



Semester 1		
obligatory courses		
P: Vjeran Bušelić viši predavač A: Vjeran Bušelić viši predavač		ECTS:6.0
P: Maja Pauković L: Maja Pauković		ECTS:6.0
P:mr.sc. Lucija Bačić v.pred. A:mr.sc. Lucija Bačić v.pred. A: Nataša Uzelac		ECTS:6.0
P:doc.dr.sc. Dalija Kuvačić profesor visoke škole A:doc.dr.sc. Dalija Kuvačić profesor visoke škole		ECTS:6.0
P:mr.sc. Sanja Bračun dipl.oec. A:mr.sc. Sanja Bračun dipl.oec. L:mr.sc. Sanja Bračun dipl.oec.		ECTS:6.0



Semester 2		
obligatory courses		
P:mr. Alenka Poljičak dipl.oec., viši predavač A:mr. Alenka Poljičak dipl.oec., viši predavač		ECTS:6.0
P:mr.sc. Lucija Bačić v.pred. A:mr.sc. Lucija Bačić v.pred. A: Nataša Uzelac		ECTS:6.0
P: Maja Pauković L: Maja Pauković		ECTS:6.0
P:prof. Marta Alić P:mr.sc. Marinko Žagar viši predavač L:prof. Marta Alić L:mr.sc. Marinko Žagar viši predavač L:mag.oec Kristina Perc S:prof. Marta Alić S:mr.sc. Marinko Žagar viši predavač		ECTS:6.0
P: Ljiljana Matuško Antičić A: Ljiljana Matuško Antičić		ECTS:6.0



Semester 3		
obligatory courses		
P:izv. prof. dr. sc. Petar Jandrić prof. v. šk. A:izv. prof. dr. sc. Petar Jandrić prof. v. šk.		ECTS:5.0
P:doc. dr. sc. Sanja Morić predavačica A:doc. dr. sc. Sanja Morić predavačica A:dr.sc. Mladen Mauher prof.v.šk.		ECTS:5.0
elective courses		
P:prof. Marta Alić A:prof. Marta Alić A:dr.sc. Mladen Mauher prof.v.šk.		ECTS:5.0
P:mr.sc. Sanja Bračun dipl.oec. P:dr. sc. Mladen Sokele predavač L:dr. sc. Mladen Sokele predavač L:mr.sc. Sanja Bračun dipl.oec.		ECTS:5.0
P:mr.sc. Lucija Bačić v.pred. A:mr.sc. Lucija Bačić v.pred.		ECTS:5.0
P:mr.sc. Sergej Lugović MBA A:mr.sc. Sergej Lugović MBA		ECTS:5.0
P:mr.sc. Sanja Bračun dipl.oec. A:mr.sc. Sanja Bračun dipl.oec. A:dr.sc. Mladen Mauher prof.v.šk.		ECTS:5.0
elective courses		
P:doc.dr.sc. Dalija Kuvačić profesor visoke škole A: Dinko Horvat struč.spec.ing.techn.inf. A:doc.dr.sc. Dalija Kuvačić profesor visoke škole		ECTS:5.0
P:doc.dr.sc. Dalija Kuvačić profesor visoke škole A:doc.dr.sc. Dalija Kuvačić profesor visoke škole A: Nataša Uzelac		ECTS:5.0
P: Ljiljana Matuško Antonić A: Ljiljana Matuško Antonić		ECTS:5.0
P: Maja Pauković L: Maja Pauković	Applied Statistics	ECTS:5.0
P:doc.dr.sc. Dalija Kuvačić profesor visoke škole A:doc.dr.sc. Dalija Kuvačić profesor visoke škole A: Dinko Horvat struč.spec.ing.techn.inf.		ECTS:5.0
elective courses		
P:mr.sc. Lucija Bačić v.pred. A:mr.sc. Lucija Bačić v.pred.		ECTS:5.0
P:doc.dr.sc. Dalija Kuvačić profesor visoke škole A:doc.dr.sc. Dalija Kuvačić profesor visoke škole		ECTS:5.0
P:doc.dr.sc. Dalija Kuvačić profesor visoke škole		ECTS:5.0



L:doc.dr.sc. Dalija Kuvačić profesor visoke škole		
P:doc. dr. sc. Sanja Morić predavačica A:doc. dr. sc. Sanja Morić predavačica		ECTS:5.0
P:mr.sc. Sergej Lugović MBA A:mr.sc. Sergej Lugović MBA		ECTS:5.0
P:mr.sc. Željko Uhlir A:mr.sc. Željko Uhlir		ECTS:5.0



Semester 4		
obligatory courses		
P:mr.sc. Lucija Bačić v.pred. P:mr.sc. Sanja Bračun dipl.oec. P: Maja Pauković P:mr. Alenka Poljičak dipl.oec., viši predavač P: Ljiljana Matuško Antičić P:mr.sc. Marinko Žagar viši predavač P:izv. prof. dr. sc. Petar Jandrić prof. v. šk. P:mr.sc. Sergej Lugović MBA P:dr. sc. Mladen Sokele predavač P:doc.dr.sc. Dalija Kuvačić profesor visoke škole		ECTS:25.0
A:doc.dr.sc. Dalija Kuvačić profesor visoke škole		ECTS:5.0



Semester 5



Semester 6



Code WEB/ISVU	24934/172858	ECTS	6.0	Academic year	2019/2020
Name					
Status	1st semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (15+15+0+0) 120
Teachers	Lectures:1. mr.sc. Sanja Bračun dipl.oec. Auditory exercises:mr.sc. Sanja Bračun dipl.oec. Laboratory exercises:mr.sc. Sanja Bračun dipl.oec.				
Course objectives	To empower a student to understand that Asset management is not a separate process, but an integrated part of every business system. As Asset management team members they will be responsible to solve potential challenges and in position to give constant improvements proposals. Through the lessons the student will be familiar with the process of procurement, use and maintenance of the property, as well as planning and investment processes and human resources importance. As Asset management team member the student will be in position to solve various problem situations under realistic market conditions.				
Learning outcomes:	1. Identify the role and place of asset management within the business system. Level:6 2. Link importance of planning process and market analysis in order to ensure successful asset management. Level:6,7 3. Key performance indicators comment of asset management over the lifetime. Level:6 4. Identify the sequence and understand the importance of investment project monitoring. Level:6 5. Critically evaluate results of analysis of use fixed assets and maintenance based on method of reliability of asset management. Level:7 6. Be prepared for active participation in processes of asset management within the business system. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Discussion The lessons are exhibited in a way that the theoretical framework combines with examples of practice and students are encouraged to give an overview of the examples they have come up with.				
Methods of carrying out auditory exercises	Group problem solving Discussion, brainstorming Interactive problem solving Workshop				
Methods of carrying out laboratory exercises	Traditional literature analysis Data mining and knowledge discovery on the Web Discussion, brainstorming Workshop				
Course content lectures	1. Define of asset management system within the business process, 3h, Learning outcomes:1 2. Strategic management with planning and use of fixed asset acquisition , 3h, Learning outcomes:2 3. Life cycle monitoring and competences in asset management, 3h, Learning outcomes:2,3 4. Market analysis, segmentation and marketing processes as tools for successful asset management, 3h, Learning outcomes:3 5. Financial reports as sources of asset management performance indicators , 3h, Learning outcomes:3 6. Metrics and asset management standards and preparation of investment projects, 3h, Learning outcomes:4 7. Asset management tools and methodologies , 3h, Learning outcomes:5 8. Ontology and Integrated Asset Management, 3h, Learning outcomes:6 9. Asset management tools and methodologies , 3h, Learning outcomes:1,2,3,4,5,6 10. Asset management system reliability , 3h, Learning outcomes:1,2,3,4,5,6 11. No lessons 12. No lessons 13. No lessons 14. No lessons 15. No lessons				
Course content auditory	1. No lessons 2. Type and purpose of Assets and the Process of Asset Management Planning, 4h, Learning outcomes:1,2 3. Market Analysis Methods Applying, 4h, Learning outcomes:3 4. Cost and revenue analysis in process of performance indicators calculation , 4h, Learning outcomes:3 5. 1st colloquium, 1h, Learning outcomes:1,2,3 6. No lessons 7. No lessons 8. No lessons 9. No lessons 10. 2nd colloquium, 2h, Learning outcomes:4,5,6 11. No lessons 12. No lessons 13. No lessons 14. No lessons 15. No lessons				
Course content laboratory	1. No activity 2. No activity 3. No activity 4. No activity 5. No activity 6. Practical application of process norms in Asset management , 3h, Learning outcomes:4				



	7.Investment project analysis, 4h, Learning outcomes:5 8.Faults and damage monitoring of Fixed assets during their life cycle , 4h, Learning outcomes:5,6 9.Program support and risk management methods of asset management systems, 4h, Learning outcomes:5,6 10.No activity 11.No activity 12.No activity 13.No activity 14.No activity 15.No activity
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Overhead projector
Exam literature	Obavezna literatura: 1.prof. dr.sc. Ivo Čala i ostali: Održavanje i gospodarenje imovinom, Hrvatsko društvo održavatelja, Zagreb, 2016. 2.dr.sc. Mladen Mauher i mr.sc. Sanja Bračun: Aktualne elektroničke mape nastavnika pripremljene za predavanja dostupne na LMS sustavu Preporučena literatura: 1.S. Duffuaa; A Raouf, Cham: e-book Planning and control of maintenance systems: modelling and analysis", Springer, 2015. 2.John Woodhouse: ISO 55000: Asset management What to do and why? 2014. 3.David G Cotts; Kathy O Roper; Richard P Payant, Chichester: e-book International facility management, West Sussex, United Kingdom, 2014. 4.Constantin May; Peter Schimek, Ansbach: Total productive management: fundamentals and introduction to TPM - or how to achieve operational excellence", CETPM Publ. 2014. 5.David G Cotts; Kathy O Roper; Richard P Payant: e-book The facility management handbook, New York: American Management Association, 2010. 6.D. J. VANIER, Asset management: "A to Z", Institute for Research in Construction, National Research Council Canada, 1200 Montreal Road, Ottawa, 2001.
Students obligations	70% of attendance on lessons and exercises
Knowledge evaluation during semester	1st and 2nd colloquium Seminar work
Knowledge evaluation after semester	After accepting the seminar work, oral Exam (in case of non-fulfilment of 1st and 2nd colloquium conditions)
Student activities:	Aktivnost ECTS (Written exam) 3 (Oral exam) 3
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.



Code WEB/ISVU	24935/172859	ECTS	6.0	Academic year	2019/2020
Name					
Status	1st semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (30+0+0+0) 120
Teachers	Lectures:1. Vjeran Bušelić viši predavač Auditory exercises: Vjeran Bušelić viši predavač				
Course objectives	The aim of the course is to introduce students with disruptive changes and business challenges arising from the increasing use of digital technology				
Learning outcomes:	1.identify basic concepts of structural changes of the digital age (industry 4.0). Level:7 2.evaluate and valorize the Influence of basic digital technologies (Mobile, Social, Big Data, Cloud, IoT, ...) on the Digital Economy. Level:6,7 3.identify and compare key success factors for new business models in different industries and the public sector. Level:6 4.identify and clarify the basic challenges of digital business transformation. Level:6 5.select industry and write Case study analysis of successful business digital transformation. Level:7 6.design and present the selected case and through discussion critically evaluate key success factors . Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers Seminar, students presentation and discussion Homework presentation				
Methods of carrying out auditory exercises	Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming				
Course content lectures	1.Development of economic systems through history. Enlightenment and change of the scientific paradigm , 2h, Learning outcomes:1 2.Industrial Revolution. The Birth of Capitalism. Phases of capitalism. Fordism and the end of the Ford , 2h, Learning outcomes:1 3.Models of Capitalist Organizations Development Through History, 2h, Learning outcomes:2 4.Globalization and financial capitalism , 2h, Learning outcomes:2 5.Colloquium, 2h, Learning outcomes:2 6.Competitive ability. Comparative advantages. Smart specialization. Cognitive capitalism, 2h, Learning outcomes:3 7.Convergence. Competitive Capability. Comparative advantages. Smart specialization. Cognitive system capitalism on the Internet platform. Social Convergence. Cultural Convergence , 2h, Learning outcomes:3 8.Economics of Knowledge. , 2h, Learning outcomes:3 9.Changes in the paradigm of consumer behavior associated with the end of modernity, 2h, Learning outcomes:4 10.Colloquium, 2h, Learning outcomes:4 11.The foundations of crowdfunding , 2h, Learning outcomes:4 12.Sharnig economy , 2h, Learning outcomes:5 13.From the economy of growth to the economy of sustainable development, 2h, Learning outcomes:5 14.Transformation of capitalism , 2h, Learning outcomes:5 15.Colloquium, 2h, Learning outcomes:5				
Course content auditory	1.Explain and put into context the development of economic systems through history , 2h, Learning outcomes:1 2.Explain the fundamental characteristics of different forms of the founding of capitalism and development of capitalism , 2h, Learning outcomes:1 3.Determining Key Management Strategies in Designing and Architecture of Organizations , 2h, Learning outcomes:2 4.Determining key factors that have influenced the change of business paradigm , 2h, Learning outcomes:2 5.Determining key factors of cognitive capitalism, 2h, Learning outcomes:3 6.Determining key factors affecting convergence processes, 2h, Learning outcomes:3 7.Evaluate and analyze the underlying factors that affect development and innovation in the knowledge economy , 2h, Learning outcomes:4 8.Assess and Identify the Fundamental Factors that Improve the Behavioral Behavioral paradigm of the Post-Industrial Society, 2h, Learning outcomes:4 9.Evaluate and analyze the underlying factors that affect development and innovation in the knowledge economy , 2h, Learning outcomes:5 10.Proponents and determine the underlying factors that determine generational differences within the post-industrial society , 2h, Learning outcomes:5 11.Evaluate the core features and development of crowdsourcing, 2h, Learning outcomes:5 12.Evaluate the underlying features and development of sharing economics , 2h, Learning outcomes:5 13.Evaluate the fundamental features and development of the green economy, 2h, Learning outcomes:5 14.Assess core features and development of renewable energy, sustainable development and smart cities, 2h, Learning outcomes:5 15.Determining the fundamental changes brought by the digital economy and the post-industrial society, 2h, Learning outcomes:5				
Required materials	Basic: classroom, blackboard, chalk... Whiteboard with markers Overhead projector Video equipment				



Exam literature	Obavezna literatura: 1. Perkov, Davor. Upravljanje promjenama u poslovnoj organizaciji digitalnog doba, Narodne novine. 2019. 2. Spremić, Mario. Digitalna transformacija poslovanja. Ekonomski fakultet u Zagrebu, 2017. 3. Repozitorij predmeta Izborna literatura: 1. #216;verby, Harald. Audestad, Jan A. Digital Economics: How Information and Communication Technology is Shaping Markets, Businesses, and Innovation. CreateSpace Independent Publishing Platform. 2018. 2. Venkatraman, Venkat. The digital matrix: new rules for business transformation through technology. Greystone Books, 2017. 3. Bock, Adam. The Business Model Book. Brilliant Business. 2017.
Students obligations	Attending classes; seminar work
Knowledge evaluation during semester	Colloquium
Knowledge evaluation after semester	Written exam
Student activities:	Aktivnost ECTS (Classes attendance) 1 (Constantly tested knowledge) 1 (Essay) 2 (Report) 1 (Oral exam) 1
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.
Proposal made by	Vjeran Bušelić, Ph.D.



