy and adopt basic knowledge about basic macroeconomic variables, which affect the business operations of companies and all entrepreneurs in Croatia.
3. Explain the evolution of monetary systems.
4. Identify the goals, instruments and channels of monetary and credit policy.
5. Interpret financial phenomena and banking and explain the value of money.
6. Recognize, evaluate and present the importance of monetary economy in the commodity-money economy.

VI semester

Controlling

The learning outcomes of the course are to:

1. Understand the role of controlling in a company.
2. Understand the difference between individual types of controlling as well as controlling of individual functions in a company.
3. Explain and differentiate between operational and strategic controlling instruments.
4. Apply appropriate tools in the function of making decisions in controlling at the strategic, tactical and operational levels.

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 ability to apply 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 to be able to interpret the structure of the ISO 9001 and ISO 9004 standards.
5. Sharpen the analytical skills needed in the field of measurement and analysis as a key requirement for continuous system improvement.
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 to solving problems in individual situations.