Code WEB/ISVU	24936/172860	ECTS	6.0	Academic year	2019/2020
Name					
Status	1st semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (30+0+0+0) 120
Teachers	Lectures:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole Auditory exercises:doc.dr.sc. Dalija Kuvačić profesor visoke škole				
Course objectives	To enable students to acquire competences for business in entrepreneurship in the new economy.				
Learning outcomes:	1. Identify the notion and meaning of the new economy, globalization and knowledge society.. Level:6 2. Analyze the importance of innovation and information technology in the new economy.. Level:6 3. Analyze the importance of learning and education for competitive modern business.. Level:6 4. Classify environmental and sustainable development determinants, ethics and social responsibility.. Level:6,7 5. Categorize the specifics of networking and new business models in the new economy.. Level:6 6. Formulate a strategy for creating entrepreneurs of the 21st century.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Group problem solving Essay writing Discussion, brainstorming Interactive problem solving Workshop				
Course content lectures	1. Introduction to the course and presentation of the Syllabus., 2h, Learning outcomes:1,2,3,4,5 2. Determinants of the New Economy., 2h, Learning outcomes:1 3. Globalization and a new economy., 2h, Learning outcomes:1 4. Concept of knowledge society., 2h, Learning outcomes:1 5. Innovations in the New Economy., 2h, Learning outcomes:2 6. Information and communication technology in the new economy., 2h, Learning outcomes:2 7. Entrepreneurial virtual organization in the new economy., 2h, Learning outcomes:2 8. Intellectual capital as a source of competitive advantage in entrepreneurship., 2h, Learning outcomes:3 9. Learning and Education in Contemporary Entrepreneurship., 2h, Learning outcomes:3 10. Environmental Protection and Sustainable Development in Contemporary Entrepreneurship., 2h, Learning outcomes:4 11. Ethics and Social Responsibility in Contemporary Entrepreneurship., 2h, Learning outcomes:4 12. Networking and Entrepreneurship in the New Economy., 2h, Learning outcomes:5 13. New Business Models for Entrepreneurship Development., 2h, Learning outcomes:5 14. Business information as a source of competitive advantage for entrepreneurs., 2h, Learning outcomes:5 15. Characteristics of entrepreneurs of the 21st century., 2h, Learning outcomes:6				
Course content auditory	1. Analyze different views of the new economy and discuss the advantages and disadvantages of the new economy., 2h, Learning outcomes:1 2. Discussion of contemporary trends in the new economy. Advantages and disadvantages of globalization., 2h, Learning outcomes:1 3. Case studies of learning organizations. Differences between world and Croatian practices., 2h, Learning outcomes:1 4. Analysis of Importance of Innovation in Entrepreneurship. Case studies of innovative companies in world and Croatian practice., 2h, Learning outcomes:2 5. Discussion of the advantages and disadvantages of information and communication technology. Case studies of using Business Intelligence in practice., 2h, Learning outcomes:2 6. Submit topics for seminar papers. Case Studies of Known Virtual Businesses in Worldwide and Croatian Practices., 2h, Learning outcomes:1,2 7. Case Analysis of Known Learning and Education Programs in e-Business. Preparations for 1st Colloquium., 2h, Learning outcomes:3 8. 1st Colloquium., 2h, Learning outcomes:1,2,3 9. Case studies of Croatian companies using environmental protection and sustainable development in their business., 2h, Learning outcomes:4 10. Case studies of Croatian companies operating ethically and using social responsibility in their business., 2h, Learning outcomes:4 11. SWOT cluster business analysis. Case Studies of Famous Clusters in the Republic of Croatia., 2h, Learning outcomes:5 12. Analysis of new models in e-business. Discussion of a new way of doing business., 2h, Learning outcomes:5 13. Analysis of student results of The tests of Entrepreneurial Skills., 2h, Learning outcomes:1,2,3,4,5,6 14. Case studies of traditional and virtual entrepreneurs. Analysis of advantages and disadvantages. Preparation for 2nd Colloquium., 2h, Learning outcomes:4,5,6 15. 2nd Colloquium., 2h, Learning outcomes:4,5,6				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment				



Exam literature	1. Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson, Tehnološko poduzetništvo - od ideje do tvrtke, Tehničko veleučilište u Zagrebu, Zagreb, 2015. 2. Horvat, Đuro; Perkov, Davor; Trojak, Nataša, Strategijsko upravljanje i konkurentnost u novoj ekonomiji, Edukator, Zagreb, 2012. 3. Kolaković, Marko, Poduzetništvo u ekonomiji znanja, Sinergija, Zagreb, 2006. 4. Auerswald, Philip, E-book: The Coming Prosperity: How Entrepreneurs Are Transforming the Global Economy, Oxford University Press, New York, 2012.
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.
Knowledge evaluation during semester	Attendance and activity of teaching students - 10% stake in final grade Seminar papers and student presentations - 40% stake in the final grade First colloquium - 25% stake in final grade Second colloquium - 25% stake in the final grade
Knowledge evaluation after semester	Required at least 4 exams per year. Written exam.
Student activities:	Aktivnost ECTS (Classes attendance) 1 (Written exam) 3 (Seminar Work) 2
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.



Code WEB/ISVU	24937/172861	ECTS	6.0	Academic year	2019/2020
Name					
Status	1st semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+30 (0+30+0+0) 120	
Teachers	Lectures:1. Maja Pauković Laboratory exercises: Maja Pauković				
Course objectives	Acquire Competencies for Estimating Future Expected Business Results by Using Simple and Multiple Linear Regression Models and Determining Efficiency of Business Activities Using Selected Categorical Data Binding Models.				
Learning outcomes:	1.Solve tasks from a matrix account. Level:6 2.Analyze the main constituents of linear and multiple line regression models. Level:6 3.Evaluate future value variables using simple and multiple linear regression models. Level:6,7 4.Solve economic functions and analyze the solutions obtained. Level:6 5.Evaluate the effectiveness of the data batch analysis. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Demonstration Discussion				
Methods of carrying out laboratory exercises	Laboratory exercises on laboratory equipment Group problem solving				
Course content lectures	1.Introductory lecture - introducing students to a colleague, 2h 2.Introduction to matrix algebra, 2h, Learning outcomes:1 3.Solving linear equation systems using a matrix account, 2h, Learning outcomes:1 4.Econometric analysis, 2h, Learning outcomes:2 5.A simple linear regression model, 2h, Learning outcomes:2 6.Multiple linear regression model, 2h, Learning outcomes:2 7.Testing hypotheses in a simple and multiple regression model, 2h, Learning outcomes:2 8.Estimating future values of default variables using simple and multiple linear models regression , 2h, Learning outcomes:3 9.Disruption of the assumptions in the linear regression model, 2h, Learning outcomes:2,3 10.Colloquium 1, 2h, Learning outcomes:1,2,3 11.Economic functions, 2h, Learning outcomes:4 12.Functions of average and marginal economic variables and elasticity of function, 2h, Learning outcomes:4 13.Theoretical basics of data demarcation analysis, 2h, Learning outcomes:5 14.Applying a data demarcation model to evaluate efficiency, 2h, Learning outcomes:5 15.Colloquium 2, 2h, Learning outcomes:4,5				
Course content laboratory	1.Repeating the elements of the MS Excel program needed to track the teaching of the operating research, 2h 2.Solving tasks with basic matrix operations, determining the inverse matrix, calculating determinants in Excel, 2h, Learning outcomes:1 3.Solving system of linear equations using Cramer's rule and Gauss-Jordan's methods in Excel, 2h, Learning outcomes:1 4.Solving system of linear equations using Cramer's rule and Gauss-Jordan's methods in Excel, 2h, Learning outcomes:1 5.Determination of equation of linear regression model in Excel and interpretation of parameters, analysis the variance , 2h, Learning outcomes:2 6.Determination of equation of multiple linear regression model in Excel and interpretation of parameters, analysis the variance, 2h, Learning outcomes:2 7.Hypothesis testing in the model of simple and multiple linear regression in Excel, 2h, Learning outcomes:2 8.Estimation of future values of default variables using linear regression model and multiple linear regression (practical examples) in Excel, 2h, Learning outcomes:3 9.Preparing for colloquium 1, 2h, Learning outcomes:1,2,3 10.No classes, 2h 11.Setting demand and demand equations, calculating equilibrium prices and volumes, using Cobb -Douglas's functions to calculate the percentage changes in production in Excel, 2h, Learning outcomes:4 12.Determining derivative functions, calculating average and marginal revenue functions, average function and marginal costs, the function of capital productivity and marginal productivity of capital, the marginal rate labor and capital substitution, elasticity of function in Excel, 2h, Learning outcomes:4 13.Solving and Analyzing Practical Examples of Ebard Data Analysis Models (categorical CCR and BCC models) in Excel, 2h, Learning outcomes:5 14.Preparing for colloquium 2, 2h, Learning outcomes:5 15.No classes, 2h				
Required materials	Special purpose computer laboratory Whiteboard with markers Overhead projector				
Exam literature	1. V.Bahovec, N.Erjavec, Uvod u ekonometrijsku analizu, Element, Zagreb, 978-953-197-643-5,2009 2. Chiang , Alpha C.,Osnovne metode matematičke ekonomije,MATE, Zagreb,953-6070-05-7,1996				
Students obligations	Attendance of students and lectures and laboratory exercises in the amount of at least 50%. 1,2 colloquium or written exam				
Knowledge evaluation during semester	First colloquium, pass> 50%, 40% share in the final grade Second colloquium, pass> 50%, 35% share in the final grade				
Knowledge evaluation after	Written exam, assignments, passage> 50%				



semester													
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Classes attendance)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Constantly tested knowledge)</td><td>1</td></tr><tr><td>(Practical work)</td><td>1</td></tr></tbody></table>	Aktivnost	ECTS	(Classes attendance)	1	(Written exam)	2	(Activity in class)	1	(Constantly tested knowledge)	1	(Practical work)	1
Aktivnost	ECTS												
(Classes attendance)	1												
(Written exam)	2												
(Activity in class)	1												
(Constantly tested knowledge)	1												
(Practical work)	1												
Remark	This course can be used for final thesis theme												
Prerequisites:	No prerequisites.												
Proposal made by	Maja Pauković , 4.6.2018.												



Code WEB/ISVU	24938/172862	ECTS	6.0	Academic year	2019/2020
Name					
Status	1st semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (30+0+0+0) 120
Teachers	Lectures:1. mr.sc. Lucija Bačić v.pred. Auditory exercises:mr.sc. Lucija Bačić v.pred. Auditory exercises: Nataša Uzelac				
Course objectives	Develop and apply in practice the knowledge and skills of motivational processes and techniques, organizational behavior, communication, team work methods and techniques, and striving to prevent and resolve conflicts and conflicts.				
Learning outcomes:	1.analyze basic theoretical concepts, principles and motivational factors and organizational behavior. Level:6 2.analyze basic theoretical concepts, features and team work specificities. Level:6 3.critically evaluate the specifics and features of motivation theory. Level:7 4.differentiate motivational techniques and strategies in the context of efficient motivation management and employee satisfaction. Level:6 5.combine competencies based on theoretical knowledge of team types and roles of team leaders and team members. Level:6,7 6.critically evaluate and think creatively in designing, applying and developing motivation and self-motivation techniques in a team. Level:7 7.provide adequate ways of preventing and resolving conflicts and conflict in the team. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers				
Methods of carrying out auditory exercises	Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Introductory lecture, methodology and operationalisation lectures and exercises, 1h, Learning outcomes:1,2,3,4,5,6,7 Defining motivation and organizational behavior, 1h, Learning outcomes:1 2.Content theory of motivation, 2h, Learning outcomes:1,3 3.Process theory of motivation, 2h, Learning outcomes:1,3 4.Types of motivation techniques and motivation strategies, 2h, Learning outcomes:1,4,6 5.Managing motivation and employee satisfaction, 2h, Learning outcomes:1,4,6,7 6.Organizational culture, communication and interpersonal relations, 2h, Learning outcomes:1,2,3,4,5,6,7 7.1. Preliminary exam, 1h, Learning outcomes:1,2,3,4,5,6,7 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4,5,6,7 8.Team specifics and characteristics, team types and teamwork, 2h, Learning outcomes:2,4,5 9.Creating teams and team members, 2h, Learning outcomes:2,4,5,6,7 10.Team development phases, 2h, Learning outcomes:2,5,6,7 11.Structure and organization of team management, 2h, Learning outcomes:2,4,5,6,7 12.Decision-making and leadership teams, 2h, Learning outcomes:2,4,5,6,7 13.Manage conflicts and conflicts within the team, 2h, Learning outcomes:2,5,7 14.Advantages and disadvantages of teamwork, 2h, Learning outcomes:2,4,5,6,7 15.2. Preliminary exam, 1h, Learning outcomes:1,2,3,4,5,6,7 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4,5,6,7				
Course content auditory	1.Presentation of practical work and the outcomes, 2h, Learning outcomes:1,2,3,4,5,6,7 2.Exercises from practice and group discussion, case studies , 1h, Learning outcomes:1,3 Analysis of motivational factors for success (analysis of successful people), 1h, Learning outcomes:1,3 3.Exercises from practice and group discussion, case studies , 1h, Learning outcomes:1,3 Time management in function of motivation enhancement, 1h, Learning outcomes:1,3 4.Motivation strategies and techniques, 2h, Learning outcomes:1,4,6 5.Managing Employee Motivation - establishing and measuring employee motivation, 1h, Learning outcomes:1,4,6,7 Self-motivation, self-management through planning and setting goals, 1h, Learning outcomes:1,4,6,7 6.Types of organizational cultures, communication techniques and information transmission, 2h, Learning outcomes:1,2,3,4,5,6,7 7.Exercises from practice and group discussion, case studies, 2h, Learning outcomes:1,2,3,4,5,6,7 8.Team work team work analysis and development of a communication plan, 2h, Learning outcomes:2,4,5 9.Analysis of teamwork types and role playing, 2h, Learning outcomes:2,4,5,6,7 10.Exercises from practice and group discussion, case studies, 2h, Learning outcomes:2,4,5,6,7 11.Work delegation and organization , 2h, Learning outcomes:2,4,5,6,7 12.Negotiation types and their influence on team work, 2h, Learning outcomes:2,4,5,6,7 13.Confronting criticisms , 2h, Learning outcomes:2,5,7 14.Conflict management through the communication techniques , 1h, Learning outcomes:2,5,7 Mobbing role playing and behavior analysis, 1h, Learning outcomes:2,5,7 15.Presentation of practical work, seminar work or essay, 2h, Learning outcomes:1,2,3,4,5,6,7				
Required materials	Basic: classroom, blackboard, chalk... Whiteboard with markers Overhead projector				



Exam literature	Basic literature: 1. Tudor, G. (2010), Vođenje i motiviranje ljudi, M.E.P., Zagreb 2. Noe, R.A., Hollenbeck, J.R., Gerhart, B., Wright, P.M. (2006), Menadžment ljudskih potencijala, Mate, Zagreb Additional literature: 1. Tudor, G.; Srića, V. (2006), Menadžer i pobjednički tim: čarolija timskog rada, M.E.P. Consult, Zagreb 2. West, M. (2005), Tajne uspješnog upravljanja timom kako voditi tim, Školska knjiga 3. Certo, S.C., Certo, S.T. (2008), Moderni menadžment, Mate, Zagreb												
Students obligations	Attend 70% of classes and exercises.												
Knowledge evaluation during semester	Regularity of attendance and activity in lectures and exercises 20%. Practical work and exposit, presentation of seminar work or essay 30%. 1. and 2. preliminary exam 50%. Max. 10 points: 10 excellent (5) 8 9 very good (4) 6 7 good (3) 5 sufficient (2) 0 4 fail (1)												
Knowledge evaluation after semester	Presentation of practical work and written exam.												
Student activities:	<table><thead><tr><th></th><th>ECTS</th></tr></thead><tbody><tr><td>Aktivnost (Classes attendance)</td><td>1</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Constantly tested knowledge)</td><td>1</td></tr><tr><td>(Practical work)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr></tbody></table>		ECTS	Aktivnost (Classes attendance)	1	(Activity in class)	1	(Constantly tested knowledge)	1	(Practical work)	1	(Written exam)	2
	ECTS												
Aktivnost (Classes attendance)	1												
(Activity in class)	1												
(Constantly tested knowledge)	1												
(Practical work)	1												
(Written exam)	2												
Remark	This course can be used for final thesis theme												
Prerequisites:	No prerequisites.												
Proposal made by	Lucija Bačić, MSc, senior lekturer												



Code WEB/ISVU	24939/172863	ECTS	6.0	Academic year	2019/2020
Name					
Status	2nd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (30+0+0+0) 120
Teachers	Lectures:1. mr. Alenka Poljičak dipl.oec., viši predavač Auditory exercises:mr. Alenka Poljičak dipl.oec., viši predavač				
Course objectives	The aim of the course is to introduce students with advanced financial analysis in modern business practice.				
Learning outcomes:	1.analyze the basic financial statements in the context of a continuous business. Level:6 2.create financial statements in the context of required indicators for a particular business phase. Level:6,7 3.Provide basic financial indicators in the context of organization development. Level:6,7 4.Identify fundamental predictions of financial trends and impact on organization. Level:6 5.Evaluate forecasts of financial changes in organization as part of a set of key strategic management tools . Level:7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Discussion Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Group problem solving Discussion, brainstorming Workshop				
Course content lectures	1.Financial markets, money flows and financial institutions, 2h, Learning outcomes:1 2.Balance Sheet, Income Statement, Cash Flows, 2h, Learning outcomes:1 3.Key indicators of liquidity and solvency, 2h, Learning outcomes:3 4.Key indicators of earnings and profitability, 2h, Learning outcomes:3 5.Coloquium - exercise, 2h, Learning outcomes:4 6.Key performance indicators for creating new value, 2h, Learning outcomes:3 7.Key indicators of business leverage, 2h, Learning outcomes:2 8.Horizontal and Vertical Business Report Analysis, 2h, Learning outcomes:4 9.Time value of money, 2h, Learning outcomes:4 10.Coloquium 1., 2h, Learning outcomes:3 11.Mergers, acquisitions and corporate control, 2h, Learning outcomes:2 12.BSC model and strategy and performance measurements, 2h, Learning outcomes:4 13.Business Crisis Identification, 2h, Learning outcomes:3 14.Management-Based Management Strategies, 2h, Learning outcomes:3 15.Coloquium 2., 2h, Learning outcomes:4				
Course content auditory	1.Explain the underlying concepts associated with the flow of money, 2h, Learning outcomes:1 2.Explain the underlying concepts associated with financial analysis at the corporate level, 2h, Learning outcomes:1 3.Determining Key Activity Indicators, 2h, Learning outcomes:1 4.Determining key liquidity indicators, 2h, Learning outcomes:1 5.Determining key solvency indicators, 2h, Learning outcomes:2 6.Determining Key Indicators of Profitability, 2h, Learning outcomes:2 7.Determining key indicators of creating a new value, 2h, Learning outcomes:3 8.Determining key business leverage indicators, 2h, Learning outcomes:4 9.Comparison of obtained results by horizontal and vertical analysis, 2h, Learning outcomes:5 10.Determining core concepts associated with organizational management, 2h, Learning outcomes:5 11.Mathematical tasks associated with determining the time value of money, 2h, Learning outcomes:3 12.Determination of the underlying factors affecting M A processes, 2h, Learning outcomes:5 13.Comparison of financial systems of large and small business entities, 2h, Learning outcomes:5 14.Defining the factors that proactively determine business crises, 2h, Learning outcomes:4 15.Modeling strategies based on financial statements in the context of the organization's environment, 2h, Learning outcomes:5				
Required materials	Basic: classroom, blackboard, chalk... Overhead projector				
Exam literature	1. Belak Vinko, Analiza poslovne uspješnosti, RRIF plus d.o.o. za nakladništvo i poslovne knjige, 2014 2. Van Horne, J.C.; Wachowich, J.M.jr., Osnove financijskog menadžmenta, MATE, 2008. 1. Osmanagić Bedenik, N., Kontroling: Abeceda poslovnog uspjeha, Školska knjiga Zagreb, 953-0-30312-2, 2004 2. Žager, K.; Žager, L., Analiza financijskih izvještaja, Masmedia, 953-157-100-7, 2000				
Students obligations	Attendance of students with lessons and exercises at least 50% of teaching. Creating a seminar with Power Point presentation. Access to colleges or final exam.				
Knowledge evaluation during semester	coloquium 1. i 2.				
Knowledge evaluation after semester	exam				
Student activities:	Aktivnost (Classes attendance) (Written exam)				ECTS 1 4



	(Seminar Work)	1
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	
Proposal made by	Alenka Poljičak, 05/06/2018.	



Code WEB/ISVU	24940/172864	ECTS	6.0	Academic year	2019/2020
Name					
Status	2nd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (30+0+0+0) 120
Teachers	Lectures:1. Ljiljana Matuško Antičić Auditory exercises: Ljiljana Matuško Antičić				
Course objectives	Involve students with theory on the basics of civil law, contract law, commercial law and the basics of European law				
Learning outcomes:	1.Analyze principles, subjects and objects of civil law.. Level:6 2.Analyze principles, subjects and objects of mandatory rights.. Level:6 3.Validate the specifics of the contract in business law.. Level:7 4.Identify the occurrence and compensation of damages in business law.. Level:6 5.Assess the significance and practical application of securities.. Level:6,7 6.Assess the importance and practical application of a bank guarantee.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers Seminar, students presentation and discussion Other lectures, seminars, exercises, independent assignments, the rest				
Methods of carrying out auditory exercises	Group problem solving Discussion, brainstorming Other				
Course content lectures	1.Introduction to civil law., 2h, Learning outcomes:1 2.The principles of civil law., 2h, Learning outcomes:1 3.Subjects and objects of civil law., 2h, Learning outcomes:1 4.Introduction to obligatory law., 2h, Learning outcomes:2 5.Obligatory law subjects., 2h, Learning outcomes:2 6.Obligatory law objects., 2h, Learning outcomes:2 7.Enhancement of the mandatory legal relationship., 2h, Learning outcomes:2 8.Purchase contract., 2h, Learning outcomes:3 9.Service contract., 2h, Learning outcomes:3 10.Construction contract., 2h, Learning outcomes:3 11.Loan agreement., 2h, Learning outcomes:3 12.Representation contract., 2h, Learning outcomes:3 13.Damage, damage compensation and statelessness., 2h, Learning outcomes:4 14.Valuable papers., 2h, Learning outcomes:5 15.Bank guarantee as a means of payment insurance., 2h, Learning outcomes:6				
Course content auditory	1.Presentation of topics of seminar papers and discussion., 2h, Learning outcomes:1 2.Analysis of practical determinants of civil law., 2h, Learning outcomes:1 3.Analysis of subjects and objects of civil law., 2h, Learning outcomes:1 4.Analysis of practical obligations of mandatory rights., 2h, Learning outcomes:2 5.Analysis of subjects and objects of mandatory rights., 2h, Learning outcomes:2 6.Case law study. Preparation for 1st Colloquium., 2h, Learning outcomes:1,2 7.1st Colloquium., 2h, Learning outcomes:1,2 8.Case sales case analysis. Student presentations of seminar papers., 2h, Learning outcomes:3 9.Case analysis of works contract. Student presentations of seminar papers., 2h, Learning outcomes:3 10.Case analysis of construction contract and loan agreement. Student presentations of seminar papers., 2h, Learning outcomes:3 11.Case analysis of representation contract. Student presentations of seminar papers., 2h, Learning outcomes:3 12.Case analysis of damages, damage compensation and statutory limitations. Student presentations of seminar papers., 2h, Learning outcomes:4 13.Analysis of securities and debentures. Student presentations of seminar papers., 2h, Learning outcomes:5 14.Analysis of bank guarantee examples. Student presentations of seminar papers., 2h, Learning outcomes:3,4,5,6 15.2nd Colloquium., 2h, Learning outcomes:3,4,5,6				
Required materials	Whiteboard with markers Overhead projector				
Exam literature	1. Slakoper, Z.; Kačer, H.; Luttenberger, A.,Osnove prava trgovačkih ugovora i vrijednosnih papira, Mikrorad, Zagreb, 2009. 2. Gorenc, V.,Komentar Zakona o obveznim odnosima, RRiF-plus, Zagreb, 2005.				
Students obligations	Regular attendance and exercises				
Knowledge evaluation during semester	colloquium 1. and 2.				
Knowledge evaluation after semester	Oral exam				
Student activities:	Aktivnost (Classes attendance) (Written exam)				ECTS 1 3



	(Seminar Work)	2
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	
Proposal made by	Ljiljana Matuško Antičić, 3.6.2018	



Code WEB/ISVU	24941/172865	ECTS	6.0	Academic year	2019/2020
Name					
Status	2nd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+30 (30+0+0+0) 120	
Teachers	Lectures:1. mr.sc. Lucija Bačić v.pred. Auditory exercises:mr.sc. Lucija Bačić v.pred. Auditory exercises: Nataša Uzelac				
Course objectives	Understand the challenges, the specificity and the importance of human resources for the development and success of business in modern conditions. Understand the underlying concepts, concepts and processes of human resources management in practice. Adopt knowledge and skills and develop competence to solve problems and develop human resource management.				
Learning outcomes:	1.connect basic terms, concepts and processes of human resources management . Level:6,7 2.analyze the impact of various factors on human resource management. Level:6 3.integrate acquired knowledge and skills in formulating employee management function analysis framework. Level:6,7 4.evaluate the methods of planning, attracting and selecting candidates. Level:6,7 5.evaluate the system of monitoring, evaluating, motivating and rewarding human resources. Level:7 6.manage different skills, tools and training techniques, develop and manage employee careers. Level:6,7 7.integrate individual characteristics and communication skills with desirable staff behavioral characteristics. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers				
Methods of carrying out auditory exercises	Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Introductory lecture, methodology and operationalisation lectures and exercises, 1h, Learning outcomes:1,2,3,4,5,6,7 Defining basic concepts, 1h, Learning outcomes:1 2.Defining basic concepts , 1h, Learning outcomes:1 Business environment and the specificities of human resources, 1h, Learning outcomes:1,2 3.Human Resources Management Functions, 2h, Learning outcomes:1,2,3 4.Working place and job analysis , 2h, Learning outcomes:1,2,3 5.Planning, attracting and obtaining employees, 2h, Learning outcomes:1,2,3,4 6.Testing and selection of candidates, 2h, Learning outcomes:1,2,3,4 7.Training and training of employees, 2h, Learning outcomes:1,3,4 8.1. Preliminary exam, 1h, Learning outcomes:1,2,3,4 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4 9.Managing and evaluating employee performance, 2h, Learning outcomes:1,2,3,5,7 10.Motivation, compensation and reward system, 2h, Learning outcomes:1,2,3,5,7 11.Development, education and training of employees, 2h, Learning outcomes:1,2,3,6 12.Labor Relations and collective negotiation, 2h, Learning outcomes:2,3,7 13.Dark side of management and behavior of people, 2h, Learning outcomes:1,2,3,4,5,6,7 14.Contemporary Human Resources Management Trends, 2h, Learning outcomes:1,2,3,4,5,6,7 15.2. Preliminary exam, 1h, Learning outcomes:1,3,4,6,7 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4,5,6,7				
Course content auditory	1.Presentation of practical work and the outcomes, 2h, Learning outcomes:1,2,3,4,5,6,7 2.Modelling of organizational schemes in ARIS, 2h, Learning outcomes:1,2,3,4,5,6,7 3.HR business process modelling in ARIS, 2h, Learning outcomes:1,2,3,4,5,6,7 4.Job description, 2h, Learning outcomes:1,2,3,4 5.Developing form for job analysis by exactly defined categories , 2h, Learning outcomes:1,2,3,4 6.Market research of salaries and SWOT analysis of work, 2h, Learning outcomes:1,2,3,4 7.The development of methodology for job evaluation, 2h, Learning outcomes:1,2,3,4 8.Analysis and group problem solving, 2h, Learning outcomes:1,2,3,4 9.Reward system implementation of key performance indicators, 2h, Learning outcomes:1,2,3,4,5,6,7 10.Research of material and non-material systems of rewarding, 2h, Learning outcomes:1,2,3,5,6 11.Data analysis in Human Resource Process (in Excel) and job systematization, 2h, Learning outcomes:1,2,3,4,5,6 12.Talent Management fulfilling Success Insights profile, 2h, Learning outcomes:1,2,3,4,5,6,7 13.Development of questionnaire for employee satisfaction Google docs, 2h, Learning outcomes:1,2,3,4,5,6,7 14.Case study planning and selection process, 1h, Learning outcomes:1,2,3,4 Evaluation interview plan preparation and key points for interview, 1h, Learning outcomes:1,2,3,4 15.Presentation of practical work, seminar work or essay, 2h, Learning outcomes:1,2,3,4,5,6,7				
Required materials	Basic: classroom, blackboard, chalk... Whiteboard with markers Overhead projector				
Exam literature	Basic literature: 1. Bahtijarević-Šiber, F. (1999), Management ljudskih potencijala, Golden marketing, Zagreb 2. Dessler, G. (2015), Upravljanje ljudskim potencijalima, Mate, Zagreb 3. Gutić, D., Rudelj, S. (2012), Menadžment ljudskih resursa, Grafika, Osijek				



	Additional literature: Noe, R.A., et al. (2006), Menadžment ljudskih potencijala, Mate, Zagreb Certo, S.T. (2009), Moderni menadžment, 10. Izdanje, MATE, Zagreb Sikavica, P., Bahtijarević-Šiber, F., Pološki-Vokić, N. (2008) Temelji menadžmenta, Školska knjiga, Zagreb Buble, M. (2000), Management, Ekonomski fakultet, Split												
Students obligations	Attend 70% of classes and exercises.												
Knowledge evaluation during semester	Regularity of attendance and activity in lectures and exercises 20%. Practical work and exposit, presentation of seminar work or essay 30%. 1. and 2. preliminary exam 50%. Max. 10 points: 10 excellent (5) 8 9 very good (4) 6 7 good (3) 5 sufficient (2) 0 4 fail (1)												
Knowledge evaluation after semester	Presentation of practical work and written exam.												
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Classes attendance)</td><td>1</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Constantly tested knowledge)</td><td>1</td></tr><tr><td>(Practical work)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr></tbody></table>	Aktivnost	ECTS	(Classes attendance)	1	(Activity in class)	1	(Constantly tested knowledge)	1	(Practical work)	1	(Written exam)	2
Aktivnost	ECTS												
(Classes attendance)	1												
(Activity in class)	1												
(Constantly tested knowledge)	1												
(Practical work)	1												
(Written exam)	2												
Remark	This course can be used for final thesis theme												
Prerequisites:	No prerequisites.												
Proposal made by	Lucija Bačić, MSc, senior lekturer												



Code WEB/ISVU	24942/172866	ECTS	6.0	Academic year	2019/2020
Name					
Status	2nd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+30 (0+15+15+0) 120	
Teachers	Lectures:1. mr.sc. Marinko Žagar viši predavač Lectures:prof. Marta Alić Laboratory exercises:prof. Marta Alić Laboratory exercises:mag.oec Kristina Perec Laboratory exercises:mr.sc. Marinko Žagar viši predavač Seminar exercises:prof. Marta Alić Seminar exercises:mr.sc. Marinko Žagar viši predavač				
Course objectives	To acquire competencies from operating and tactical information systems in the business system. Training students to apply operational and tactical information systems.				
Learning outcomes:	1.to identify information systems in business context. Level:6 2.to identify information systems types. Level:6 3.to construct plan for implementation, maintenance and management of tactical and operational information systems. Level:6,7 4.to present the best practice in applying information systems. Level:6,7 5.to analyze concepts, approaches and techniques for managing information systems. Level:6 6.to analyze possible forms of application of information systems. Level:6 7.to identify types of information system architecture. Level:6				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Modelling Discussion Questions and answers Seminar, students presentation and discussion Homework presentation				
Methods of carrying out laboratory exercises	Laboratory exercises on laboratory equipment Laboratory exercises, computer simulations Group problem solving Workshop				
Methods of carrying out seminars	Group problem solving Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Information systems within the business system, 2h, Learning outcomes:6 2.The role of IS and IT in Enterprise Management, 2h, Learning outcomes:3 3.DSS systems and knowledge management, 2h, Learning outcomes:1,3 4.Data mining, Data warehouse, OLAP, 2h, Learning outcomes:2 5.Model-Driven Architecture, 2h, Learning outcomes:7 6.Service-Oriented Architecture, 2h, Learning outcomes:7 7.ERP systems, 2h, Learning outcomes:6 8.CRM systems, 2h, Learning outcomes:1,4,6 9.Test I, 2h, Learning outcomes:1,3,4,6,7 10.Collaborative Information Systems, 2h, Learning outcomes:2 11.Operating information systems, 2h, Learning outcomes:2 12.Strategic information systems, 2h, Learning outcomes:1 13.Inter- and intraorganizational systems, 2h, Learning outcomes:7 14.The Influence of Digital Transformation on Operational Information Systems, 2h, Learning outcomes:4 15.Test II, 2h, Learning outcomes:1,2,4,7				
Course content laboratory	1.Introduction to CRM, 2h, Learning outcomes:5,6 2.Work in CRM, 2h, Learning outcomes:5,6 3.Work in CRM, 2h, Learning outcomes:5,6 4.Work in CRM, 2h, Learning outcomes:5,6 5.Work in CRM, 2h, Learning outcomes:5,6 6.No labs, 2h, Learning outcomes:5,6 7.No labs, 2h, Learning outcomes:5,7 8.Introduction to ERP systems, 2h, Learning outcomes:5,6 9.Work in ERP, 2h, Learning outcomes:5,6 10.Work in ERP, 2h, Learning outcomes:5,6 11.Work in ERP, 2h, Learning outcomes:5,6 12.Work in ERP, 2h, Learning outcomes:5,6 13.Work in ERP, 2h, Learning outcomes:5,6 14.No labs, 2h, Learning outcomes:5,6 15.No labs, 2h, Learning outcomes:5,6				
Course content seminars	1.No labs, 2h, Learning outcomes:5,6 2.No labs, 2h, Learning outcomes:5,6				



	3.No labs, 2h, Learning outcomes:5,6 4.No labs, 2h, Learning outcomes:5,6 5.No labs, 2h, Learning outcomes:5,6 6.Student paper, 2h, Learning outcomes:5,6 7.Student paper presentation, 2h, Learning outcomes:5,6 8.No labs, 2h, Learning outcomes:5,6 9.No labs, 2h, Learning outcomes:5,6 10.No labs, 2h, Learning outcomes:5,6 11.No labs, 2h, Learning outcomes:5,6 12.No labs, 2h, Learning outcomes:5 13.No labs, 2h, Learning outcomes:5,6 14.Student paper, 2h, Learning outcomes:5,6 15.Student paper presentation, 2h, Learning outcomes:5,6								
Required materials	Basic: classroom, blackboard, chalk... Special purpose laboratory General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Speakers								
Exam literature	Panian Ž., Čurko K., Poslovni informacijski sustavi, Element, Zagreb, 2010 Varga M., Čurko K., Informatika u poslovanju, Element, Zagreb, 2007								
Students obligations	Making seminars and labs is mandatory for all students and a requirement for signing.								
Knowledge evaluation during semester	Test#2#100#100\$								
Knowledge evaluation after semester	Paper#1#100#50\$Oral#1#100#50\$								
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Seminar Work)</td><td>1</td></tr><tr><td>(Practical work)</td><td>2</td></tr><tr><td>(Written exam)</td><td>3</td></tr></tbody></table>	Aktivnost	ECTS	(Seminar Work)	1	(Practical work)	2	(Written exam)	3
Aktivnost	ECTS								
(Seminar Work)	1								
(Practical work)	2								
(Written exam)	3								
Remark	This course can be used for final thesis theme								
Prerequisites:	No prerequisites.								
Proposal made by	prof. Marta Alić , 5.6.2018								



Code WEB/ISVU	24943/172867	ECTS	6.0	Academic year	2019/2020
Name					
Status	2nd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+30 (0+30+0+0) 120
Teachers	Lectures:1. Maja Pauković Laboratory exercises: Maja Pauković				
Course objectives	Acquiring competences for solving certain economic problems and making optimal business decisions using selected linear programming problems.				
Learning outcomes:	1.Solves the problem of linear programming using the Excel Solver I toolkit and comments on the solutions obtained. Level:6 2.Examine the impact of change of input data on a mathematical model that represents a particular realistic problem by using sensitivity analysis. Level:6 3.Analyze solutions of the real problem addressed by linear programming, system of inequalities and graphical approaches. Level:6 4.Create mathematical models from the observed real problem using linear programming, linear inequalities and graphical approach. Level:6,7 5.Resolve the appropriate economic problems by applying What If Analysys. Level:6				
Methods of carrying out lectures	Ex cathedra teaching Demonstration				
Methods of carrying out laboratory exercises	Laboratory exercises on laboratory equipment Group problem solving				
Course content lectures	1.Introductory lecture - introducing students to a colleague, 2h 2.Historical Review of Operational Research Development, 2h 3.The basics of what-If analysis, 2h, Learning outcomes:5 4.The basics of what-If analysis, 2h, Learning outcomes:5 5.Colloquium 1, 2h, Learning outcomes:5 6.Introduction to linear programming - Graphical approach, 2h, Learning outcomes:3,4 7.Graphic Solving Linear Programming Problem - Linear inequalities, 2h, Learning outcomes:3,4 8.Graphic Solving Linear Programming Problem - Standard problem, 2h, Learning outcomes:3,4 9.Graphic Solving Linear Programming Problem - Sensitivity analysis, 2h, Learning outcomes:3,4 10.Graphic Solving Linear Programming Problem - Sensitivity analysis, 2h, Learning outcomes:2 11.Colloquium 2, 2h, Learning outcomes:2,3,4 12.Solve the problem of linear programming using the excel tool SOLVER, 2h, Learning outcomes:1 13.Sensitivity analysis - Analysis of SOLVER report, 2h, Learning outcomes:1 14.Transport problem and assignment issue, 2h, Learning outcomes:1 15.Colloquium 3, 2h, Learning outcomes:1				
Course content laboratory	1.Repeating the elements of the MS Excel program needed to track the teaching of the operating research, 2h 2.Solve tasks in the field of economics by using the Goal Seek function, DataTable (Data Table), and Scenario in MS Excel, 2h, Learning outcomes:5 3.Solve tasks in the field of economics by using the Goal Seek function, DataTable (Data Table), and Scenario in MS Excel, 2h, Learning outcomes:5 4.Preparing for colloquium1, 2h, Learning outcomes:5 5.No classes, 2h 6.Introduction to linear programming - Solving linear equations and inequalities, 2h, Learning outcomes:3,4 7.Solve selected examples of linear programming with graphical access, 2h, Learning outcomes:3,4 8.Solve selected examples of linear programming with graphical access, 2h, Learning outcomes:3,4 9.Solving Selected Examples of Linear Programming by Graphing Procedure - Sensitivity Analysis, 2h, Learning outcomes:2 10.Preparing for colloquium 2, 2h, Learning outcomes:2,3,4 11.No classes, 2h 12.Solve selected examples of linear programming using SOLVER, 2h, Learning outcomes:1 13.Solve selected examples of linear programming using SOLVER, 2h, Learning outcomes:1 14.Preparing for colloquium 3, 2h, Learning outcomes:1 15.No classes, 2h				
Required materials	General purpose computer laboratory Whiteboard with markers Overhead projector				
Exam literature	1. B.Plazibat, L-Reić: Operacijska istraživanja u MS Excelu, e-udžbenik, Sveučilišni odjel za stručne studije, Split, 978-953-7220-23-5, 2016. 2. Z.Lukač, L.Neralić, Operacijska istraživanja, Element, Zagreb,978-953-197-577-3,2012 3. D.Barković, Operacijska istraživanja, Ekonomski fakultet - Osijek,953-6073-51-X,2001 4. L.Neralić, Uvod u matematičko programiranje 1, Element, Zagreb,953-197-563-9,2003				
Students obligations	Attendance of students and lectures and laboratory exercises in the amount of at least 50% Attendance and activity of teaching students - 25% of the final grade.				
Knowledge evaluation during semester	First colloquium - 60 points, pass> 30, 20% stake in final grade Second colloquium - 20 points, pass> 10, 25% stake in final grade. Third colloquium - 40 points, pass> 20, 30% stake in the final grade.				
Knowledge evaluation after	Written exam - assignments - 30 points, pass > 15				



semester													
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Classes attendance)</td><td>1</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Practical work)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Constantly tested knowledge)</td><td>1</td></tr></tbody></table>	Aktivnost	ECTS	(Classes attendance)	1	(Activity in class)	1	(Practical work)	1	(Written exam)	2	(Constantly tested knowledge)	1
Aktivnost	ECTS												
(Classes attendance)	1												
(Activity in class)	1												
(Practical work)	1												
(Written exam)	2												
(Constantly tested knowledge)	1												
Remark	This course can be used for final thesis theme												
Prerequisites:	No prerequisites.												
Proposal made by	Maja Pauković , 31.5.2018												



Code WEB/ISVU	24944/172870	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. prof. Marta Alić Auditory exercises:prof. Marta Alić Auditory exercises:dr.sc. Mladen Mauher prof.v.šk.				
Course objectives	To enable students to understand the challenges of economic and industrial demand, components of cybernetic-physical systems and conceptual models of specialization and interaction centers of excellence.				
Learning outcomes:	1.Analyze new social challenges of economic and industrial demand.. Level:6 2.Design models of development and application of "smart" technologies.. Level:6 3.Connect components of cybernetic-physical systems.. Level:6,7 4.Categorize conceptual models of specialization and interaction centers of excellence.. Level:6 5.Analyze the occurrences of holonic business systems through business clusters and megaclusters.. Level:6 6.Recommend the implementation policies of a new industrial revolution.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion -				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Laboratory exercises, computer simulations Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Discussion, brainstorming Interactive problem solving -				
Course content lectures	1.New social challenges of economic and industrial demand., 2h, Learning outcomes:1 2.Development and application of , 2h, Learning outcomes:2 3.Development and application of , 2h, Learning outcomes:2 4.Cybernetic-physical systems., 2h, Learning outcomes:3 5.Cybernetic-physical systems., 2h, Learning outcomes:3 6.Specialization and centers of excellence., 2h, Learning outcomes:4 7.Holonic Business Systems., 2h, Learning outcomes:4 8.Holonic Business Systems., 2h, Learning outcomes:4 9.The megaclusters and clusters., 2h, Learning outcomes:5 10.The megaclusters and clusters., 2h, Learning outcomes:5 11.New Industrial Revolution., 2h, Learning outcomes:6 12.New Industrial Revolution., 2h, Learning outcomes:6 13.Glocalization of scientific and economic processes., 2h, Learning outcomes:6 14.Glocalization of scientific and economic processes., 2h, Learning outcomes:6 15.Society of prosperity., 2h, Learning outcomes:6				
Course content auditory	1.Understanding and discussing changes in economic and industrial demand., 1h, Learning outcomes:1 2.Understanding and discussing changes in economic and industrial demand., 1h, Learning outcomes:1 3.Ingredients of "smart" technology and products., 1h, Learning outcomes:2 4.Ingredients of "smart" technology and products., 1h, Learning outcomes:2 5.View and understand the components of cybernetic-physical spaces., 1h, Learning outcomes:2 6.View and understand the components of cybernetic-physical spaces., 1h, Learning outcomes:2 7.Composers and interaction centers of excellence., 1h, Learning outcomes:3,4 8.Composers and interaction centers of excellence., 1h, Learning outcomes:3,4 9.Clusters - example analysis., 1h, Learning outcomes:5 10.Clusters - example analysis., 1h, Learning outcomes:5 11.Megaclusters., 1h, Learning outcomes:5 12.Megaclusters., 1h, Learning outcomes:5 13.Future factories., 1h, Learning outcomes:6 14.Future factories., 1h, Learning outcomes:6 15.Analysis of the role of science, research and education in transformation processes., 1h, Learning outcomes:6				
Required materials	Basic: classroom, blackboard, chalk... Special purpose laboratory Special purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Operating supplies Special equipment -				
Exam literature	1. EC, Digital Transformation of European Industry and Enterprises, 2015. 2. Chris Anderson,Makers - The New Industrial Revolution, Crown Publishing Group, 2012. 3. Klaus Schwab, The Fourth Industrial Revolution, World Economic Forum, 2016.				



Students obligations	70% attending classes.	
Knowledge evaluation during semester	1st Colloquium. 2nd Colloquium. Design and analysis of the project.	
Knowledge evaluation after semester	Written exam. Oral exam.	
Student activities:	Aktivnost (Classes attendance) (Written exam) (Project) (Oral exam)	ECTS 1 2 1 1
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	



Code WEB/ISVU	24945/172871	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (0+15+0+0) 105
Teachers	Lectures:1. dr. sc. Mladen Sokele predavač Lectures:mr.sc. Sanja Bračun dipl.oec. Laboratory exercises:mr.sc. Sanja Bračun dipl.oec. Laboratory exercises:dr. sc. Mladen Sokele predavač				
Course objectives	To qualify a student for active participation in creation of innovation culture and entrepreneurship using ICT technology in order to acquire competences and secure expected business results				
Learning outcomes:	1. Identify importance of innovation as a part of digital economy. Level:6 2. Market positions and innovation potential evaluation . Level:6,7 3. Create a model for the diffusion of innovation forecasting. Level:6,7 4. Choose analytical methods for revenue estimation of ICT innovation . Level:7 5. To determine technological and institutional trends for the development and implementation of innovative services/products. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Modelling Seminar, students presentation and discussion				
Methods of carrying out laboratory exercises	Laboratory exercises, computer simulations Data mining and knowledge discovery on the Web Discussion, brainstorming Computer simulations				
Course content lectures	1. The role of information, digital infrastructure and innovation in Digital economy , 2h, Learning outcomes:1 2. Innovation - additional competitive advantage in Digital economy, 2h, Learning outcomes:1 3. Life cycle of Innovation, 2h, Learning outcomes:1 4. Market capacity of innovation, 2h, Learning outcomes:2 5. Positioning innovation in an existing product and service portfolio, 2h, Learning outcomes:2 6. Encouraging innovation development and implementation, 2h, Learning outcomes:2 7. Introduction to business forecasting, 2h, Learning outcomes:3 8. Diffusion of innovation modeling, 2h, Learning outcomes:3 9. Innovation diffusion models that take into account market saturation, 2h, Learning outcomes:3 10. Interaction of innovation with existing services / products, 2h, Learning outcomes:3 11. Prediction of revenue elements for innovation, 2h, Learning outcomes:4 12. Modeling of sales price, 2h, Learning outcomes:4 13. Technological trends in the Digital economy, 2h, Learning outcomes:5 14. Development of institutional and regulatory frameworks for the innovation implementation, 2h, Learning outcomes:5 15. Presentation of selected seminar papers - discussions, trends, conclusions, 2h, Learning outcomes:5				
Course content laboratory	1. No practicum 2. No practicum 3. No practicum 4. No practicum 5. No practicum 6. No practicum 7. No practicum 8. Using Excel to prepare, process, and visualize life cycle innovation data, 2h, Learning outcomes:1 9. SWOT analysis - a wider picture of the actual state and the market potential for analyzed innovation by segmentation, 2h, Learning outcomes:2 10. Initial life cycle segment modeling of innovation using Excel solver: a logistic model, 2h, Learning outcomes:3 11. Modeling with the Bass model, determining the coefficient of innovation and imitation. Conversion to explanatory form, 2h, Learning outcomes:2 12. Estimating of prediction confidence interval by error simulation, 2h, Learning outcomes:3 13. Calculation of revenue elements for innovation, 2h, Learning outcomes:4 14. Prediction of the total revenue of innovation, 2h, Learning outcomes:5 15. Written part of the exam, 1h, Learning outcomes:1,2,3,4,5				
Required materials	General purpose computer laboratory Overhead projector				
Exam literature	1. dr.sc. M. Sokele i mr.sc. S. Bračun, Aktualne elektroničke mape nastavnika pripremljene za predavanja dostupne na Moodle sustavu i mrežnoj stranici mojTVZ, 2. M. Sokele and L. Moutinho (eds.): Innovative Research Methodologies in Management, Volume I: Philosophy, Measurement and Modelling, Palgrave Macmillan (ISBN 978-3-319-64393-9), London, 2018. 3. M. Sokele and L. Moutinho (eds.): Innovative Research Methodologies in Management, Volume II: Futures, Biometrics and Neuroscience Research, Palgrave Macmillan (ISBN 978-3-319-64399-1), London, 2018. 4. Deloitte Consulting, e-book "Tech Trends - Innovating in the digital era", Deloitte 5. Gartner research, e-book "Top 10 Strategic Technology Trends", Gartner 6. EU Asistent, e-book "Strateški dokumenti Republike Hrvatske 2014.-2020. vezani za inovacije", 2016. 7. T. H. Byers, R. C. Dorf, A. J. Nelson, Tehnološko poduzetništvo, Tehničko veleučilište u Zagrebu, 2015. 8. L. Moutinho, G.D. Hutcheson, The SAGE Dictionary of Quantitative Management Research, SAGE Publications, 2011.				



Students obligations	100% attendance and active participation on practicum
Knowledge evaluation during semester	Preparation and presentation of seminar work
Knowledge evaluation after semester	Written part of exam
Student activities:	Aktivnost ECTS (Written exam) 2 (Activity in class) 1 (Seminar Work) 2
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.



Code WEB/ISVU	24946/172872	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+15 (15+0+0+0) 105	
Teachers	Lectures:1. mr.sc. Sergej Lugović MBA Auditory exercises:mr.sc. Sergej Lugović MBA				
Course objectives	Creating solution in domain of BI				
Learning outcomes:	1.Construct analytical BI solution . Level:6,7 2.Identification of most important factors within customer /user portfolio. Level:6 3.Construction of analytical solution for cross selling. Level:6,7 4.Proposal of conceptual solution for churn. Level:6,7 5.Proposal of conceptual solution for customer value. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Demonstration Simulations Discussion Seminar, students presentation and discussion Homework presentation				
Methods of carrying out auditory exercises	Laboratory exercises, computer simulations Group problem solving Discussion, brainstorming Workshop				
Course content lectures	1.BI an introduction , 2h, Learning outcomes:1,2,3,4,5 2.BI analytical techniques, 2h, Learning outcomes:2 3.Attribute relevance analysis, 2h, Learning outcomes:2 4.Attribute relevance analysis, 2h, Learning outcomes:2 5.Customer value analysis, 2h, Learning outcomes:5 6.Customer value analysis, 2h, Learning outcomes:5 7.Churn analysis, 2h, Learning outcomes:4 8.Churn analysis, 2h, Learning outcomes:4 9.Cros selling analysis, 2h, Learning outcomes:3 10.Cros selling analysis, 2h, Learning outcomes:3 11.Campaign planning with BI methodology usage, 2h, Learning outcomes:2 12.Campaign planning with BI methodology usage, 2h, Learning outcomes:1,2,3,4 13.Proactive marketing and BI , 2h, Learning outcomes:1,2,3,4 14.Proactive marketing and BI , 2h, Learning outcomes:1,2,3,4 15.BI in big data environment , 2h, Learning outcomes:2				
Course content auditory	1.BI tools, 2h, Learning outcomes:1,5 2.Attribute relevance analysis, 2h, Learning outcomes:2 3.Attribute relevance analysis, 2h, Learning outcomes:2 4.Customer value solution construction , 2h, Learning outcomes:5 5.Customer value solution construction , 2h, Learning outcomes:5 6.Churn analysis, 2h, Learning outcomes:4 7.Churn analysis, 2h, Learning outcomes:4 8.Churn analysis, 2h, Learning outcomes:4 9.Cross selling , 2h, Learning outcomes:3 10.Cross selling , 2h, Learning outcomes:3 11.Cross selling , 2h, Learning outcomes:3 12.Cross selling , 2h, Learning outcomes:3 13.Cross selling , 2h, Learning outcomes:3 14.Preparation for project, 2h, Learning outcomes:1,2,3,4 15.Preparation for project, 2h, Learning outcomes:1,2,3,4,5				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory				
Exam literature	Klepac, G., Kopal, R., Mršić, L. (2015). Developing Churn Models Using Data Mining Techniques and Social Network Analysis (pp. 1-361). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-6288-9 Klepac, Goran ; Panian, Željko: Poslovna inteligencija, Masmedia, Zagreb, 2003				
Students obligations	Attendance				
Knowledge evaluation during semester	Activities on class				
Knowledge evaluation after semester	Oral exam and project				
Student activities:	Aktivnost (Oral exam)		ECTS 1		



	(Project)	4
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	



Code WEB/ISVU	24947/172873	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+15 (15+0+0+0) 105	
Teachers	Lectures:1. mr.sc. Sanja Bračun dipl.oec. Auditory exercises:mr.sc. Sanja Bračun dipl.oec. Auditory exercises:dr.sc. Mladen Mauher prof.v.šk.				
Course objectives	To enable students to acquire competences in using technology and business management systems.				
Learning outcomes:	1.Evaluate the functional scope of business management systems and technologies.. Level:6,7 2.Analyze ways of applying technology to business management.. Level:6 3.Categorize business management technology according to the management level.. Level:6 4.Formulate a model of interaction of business management technology through integrated business intelligence.. Level:6,7 5.Bring technology framework to implement business management system.. Level:6,7 6.Evaluate innovative forms of human capital interaction and business management systems.. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Essay writing Discussion, brainstorming Computer simulations Interactive problem solving Workshop				
Course content lectures	1.Financial management systems., 2h, Learning outcomes:1 2.Manage activity costs., 2h, Learning outcomes:1 3.Human capital management., 2h, Learning outcomes:1 4.Property management., 2h, Learning outcomes:2 5.ICT resource management., 2h, Learning outcomes:2 6.Quality management of production and services., 2h, Learning outcomes:3 7.Intelligent manufacturing systems., 2h, Learning outcomes:3 8.Innovation analysis., 2h, Learning outcomes:3 9.Strategic CRM, SRM, SCl., 2h, Learning outcomes:4 10.Integrated business intelligence., 2h, Learning outcomes:4 11.Business system performance management., 2h, Learning outcomes:4 12.Management of business system risks., 2h, Learning outcomes:5 13.Managing strategic achievements., 2h, Learning outcomes:5 14.Managing strategic achievements., 2h, Learning outcomes:5 15.Intelligent business system., 2h, Learning outcomes:6				
Course content auditory	1.Getting to know your chosen business management technology., 1h, Learning outcomes:1,2 2.Getting to know your chosen business management technology., 1h, Learning outcomes:1,2 3.Formulating data bases for using business management technology., 1h, Learning outcomes:1,2 4.Formulating data bases for using business management technology., 1h, Learning outcomes:1,2 5.Use selected business management technology., 1h, Learning outcomes:3 6.Use selected business management technology., 1h, Learning outcomes:3 7.Use selected business management technology., 1h, Learning outcomes:3 8.Use selected business management technology., 1h, Learning outcomes:3 9.Use selected business management technology., 1h, Learning outcomes:3 10.Use selected business management technology., 1h, Learning outcomes:3 11.Analysis and interpretation of the results of using the chosen technology., 1h, Learning outcomes:4,5 12.Analysis and interpretation of the results of using the chosen technology., 1h, Learning outcomes:4,5 13.Analysis and interpretation of the results of using the chosen technology., 1h, Learning outcomes:4,5 14.Analysis and interpretation of the results of using the chosen technology., 1h, Learning outcomes:4,5 15.Installing the resultant management information into a collaborative management portal., 1h, Learning outcomes:6				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Operating supplies				
Exam literature	1. Mladen Mauher, Tehnologije i sustavi poslovnog upravljanja, autorizirana predavanja, Tehničko veleučilište u Zagrebu, 2017.				
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.				
Knowledge evaluation during	1st Colloquium. 2nd Colloquium.				



semester	Design and analysis of the project.	
Knowledge evaluation after semester	Written exam.	
Student activities:	Aktivnost (Classes attendance) (Written exam) (Project)	ECTS 1 2 2
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	



Code WEB/ISVU	24948/172874	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. mr.sc. Lucija Bačić v.pred. Auditory exercises:mr.sc. Lucija Bačić v.pred.				
Course objectives	Master the knowledge and skills that will in practice implement the knowledge economy and management and continuous investing in intellectual capital, thereby creating added value in a new way and achieving competitive advantage				
Learning outcomes:	1.differentiate basic theoretical concepts and factors of intellectual capital. Level:6 2.classified the environment and its influence on intellectual capital. Level:6,7 3.analyze the elements of intellectual capital and their features. Level:6 4.determine the specifics of intellectual capital. Level:7 5.estimate elements of intellectual capital. Level:6,7 6.connect different skills, tools and techniques of intellectual capital management and development. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers				
Methods of carrying out auditory exercises	Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Introductory lecture, methodology and operationalisation lectures and exercises, 2h, Learning outcomes:1,2,3,4,5,6 2.A new business environment and key factors for sustainable development, 2h, Learning outcomes:1,2 3.Intelligent organization and knowledge management, 2h, Learning outcomes:1,2 4.Human capital, 2h, Learning outcomes:1,3,4,5 5.Human capital, 2h, Learning outcomes:1,3,4,5 6.1. Preliminary exam, 1h, Learning outcomes:1,2,3,4,5 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4,5 7.Relational (consumer/user) capital, 2h, Learning outcomes:1,3,4,5 8.Relational (consumer/user) capital, 2h, Learning outcomes:1,3,4,5 9.Relational (consumer/user) capital, 2h, Learning outcomes:1,3,4,5 10.Relational (consumer/user) capital, 2h, Learning outcomes:1,3,4,5 11.Intellectual property, 2h, Learning outcomes:1,3,4,5 12.Intellectual Capital Management, 2h, Learning outcomes:4,5,6 13.Sources of competitive advantage, 2h, Learning outcomes:1,2,3,4,5 14.Sustainable competitiveness, 2h, Learning outcomes:1,2,3,4,5,6 15.2. Preliminary exam, 1h, Learning outcomes:1,2,3,4,5,6 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4,5,6				
Course content auditory	1.Group discussion, 2h, Learning outcomes:1,2,3,4,5,6 2.Analysis of external and business environment, 2h, Learning outcomes:1,2 3.Case study, process of creating business ideas, 2h, Learning outcomes:1,2 4.Case study, human capital analysis, 2h, Learning outcomes:1,3,4,5 5.Case study, human capital analysis, 2h, Learning outcomes:1,3,4,5 6.Presentation of practical work, seminar work or essay, 2h, Learning outcomes:1,2,3,4,5 7.Case study, analysis of organizational resources and assessment of vulnerability, 2h, Learning outcomes:1,3,4,5 8.Case study, analysis of organizational resources and assessment of vulnerability, 2h, Learning outcomes:1,3,4,5 9.Case study, analysis of consumer structure and competition, 2h, Learning outcomes:1,3,4,5 10.Case study, analysis of consumer structure and competition, 2h, Learning outcomes:1,3,4,5 11.Case study, analysis of intellectual property and harmonization of legislation and protection of rights, 1h, Learning outcomes:1,3,4,5 12.Similar students, intellectual capital management models and value indicators, 1h, Learning outcomes:4,5,6 13.Case study, old vs. the new economy, importance and role of intellectual capital in achieving competitive advantage, 2h, Learning outcomes:1,2,3,4,5 14.Case study, interaction of knowledge, intellectual capital and competitiveness, 2h, Learning outcomes:1,2,3,4,5,6 15.Presentation of practical work, seminar work or essay, 2h, Learning outcomes:1,2,3,4,5,6				
Required materials	Basic: classroom, blackboard, chalk... Whiteboard with markers Overhead projector				
Exam literature	Obvezba: 1.Sundać D., Švast N. (2009), Intelektualni kapital - temeljni čimbenik konkurentnosti poduzeća, Ministarstvo gospodarstva, rada i poduzetništva, Zagreb 2.Stewart, T. A. (2003), The Wealth of Knowledge: Intellectual Capital and the Twenty-First Century Organization, Doubleday, New York 3.Teece, D. J. (2002), Managing Intellectual Capital,Oxford University Press, New York Additional literature:				



	1.Pulić, A., Sundać, D.(2001), Intelektualni kapital : ključni resurs 21. stoljeća , International Business Consulting Center, Rijeka 2.Dragičević, M.(2002), Znanje kao temeljni strateški resurs 21. stoljeća (i slučaj Hrvatske),,Sveučilište u Rijeci, Ekonomski 3.Sullivan, P. H. (2000), Value Driven Intellectual Capital: How to Convert Intangible Corporate Assets into Market Value,Wiley, New York										
Students obligations	Attend 70% of classes and exercises.										
Knowledge evaluation during semester	Regularity of attendance and activity in lectures and exercises 20%. Presentation of practical, seminar work or essay 20% 1. and 2. preliminary exam 60%.										
Knowledge evaluation after semester	Regularity of attendance and activity in lectures and exercises 20%. Presentation of practical, seminar work or essay 20% Written exam 60%. Max. 10 points: 10 excellent (5) 8 9 very good (4) 6 7 good (3) 5 sufficient (2) 0 4 fail (1)										
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Classes attendance)</td><td>1</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Essay)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr></tbody></table>	Aktivnost	ECTS	(Classes attendance)	1	(Activity in class)	1	(Essay)	1	(Written exam)	2
Aktivnost	ECTS										
(Classes attendance)	1										
(Activity in class)	1										
(Essay)	1										
(Written exam)	2										
Remark	This course can be used for final thesis theme										
Prerequisites:	No prerequisites.										
Proposal made by	Lucija Bačić, MSc, senior lekturer										



Code WEB/ISVU	24949/172875	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. mr.sc. Sergej Lugović MBA Auditory exercises:mr.sc. Sergej Lugović MBA				
Course objectives	To enable students to acquire competences for business in strategic technology entrepreneurship.				
Learning outcomes:	1.Analyze the importance of technological competition strategy and innovation strategy.. Level:6 2.Examine the importance of a business plan and product development. Level:6 3.Analyze types of technology business ventures.. Level:6 4.Identify resource organization and global expansion.. Level:6 5.Validate the sources of capital for technological entrepreneurship.. Level:7 6.Create business-based entrepreneurial strategies.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Discussion, brainstorming Interactive problem solving Workshop				
Course content lectures	1.Technological competition strategy., 3h, Learning outcomes:1 2.Innovation strategy., 3h, Learning outcomes:1 3.Business technology plan., 3h, Learning outcomes:2 4.Creativity and product development., 3h, Learning outcomes:2 5.Types of business technology ventures., 3h, Learning outcomes:3 6.Acquiring and organizing resources., 3h, Learning outcomes:4 7.Acquisitions and global expansion., 3h, Learning outcomes:4 8.Capital resources for technological entrepreneurship., 3h, Learning outcomes:5 9.Technologies and technology platforms., 3h, Learning outcomes:6 10.Lead to technological and business success., 3h, Learning outcomes:6 11.- 12.- 13.- 14.- 15.-				
Course content auditory	1.Laboratorial development of technological competition strategies., 2h, Learning outcomes:1 2.Laboratory development of innovation strategy., 2h, Learning outcomes:1 3.Creating a synopsis of business technological plan., 2h, Learning outcomes:2 4.Laboratory design of new product design., 1h, Learning outcomes:2 5.1. Colloquium., 1h, Learning outcomes:1,2 6.Laboratory development of types of business technology ventures., 1h, Learning outcomes:3 7.Laboratory sketching of acquisition and resource organization., 1h, Learning outcomes:4 8.Analysis of acquisition importance and global expansion., 1h, Learning outcomes:4 9.Analysis of capital resources for technological entrepreneurship., 1h, Learning outcomes:5 10.Analysis of technological platforms., 1h, Learning outcomes:6 11. Develop a strategy for successful management of a technological entrepreneurial venture., 1h, Learning outcomes:6 12.2nd Colloquium., 1h, Learning outcomes:3,4,5,6 13.- 14.- 15.-				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Portable overhead projector				
Exam literature	1.Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson, Tehnološko poduzetništvo - od ideje do tvrtke, Tehničko veleučilište u Zagrebu, 2015.				
Students obligations	70% attendance, seminar and mandatory lab.				
Knowledge evaluation during semester	Attendance review , rating exercises and lab work. 1st Colloquium. 2nd Colloquium.				
Knowledge evaluation after semester	Attendance review, rating exercises and lab work. Written exam.				
Student activities:	Aktivnost (Classes attendance)		ECTS 1		



	(Seminar Work)	2
	(Written exam)	2
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	
Proposal made by	mr.sc. Sergej Lugović MBA, 11.7.2014	



Code WEB/ISVU	24950/172876	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (0+15+0+0) 105
Teachers	Lectures:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole Laboratory exercises:doc.dr.sc. Dalija Kuvačić profesor visoke škole				
Course objectives	To enable students to acquire competences for the use of entrepreneurial infrastructure, selection of resources for launching an entrepreneurial project and efficient investing in stock exchanges.				
Learning outcomes:	1. Identify the notion and meaning of an entrepreneurial environment.. Level:6 2. Identify the importance and basic types of entrepreneurial infrastructure.. Level:6 3. Analyze the legislative, financial, educational-counseling and physical infrastructure.. Level:6 4. Categorize the specifics of entrepreneurial zones, entrepreneurial centers and entrepreneurial incubators.. Level:6 5. Develop a way to get funds from institutions to encourage entrepreneurship.. Level:6,7 6. Develop an efficient investment on the Zagreb Stock Exchange.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion -				
Methods of carrying out laboratory exercises	Laboratory exercises, computer simulations Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Workshop -				
Course content lectures	1. Introduction to the course and presentation of the Syllabus., 1h, Learning outcomes:1,2,3,4,5,6 2. Types of entrepreneurial environment., 3h, Learning outcomes:1 3. Conceptual definition of entrepreneurial infrastructure., 2h, Learning outcomes:2 4. Legislative Infrastructure., 2h, Learning outcomes:3 5. Financial infrastructure., 2h, Learning outcomes:3 6. Educational and counseling infrastructure., 2h, Learning outcomes:3 7. Physical infrastructure., 2h, Learning outcomes:3 8. Entrepreneurial zones., 2h, Learning outcomes:4 9. Development Agencies., 2h, Learning outcomes:4 10. Entrepreneurial centers., 2h, Learning outcomes:4 11. Entrepreneurial incubators., 2h, Learning outcomes:4 12. Business and technology parks., 2h, Learning outcomes:4 13. Entrepreneurial support institutions, 2h, Learning outcomes:5 14. Internal factors of infrastructure in the enterprise., 2h, Learning outcomes:5 15. The Zagreb Stock Exchange and the world's most famous stock exchanges., 2h, Learning outcomes:6				
Course content laboratory	1. Analysis of entrepreneurial environment and entrepreneurial climate in the Republic of Croatia. Advantages and disadvantages., 2h, Learning outcomes:1 2. Analysis of basic types of infrastructure in the Republic of Croatia. Suggestions for future improvements., 2h, Learning outcomes:2 3. Critical analysis of legislative infrastructure in the Republic of Croatia., 2h, Learning outcomes:3 4. SWOT analysis of financial infrastructure in the Republic of Croatia and proposals for improvement of business in the future., 2h, Learning outcomes:3 5. SWOT analysis of educational-advisory infrastructure in the Republic of Croatia and proposals for improving businesses in the future., 2h, Learning outcomes:3 6. Submit topics for seminar papers. SWOT analysis of physical infrastructure in the Republic of Croatia and suggestions for improvement of business in the future. Preparation for 1st Colloquium., 2h, Learning outcomes:1,2,3 7. 1st Colloquium., 2h, Learning outcomes:1,2,3 8. Case studies of the most successful entrepreneurial zones in the Republic of Croatia and proposals to improve their business., 2h, Learning outcomes:4 9. Case studies of the most successful entrepreneurship centers in the Republic of Croatia and proposals to improve their business., 2h, Learning outcomes:4 10. Case studies of the most successful entrepreneurial incubators in the Republic of Croatia and proposals to improve their business., 2h, Learning outcomes:4 11. Case studies of the most successful business and technology parks in the Republic of Croatia and proposals to improve their business., 2h, Learning outcomes:4 12. Discussion on the selection of the institution to encourage entrepreneurship and obtaining funds for the development of an entrepreneurial project., 2h, Learning outcomes:5 13. Field teaching and tour of the internal infrastructure in a well-known company., 2h, Learning outcomes:5 14. Field training and a visit to the Zagreb Stock Exchange. Preparation for 2nd Colloquium., 2h, Learning outcomes:4,5,6 15. 2nd Colloquium., 2h, Learning outcomes:4,5,6				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory				



	Whiteboard with markers Overhead projector Video equipment Operating supplies -								
Exam literature	1. Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson, Tehnološko poduzetništvo - od ideje do tvrtke, Tehničko veleučilište u Zagrebu, 2015. 2. Tadin, Hrvoje, Poduzetnička organizacija, Hita, Zagreb, 2002. 3. Dollinger, Marc J., Entrepreneurship: strategies and resources, Marsh Publications, Lombard, 2008.								
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.								
Knowledge evaluation during semester	1st Colloquium. 2nd Colloquium. Seminar paper.								
Knowledge evaluation after semester	Written exam.								
Student activities:	<table><thead><tr><th></th><th>ECTS</th></tr></thead><tbody><tr><td>Aktivnost (Classes attendance)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Seminar Work)</td><td>2</td></tr></tbody></table>		ECTS	Aktivnost (Classes attendance)	1	(Written exam)	2	(Seminar Work)	2
	ECTS								
Aktivnost (Classes attendance)	1								
(Written exam)	2								
(Seminar Work)	2								
Remark	This course can be used for final thesis theme								
Prerequisites:	No prerequisites.								



Code WEB/ISVU	24951/172877	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+15 (15+0+0+0) 105	
Teachers	Lectures:1. mr.sc. Lucija Bačić v.pred. Auditory exercises:mr.sc. Lucija Bačić v.pred.				
Course objectives	The aim of the course is to introduce students with techniques and tools to identify crises in organizations as well as crisis management strategies in the organization				
Learning outcomes:	1.Analyze the underlying factors that determine management in the context of historical development. Level:6 2.Analyzing the underlying phases in the determination of crisis situations. Level:6 3.Formulation of basic crisis management models. Level:6,7 4.Construct basic assumptions for emerging from the crisis. Level:6,7 5.Assessment of models and exit strategies from the crisis. Level:6,7 6.Evaluation of the results achieved in the crisis process. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Traditional literature analysis Essay writing				
Course content lectures	1.The Foundations and History of Management, 2h, Learning outcomes:1 2.Defining the fundamental framework of the crisis, 2h, Learning outcomes:2 3.The crisis management process, 2h, Learning outcomes:2 4.Proactive crisis management, 2h, Learning outcomes:2 5.Colloquium, 2h, Learning outcomes:2 6.Reactive crisis management, 2h, Learning outcomes:3 7.Fundamental differences of crisis in organization vs. the crisis surrounding the organization, 2h, Learning outcomes:3 8.Creating crisis teams and crisis communication, 2h, Learning outcomes:4 9.Stages and Stages of Implementation of the Crisis Plans, 2h, Learning outcomes:4 10.Colloquium, 2h, Learning outcomes:4 11.Transformation of an organization into a , 2h, Learning outcomes:5 12.Business ethics and performance during the crisis, 2h, Learning outcomes:5 13.Creating a new business strategy when emerging from the crisis, 2h, Learning outcomes:6 14.Strategy of bankruptcy or liquidation, 2h, Learning outcomes:6 15.Colloquium, 2h, Learning outcomes:6				
Course content auditory	1.Strategy of bankruptcy or liquidation, 2h, Learning outcomes:1 2.Strategy of bankruptcy or liquidation, 2h, Learning outcomes:2 3.Determining the management practices needed to manage the crisis, 2h, Learning outcomes:2 4.Determining the key factors that point to the crisis, 2h, Learning outcomes:2 5.Determining the factors that help determine the type of crisis, 2h, Learning outcomes:3 6.Modeling strategies as the crisis has already hit the organization, 2h, Learning outcomes:3 7.Discussion on the topic of the crisis in the global context vs. the crisis was organized, 2h, Learning outcomes:4 8.Creating a model of forming a crisis team according to the given organization, 2h, Learning outcomes:4 9.Checking the effectiveness of the implementation of the global crisis-related plans local crises, 2h, Learning outcomes:4 10.Crisis communication model in organization and environment, 2h, Learning outcomes:4 11.Determining the factors needed to change the organizational culture and business paradigm of the organization, 2h, Learning outcomes:5 12.An example of the practice of communicating an organization with the environment, 2h, Learning outcomes:5 13.Defining different strategies out of the crisis, 2h, Learning outcomes:5 14.The legal regulation for an extremely difficult crisis, 2h, Learning outcomes:6 15.Handling examples of practices for organizations that have successfully emerged from a crisis situation, 2h, Learning outcomes:6				
Required materials	Whiteboard with markers				
Exam literature	Obvezatna literatura 1. Crandall, W.R.; Pamell, J.A.; Spillan, J.E.,Crisis Management: Leading in the New Strategy Landscape ,Sage Publication,,2014 2. Grant, R.M.,Contemporary Strategy Analysis,John Wiley Sons,,2016 Neobvezatna literatura: 1. Lozić, J.,Osnove menadžmenta,Sveučilište u Splitu, Sveučilišni odjel za stručne studije,978-953-7220-14-3,2012 2. Osmanagić Bedenik, N.,Križa kao šansa: Kroz poslovnu krizu do poslovnog uspjeha,Školska knjiga Zagreb,953-0-30338-6,2003 3. Belak, V.,Menadžersko računovodstvo,RRIF plus,953-6121-04-2,1995 4. Brealey, R.A.; Stewart, C.M.; Marcus, A.J.,Osnove korporativnih financija,MATE,,2007				
Students obligations	Attendance at teaching; seminar work				



Knowledge evaluation during semester	Colloquium												
Knowledge evaluation after semester	Written exam												
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Classes attendance)</td><td>1</td></tr><tr><td>(Written exam)</td><td>1</td></tr><tr><td>(Constantly tested knowledge)</td><td>1</td></tr><tr><td>(Seminar Work)</td><td>1</td></tr><tr><td>(Activity in class)</td><td>1</td></tr></tbody></table>	Aktivnost	ECTS	(Classes attendance)	1	(Written exam)	1	(Constantly tested knowledge)	1	(Seminar Work)	1	(Activity in class)	1
Aktivnost	ECTS												
(Classes attendance)	1												
(Written exam)	1												
(Constantly tested knowledge)	1												
(Seminar Work)	1												
(Activity in class)	1												
Remark	This course can be used for final thesis theme												
Prerequisites:	No prerequisites.												
Proposal made by	PhD. Joško Lozić												



Code WEB/ISVU	24952/172878	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole Auditory exercises:doc.dr.sc. Dalija Kuvačić profesor visoke škole				
Course objectives	To enable students to acquire competences in designing and writing an entrepreneurial project for their own family business.				
Learning outcomes:	1.Identify the notion and meaning of family entrepreneurship and entrepreneurship.. Level:6 2.Examine the importance of innovation as a prerequisite for family success.. Level:6 3.Analyze management levels, strategy and culture of family businesses.. Level:6 4.Formulate the specifics of decision-making and conflict in family businesses.. Level:6,7 5.Classify the characteristics and performance of a family business model.. Level:6,7 6.Create a profitable entrepreneurial project for family entrepreneurship.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion -				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Workshop -				
Course content lectures	1.Introduction to the course and presentation of the Syllabus., 1h, Learning outcomes:1,2,3,4,5,6 2.The determinants of contemporary entrepreneurship., 3h, Learning outcomes:1 3.Entrepreneur as the founder of a family enterprise., 2h, Learning outcomes:1 4.Nature and structure of family entrepreneurship., 2h, Learning outcomes:1 5.Entrepreneurial process and family involvement in business., 2h, Learning outcomes:2 6.Innovations as a prerequisite for the success of a family venture., 2h, Learning outcomes:2 7.Determinants of entrepreneurship project for family entrepreneurship., 2h, Learning outcomes:6 8.Sources of capital for family entrepreneurship., 2h, Learning outcomes:6 9.Functions and levels of management in family businesses., 2h, Learning outcomes:3 10.Strategies and culture of family businesses., 2h, Learning outcomes:3 11.Decisions and conflicts in family businesses., 2h, Learning outcomes:4 12.Family business models and complexity of business., 2h, Learning outcomes:5 13.Inheritance as the ultimate test for family businesses., 2h, Learning outcomes:5 14.Corporate entrepreneurship in family businesses., 2h, Learning outcomes:5 15.Future of family businesses., 2h, Learning outcomes:6				
Course content auditory	1.Analysis of specific types of entrepreneurship. Advantages and disadvantages., 1h, Learning outcomes:1 2.Discussion of positive and negative entrepreneurial characteristics and their impact on business in a family business., 1h, Learning outcomes:1 3.Analysis of innovation model and life cycle innovation. Case studies of innovative companies in world and Croatian practice., 1h, Learning outcomes:2 4.Case studies on management forms, strategies and business culture in the most famous Croatian family businesses., 1h, Learning outcomes:3 5.Case studies of the most common conflicts in family businesses and suggestions for their solutions., 1h, Learning outcomes:4 6.Case study of the most famous forms of corporate entrepreneurship in family businesses in the Republic of Croatia and in the world., 1h, Learning outcomes:5 7.Analysis of family business models and discussion of inheritance processes. Preparations for 1st Colloquium., 1h, Learning outcomes:1,2,3,4,5 8.1st Colloquium., 1h, Learning outcomes:1,2,3,4,5 9.Students choose entrepreneurial ideas for their own (hypothetical) family business. Description of entrepreneurial ideas and references of entities in an entrepreneurial project., 1h, Learning outcomes:6 10.Competition analysis and projection. Market expansion projection. Technical-technological description of the project. Activation period of an entrepreneurial project., 1h, Learning outcomes:6 11.Projection of fixed assets and material inputs into an entrepreneurial project., 1h, Learning outcomes:6 12.Projection of management and marketing in an entrepreneurial project. Projection of the height and structure of total investment in the project. Projection of investment by items and months of activation., 1h, Learning outcomes:6 13.Projection of investments by source and asset items. Projection of investments by sources and months of activation. Projection of match and source sync for months of activation., 1h, Learning outcomes:6 14.Projection of repayment of loans. Projection of depreciation and the remainder of project value. Dynamic projection of income and expense and income statement. Preparation for 2nd Colloquium., 1h, Learning outcomes:6 15.2nd Colloquium., 1h, Learning outcomes:6				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory				



	Whiteboard with markers Overhead projector Video equipment Operating supplies Special equipment -								
Exam literature	1. Skupina autora-ica (urednik prof.dr.sc. Dejan Kružić), Obiteljsko poduzetništvo, Ekonomski fakultet Sveučilišta u Splitu i Ekonomski fakultet Sveučilišta u Mostaru, 2016. 2. Kuvačić, Nikola, Biznis plan ili poduzetnički projekt, Beretin, Split, 2010.								
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.								
Knowledge evaluation during semester	First Colloquium. Second Colloquium. If the students do not have a positive grade from the 1st and 2nd Colloquium, they will be obliged to access the written exam.								
Knowledge evaluation after semester	Submission of the final Entrepreneurial project. Written exam.								
Student activities:	<table><thead><tr><th>Aktivnost</th><th>ECTS</th></tr></thead><tbody><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Project)</td><td>2</td></tr><tr><td>(Classes attendance)</td><td>1</td></tr></tbody></table>	Aktivnost	ECTS	(Written exam)	2	(Project)	2	(Classes attendance)	1
Aktivnost	ECTS								
(Written exam)	2								
(Project)	2								
(Classes attendance)	1								
Remark	This course can be used for final thesis theme								
Prerequisites:	No prerequisites.								



Code WEB/ISVU	24953/172879	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. doc. dr. sc. Sanja Morić predavačica Auditory exercises:doc. dr. sc. Sanja Morić predavačica				
Course objectives	To enable students to acquire competences in understanding and using strategies and forms of smart specialization in their future business.				
Learning outcomes:	1.Explain the determinants of smart specialization.. Level:6,7 2.Analyze the basic principles of smart specialization.. Level:6 3.Analyze strategies of smart specialization.. Level:6 4.Categorize smart specialization strategies.. Level:6 5.Evaluate the contributions of technology platforms and ICTs in smart specialization strategies.. Level:7 6.Create a model for cluster design and inclusion in EU megaclusters.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Essay writing Discussion, brainstorming Workshop				
Course content lectures	1.Determined smart specializations: Obzor 2020., 2h, Learning outcomes:1 2.Determinative of smart specialization: science, digital science and research., 2h, Learning outcomes:1 3.Determinative of smart specialization: ICT., 2h, Learning outcomes:1 4.Determined Smart Specializations: The Digital Agenda for Europe., 2h, Learning outcomes:1 5.Basic principles of smart specialization., 2h, Learning outcomes:2 6.Key leading technologies for smart specialization., 2h, Learning outcomes:2 7.Strategies of smart specialization., 2h, Learning outcomes:2 8.Strategies for European technology platforms., 2h, Learning outcomes:3 9.European technology platform., 2h, Learning outcomes:3 10.ICT Infrastructure in Obzor 2020., 2h, Learning outcomes:4 11.ICT components and systems., 2h, Learning outcomes:4 12.Research intensive clusters., 2h, Learning outcomes:5 13.Role of clusters in strategies of smart specialization., 2h, Learning outcomes:5 14.Global, regional and vertical clusters., 2h, Learning outcomes:5 15.Innovation strategy and Industrial strategy in strategies of smart specialization., 2h, Learning outcomes:6				
Course content auditory	1.Analysis of strategic documents of smart specialization of the European Union., 1h, Learning outcomes:1 2.Analysis of strategic documents of smart specialization of the European Union., 1h, Learning outcomes:1 3.Analysis of strategic documents of smart specialization of the European Union., 1h, Learning outcomes:1 4.Analysis of strategic documents of smart specialization of the Republic of Croatia., 1h, Learning outcomes:1 5.Analysis of strategic documents of smart specialization of the Republic of Croatia., 1h, Learning outcomes:1 6.Analysis of strategic documents of technological specialization., 1h, Learning outcomes:3 7.Analysis of strategic documents of technological specialization., 1h, Learning outcomes:3 8.Analysis of the strategy of smart specialization of the Republic of Croatia., 1h, Learning outcomes:2 9.Analysis of the strategy of smart specialization of the Republic of Croatia., 1h, Learning outcomes:2 10.Analysis of cluster development strategic documents., 1h, Learning outcomes:5 11.Analysis of cluster development strategic documents., 1h, Learning outcomes:5 12.Analysis of smart specialization models - components and interactions., 1h, Learning outcomes:2 13.Analysis of smart specialization models - components and interactions., 1h, Learning outcomes:2 14.Analysis of Croatian innovation strategy., 1h, Learning outcomes:4 15.Analysis of Croatian innovation strategy., 1h, Learning outcomes:4				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Operating supplies				
Exam literature	Obvezatna: 1.Vlada RH, Strategija pametne specijalizacije Republike Hrvatske za razdoblje od 2016. do 2020. godine, Zagreb, 2016. 2. EC, Smart Specialization Platform, EC, 2016. 3. Vlada RH, Operativni program: Konkurentnost i kohezija 2014.-2020., Zagreb, 2014. Additional literature: 1. OBZOR 2020. Hrvatski portal okvirnog programa EU za istraživanja i inovacije, 2016. 2. EU, Leadership in Enabling and Industrial Technologies, EU, 2016. 3. EC, Information Communication Technologies in Horizon 2020, EC, 2016.				



Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.								
Knowledge evaluation during semester	1st Colloquium. 2nd Colloquium. Design and analysis of the project.								
Knowledge evaluation after semester	Written exam. Oral exam.								
Student activities:	<table><tr><td>Aktivnost</td><td>ECTS</td></tr><tr><td>(Project)</td><td>2</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Oral exam)</td><td>1</td></tr></table>	Aktivnost	ECTS	(Project)	2	(Written exam)	2	(Oral exam)	1
Aktivnost	ECTS								
(Project)	2								
(Written exam)	2								
(Oral exam)	1								
Remark	This course can be used for final thesis theme								
Prerequisites:	No prerequisites.								



Code WEB/ISVU	24954/172880	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. mr.sc. Željko Uhlir Auditory exercises:mr.sc. Željko Uhlir				
Course objectives	Allow students to work independently on data analysis for real estate valuation and apply methods and special procedures for real estate valuation.				
Learning outcomes:	1. Identify the economic logic of real estate market behavior.. Level:6 2. Analyze the basics of foreign regulations and standards for real estate valuation.. Level:6 3. Assess domestic regulations and real estate valuation system.. Level:6,7 4. Define the concepts and principles of real estate valuation.. Level:6 5. Analyze data for real estate valuation.. Level:6 6. Suggest the application of the method and special procedure for real estate valuation.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1. Introduction to the course and presentation of the Syllabus., 1h, Learning outcomes:1 2. Real Estate Market Behavior., 3h, Learning outcomes:1 3. Legal framework for real estate valuation., 2h, Learning outcomes:3 4. Foreign regulations and standards for real estate valuation., 2h, Learning outcomes:2 5. Terms and principles of real property valuation., 2h, Learning outcomes:4 6. Real estate features., 2h, Learning outcomes:3,4 7. Real estate valuation methods., 2h, Learning outcomes:2,3,6 8. Real estate valuation methods., 2h, Learning outcomes:2,3,6 9. Analysis and evaluation of real estate valuation data., 2h, Learning outcomes:4,5 10. Property valuation system., 2h, Learning outcomes:3,5 11. Purposes and bases for real estate valuation., 2h, Learning outcomes:2,3 12. Special procedures for valuing real estate., 2h, Learning outcomes:3,4,6 13. Mass valuation of real estate., 2h, Learning outcomes:6 14. Making an exploratory study., 2h, Learning outcomes:1,3,6 15. Assessors in court proceedings., 2h, Learning outcomes:3				
Course content auditory	1. Real estate market analysis., 1h, Learning outcomes:1,2,3 2. Case studies for property features., 1h, Learning outcomes:1,2,3 3. Analysis of data and application of real estate valuation methods., 1h, Learning outcomes:1,2,3 4. Application topics for seminar papers: application of methods and special procedures for real estate valuation. Preparation for 1st Colloquium., 1h, Learning outcomes:1,2,3 5. 1st Colloquium., 1h, Learning outcomes:1,2,3 6. Analysis of application of special procedures for valuing real estate., 1h, Learning outcomes:4,5,6 7. Analysis of evaluation reports and discussion on valuation of unique real estates. Preparation for 2nd Colloquium., 1h, Learning outcomes:4,5,6 8. 2nd Colloquium., 1h, Learning outcomes:4,5,6 9. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6 10. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6 11. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6 12. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6 13. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6 14. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6 15. Presentation of seminar papers and debates., 1h, Learning outcomes:1,2,3,4,5,6				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Operating supplies				
Exam literature	1. Uhlir Ž. i Majčica B., Priručnik za procjenu vrijednosti nekretnina, DGIZ, Zagreb, 2016.				
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.				
Knowledge evaluation during semester	1st Colloquium. 2nd Colloquium. Creating seminar papers with Power Point presentations.				



Knowledge evaluation after semester	Written exam.	
Student activities:	Aktivnost (Classes attendance) (Written exam) (Seminar Work)	ECTS 1 2 2
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	



Code WEB/ISVU	24955/172881	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole Auditory exercises: Dinko Horvat struč.spec.ing.techn.inf. Auditory exercises:doc.dr.sc. Dalija Kuvačić profesor visoke škole				
Course objectives	To enable students to acquire basic competencies for business in digital marketing.				
Learning outcomes:	1.Identify the term and meaning of digital marketing communication.. Level:6 2.Classify the significance and fundamental features of digital marketing.. Level:6,7 3.Analyze the specifics of market research in digital marketing.. Level:6 4.Compare the determinants of consumer behavior and promotion in digital marketing.. Level:6,7 5.Link marketing strategy and sales strategy activities in the digital environment.. Level:6,7 6.Create a digital marketing strategy for presenting products on the market.. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion -				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Workshop -				
Course content lectures	1.Introduction to the course and presentation of the Syllabus., 1h, Learning outcomes:1,2,3,4,5,6 2.Global trends in marketing in a new economy., 3h, Learning outcomes:1 3.The term and meaning of digital marketing communication., 2h, Learning outcomes:1 4.Basic determinants of digital marketing., 2h, Learning outcomes:2 5.Strategic approach to digital marketing and planning., 2h, Learning outcomes:2 6.Specificity of market research in digital marketing., 2h, Learning outcomes:3 7.Consumer behavioral determinants in the digital environment., 2h, Learning outcomes:4 8.Determinants of the promotion in digital marketing., 2h, Learning outcomes:4 9.Design of digital presence., 2h, Learning outcomes:4 10.Development and content management in digital marketing., 2h, Learning outcomes:4 11.Digital media and marketing communications., 2h, Learning outcomes:1 12.Marketing communications activities in a digital environment., 2h, Learning outcomes:1 13.Activities and sales strategies in a digital environment., 2h, Learning outcomes:5 14.Mobile marketing determinants., 2h, Learning outcomes:6 15.Interaction with social media consumers., 2h, Learning outcomes:6				
Course content auditory	1.Analysis of the meaning of digital marketing communications and digital marketing. Advantages and disadvantages., 1h, Learning outcomes:1,2 2.Analysis of market research specifics in digital marketing. Designing a research plan and a short survey questionnaire., 1h, Learning outcomes:3 3.Discussion on the specifics of consumer behavior in digital marketing. Case studies from Croatian practice based on existing market research., 1h, Learning outcomes:4 4.Analysis of promotion target determinants in digital marketing. Case study of digital promotion activities of a successful Croatian enterprise., 1h, Learning outcomes:4 5.Analysis of sales strategy and case study of a successful business enterprise in the digital environment., 1h, Learning outcomes:5 6.Submit topics for preliminary work. Discussion of participation in the Google Online Marketing Challenge. Preparations for 1st Colloquium., 1h, Learning outcomes:1,2,3 7.1st Colloquium., 1h, Learning outcomes:1,2,3 8.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 9.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 10.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 11.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 12.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 13.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 14.Students plan and run an AdWords campaign for the selected company and so participate in the Google Online Marketing Challenge., 1h, Learning outcomes:6 15.2nd Colloquium., 1h, Learning outcomes:4,5,6				



Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Operating supplies -								
Exam literature	1. Ružić, D., Biloš, A., Turkalj, D., e-Marketing, Ekonomski fakultet Sveučilišta u Osijeku, Osijek, 2009. 2. Chaffey, D.; Ellis-Chadwich, F.; Johnston, K.; Mayer, R., E-book: Internet marketing: Strategy, Implementation and Practice, Pearson Education Limited, London, 2009.								
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.								
Knowledge evaluation during semester	1st Colloquium. 2nd Colloquium. Create a marketing plan for the selected company.								
Knowledge evaluation after semester	Written exam.								
Student activities:	<table><thead><tr><th></th><th>ECTS</th></tr></thead><tbody><tr><td>Aktivnost (Classes attendance)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Project)</td><td>2</td></tr></tbody></table>		ECTS	Aktivnost (Classes attendance)	1	(Written exam)	2	(Project)	2
	ECTS								
Aktivnost (Classes attendance)	1								
(Written exam)	2								
(Project)	2								
Remark	This course can be used for final thesis theme								
Prerequisites:	No prerequisites.								



Code WEB/ISVU	24956/172882	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole Auditory exercises:doc.dr.sc. Dalija Kuvačić profesor visoke škole Auditory exercises: Nataša Uzelac				
Course objectives	Understand the challenges and the specifics of integrated marketing communication in theory and acquire knowledge and skills for critical thinking and developing integrated marketing communication practices				
Learning outcomes:	1.differentiate basic theoretical concepts and principles in the field of integrated marketing communication. Level:6 2.analyze the elements, process and methods of measuring the effectiveness of integrated marketing communication. Level:6 3.link the specifics of the communication process and consumer behavior in the recognition of integrated marketing communication. Level:6,7 4.integrate the principles of integrated marketing communication in creating a marketing communications strategy. Level:6,7 5.critically evaluate acquired knowledge, communication skills, and team work skills in designing and shaping appropriate marketing communication strategies. Level:7 6.develop critical thinking during planning of activities and designing an appropriate marketing communication strategy with the aim of achieving competitive advantage. Level:6,7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Discussion Questions and answers				
Methods of carrying out auditory exercises	Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Introductory lecture, methodology and operationalisation lectures and exercises, 1h, Learning outcomes:1,2,3,4,5,6 Introduction to integrated marketing communication, 1h, Learning outcomes:1 2.Organizational culture as the origin of integrated marketing communication, 2h, Learning outcomes:1,2 3.Elements and process integrated marketing communications, 1h, Learning outcomes:1,2 Creating image and product brand, 1h, Learning outcomes:1,2,3 4.Communication process and consumer behavior, 1h, Learning outcomes:1,3 5.Persuasiveness and marketing communication, 1h, Learning outcomes:1,3 6.Convincing message elements, 2h, Learning outcomes:1,2,3 7.1. Preliminary exam, 1h, Learning outcomes:1,2,3 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3 8.Advertising management, 2h, Learning outcomes:1,3,4,5,6 9.Creative advertising strategy, 2h, Learning outcomes:1,4,5 10.Strategy and media planning mix, 2h, Learning outcomes:1,4,5,6 11.Sales promotion focuses on brokers and consumers, 2h, Learning outcomes:1,5,6 12.The internet, public relations and personal sales, 2h, Learning outcomes:1,5,6 13.Measuring the effectiveness of marketing communications, 2h, Learning outcomes:1,4,6 14.Marketing communication on the international market, 1h, Learning outcomes:1,4,6 Social ethical, economic and legal aspects of marketing communication, 1h, Learning outcomes:1,4,6 15.2. Preliminary exam, 1h, Learning outcomes:1,2,3,4,5,6 Presentation of practical work, seminar work or essay, 1h, Learning outcomes:1,2,3,4,5,6				
Course content auditory	1.Group discussion, 2h, Learning outcomes:1 2.Case study, analysis of organizational culture, 2h, Learning outcomes:1,2 3.Case study, analysis of elements and processes of integrated marketing communication, 1h, Learning outcomes:1,2 Case study, image analysis and brand analysis, 1h, Learning outcomes:1,2,3 4.Case study, analysis of communication process and consumer behavior, 2h, Learning outcomes:1,3 5.Case study, persuasion analysis and marketing communication, 2h, Learning outcomes:1,3 6.Analysis of message elements, 2h, Learning outcomes:1,2,3 7.Presentation of practical work, seminar work or essay, 2h, Learning outcomes:1,2,3 8.Case study, analysis of advertising, 2h, Learning outcomes:1,3,4,5,6 9.Case study, analysis of advertising strategies, 2h, Learning outcomes:1,4,5 10.Case study, strategy analysis and mix media planning, 2h, Learning outcomes:1,4,5,6 11.Case study, analysis of sales promotion, 2h, Learning outcomes:1,5,6 12.Case study, analysis of sales promotion, 2h, Learning outcomes:1,5,6 13.Case study, analysis of the effectiveness of marketing communication, 2h, Learning outcomes:1,4,6 14.Case study, analysis of marketing communication on the international market and analysis of aspects of marketing communication, 2h, Learning outcomes:1,4,6 15.Presentation of practical work, seminar work or essay, 2h, Learning outcomes:1,2,3,4,5,6				
Required materials	Basic: classroom, blackboard, chalk... Whiteboard with markers Overhead projector				



Exam literature	Basic literature: 1.Kesić, T. (2003), Integrirana marketinška komunikacija: Oglašavanje, Unapređenje prodaje, Internet, Odnosi s javnošću, Publicitet, Osobna prodaja, Opinio, Zagreb Additional literature: 1.Belch G. E., Belch M. A. (2004), Advertising and Promotion, McGraw Hill, New York 2.Rossiter J. R., Bellman S.(2007), Marketing Communications - Theory and applications, Pearson, Frenchs Forest 3.Hollensen, S. (2010), Global Marketing: A decision-oriented approach, Financial Times, Global Marketing: A decision-oriented approach, Financial Times										
Students obligations	Attend 70% of classes and exercises.										
Knowledge evaluation during semester	Regularity of attendance and activity in lectures and exercises 20%. Presentation of practical, seminar work or essay 20% 1. and 2. preliminary exam 60%.										
Knowledge evaluation after semester	Regularity of attendance and activity in lectures and exercises 20%. Presentation of practical, seminar work or essay 20% Written exam 60%. Max. 10 points: 10 excellent (5) 8 9 very good (4) 6 7 good (3) 5 sufficient (2) 0 4 fail (1)										
Student activities:	<table><thead><tr><th></th><th>ECTS</th></tr></thead><tbody><tr><td>Aktivnost (Classes attendance)</td><td>1</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Essay)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr></tbody></table>		ECTS	Aktivnost (Classes attendance)	1	(Activity in class)	1	(Essay)	1	(Written exam)	2
	ECTS										
Aktivnost (Classes attendance)	1										
(Activity in class)	1										
(Essay)	1										
(Written exam)	2										
Remark	This course can be used for final thesis theme										
Prerequisites:	No prerequisites.										
Proposal made by	Lucija Bačić, MSc, senior lekturer										



Code WEB/ISVU	24957/172883	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+15 (15+0+0+0) 105	
Teachers	Lectures:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole Auditory exercises: Dinko Horvat struč.spec.ing.techn.inf. Auditory exercises:doc.dr.sc. Dalija Kuvačić profesor visoke škole				
Course objectives	The aim of the course is to introduce students with techniques and brand management tools in different social contexts				
Learning outcomes:	1. Identify the importance of indoor in the postmodern society. Level:6,7 2. Analyze the meaning of brands in a contemporary cultural context. Level:6 3. Link values within and cultural context as building values for the organization. Level:6,7 4. Formulate models for measuring the meaning of the inside. Level:6,7 5. Assess the importance of innovation and high technology on the sustainability of indoor values. Level:6,7 6. Evaluate the importance of the interior in the context of the life span of the interior, organization and industry. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Case studies				
Methods of carrying out auditory exercises	Traditional literature analysis Essay writing				
Course content lectures	1.Brands in the context of social change, 2h, Learning outcomes:1 2.Emotions and brands, 2h, Learning outcomes:1 3.Symbolism and brands, 2h, Learning outcomes:2 4.The Meaning of Brands in a Cultural Context, 2h, Learning outcomes:2 5.Colloquium, 2h, Learning outcomes:2 6.Brand value, 2h, Learning outcomes:3 7.Marketing communication in the context of building the brand, 2h, Learning outcomes:3 8.Measurement of internal performance, 2h, Learning outcomes:4 9.Building the meaning of the brand, 2h, Learning outcomes:4 10.Colloquium, 2h, Learning outcomes:4 11.Brands in the Context of Social Inclusion, 2h, Learning outcomes:5 12.Brands in the context of Innovation and High Technology, 2h, Learning outcomes:5 13.Life's life within the context of social change, 2h, Learning outcomes:6 14.Building a corporate reputation, 2h, Learning outcomes:6 15.Colloquium, 2h, Learning outcomes:6				
Course content auditory	1.Defining core concepts on brand management, 2h, Learning outcomes:1 2.Determining fundamental emotions associated with brands, 2h, Learning outcomes:1 3.Defining managerial practices at the level of symbolism, 2h, Learning outcomes:2 4.Determining the factors associated with brands that significantly affect the cultural environment, 2h, Learning outcomes:2 5.n.a., 2h, Learning outcomes:2 6.Development of a value-determination model in the context of the organization's value, 2h, Learning outcomes:3 7.Defining the factors that are the components of communication-related brands, 2h, Learning outcomes:3 8.Determining factors that affect brand success, 2h, Learning outcomes:4 9.Models of building meaning inside, 2h, Learning outcomes:4 10.n.a., 2h, Learning outcomes:4 11.Discussion on the subject of the social context of the meaning of the inside, 2h, Learning outcomes:5 12.Discussion on how individual brands are linked to individuals and organizations that we recognize as innovative, 2h, Learning outcomes:5 13.Determining factors that significantly affect the life span of an inside in the context of social circumstances, 2h, Learning outcomes:6 14.Discussion on what constitutes a corporate reputation in a contemporary environment, 2h, Learning outcomes:6 15.n.a., 2h, Learning outcomes:6				
Required materials	Whiteboard with markers				
Exam literature	Obvezatna literatura: 1.Rosenbaum-Elliott, R.; Pery, L.; Pervan, S., Strategic Brand Management, Oxford University Press, 2015. 2.Temporal, P., Advanced Brand Management: Managing Brands in a Changing World, John Wiley Sons, 2010. Neobvezatna literatura: 1.Heding, T.; Knudtzen, C.F.; Bjerre, M., Brand Management: Research, Theory and Practice, Routledge Taylor Francis Group, 2009. 2.Keller, K.L., Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson Education Limited, 2013.				
Students obligations	Attendance attendance; seminar work				
Knowledge evaluation during semester	Colloquium				



Knowledge evaluation after semester	Written exam
Student activities:	Aktivnost ECTS (Classes attendance) 1 (Written exam) 1 (Activity in class) 1 (Seminar Work) 1 (Constantly tested knowledge) 1
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.
Proposal made by	PhD. Joško Lozić



Code WEB/ISVU	24958/172884	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. Ljiljana Matuško Antonić Auditory exercises: Ljiljana Matuško Antonić				
Course objectives	To introduce students to the basic concepts of ethics and its role in business in the digital economy. Identify the importance of applying ethical principles in the business decision-making process. Identify the consequences of unethical business activities on the development of Croatian society.				
Learning outcomes:	1.Analyze the importance of business ethics and ethical communication in business relationships.. Level:6 2.Build the ability to think critically about ethical business.. Level:6,7 3.Analyze the application of fundamental ethical principles in the process of business decision-making and action.. Level:6 4.Analyze the relationship between macroeconomic policy and corporate social responsibility.. Level:6 5.Assess the importance of enterprise care for the wider community.. Level:7 6.Create an ethical codex as a statement about corporate standards and beliefs.. Level:6,7				
Methods of carrying out lectures	Case studies Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Group problem solving Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Introduction to Ethics and Morality.Definition, classification and concept of business ethics., 2h, Learning outcomes:1 2.Ethical values and standards in business and digital economy., 2h, Learning outcomes:1 3.The civilization heritage of business ethics and the presentation of opposing business models., 2h, Learning outcomes:2 4.Postmodern ethics and its impact on modern society and business, 2h, Learning outcomes:2 5.The relationship between business ethics and corporate socially responsible business., 2h, Learning outcomes:3 6.The Importance of Ethics in Leadership.Ethical standards in human resource management., 2h, Learning outcomes:3 7.Determines the ethical and unethical behavior of managers., 2h, Learning outcomes:3 8.1st Colloquium., 2h, Learning outcomes:1,2,3 9.Protection of Human and Social Rights, Prohibition of Discrimination, Privacy and Code of Ethics, 2h, Learning outcomes:4 10.Ethical standards in the company's marketing activities., 2h, Learning outcomes:4 11.Ethics in Political Decisions and Communication.Analysis of corruption and conflict of interest., 2h, Learning outcomes:5 12.Media and public requirements for corporate social responsibility and ethics., 2h, Learning outcomes:5 13.Ethics in International Corporate Business., 2h, Learning outcomes:6 14.Ethics in International Relations and Diplomacy, 2h, Learning outcomes:6 15.2nd Colloquium., 2h, Learning outcomes:4,5,6				
Course content auditory	1.Getting acquainted with the structure, content and objectives of the course and the obligations of the studentsPresentation and analysis of topics for seminar papers., 1h, Learning outcomes:1 2. Accepting topics for seminar papers, preparation for oral presentation and power point presentations., 1h, Learning outcomes:1 3. Case Studies of Famous Companies Using Ethical Values and Standards in Business., 1h, Learning outcomes:2 4. Discussion and analysis of examples of opposing ethical business models., 1h, Learning outcomes:2 5.Discussion and examples of good and bad practices of business ethics and corporate socially responsible business., 1h, Learning outcomes:3 6.Leadership Ethics Analysis.Case Studies of Ethical Standards in Human Resources Management., 1h, Learning outcomes:3 7.Preparations for 1st Column.Presentations of seminar papers., 1h, Learning outcomes:1,2,3 8.Case Studies of Ethical and Unethical Behavior of Managers.Presentations of seminar papers., 1h, Learning outcomes:4 9.Analysis of examples of human and social rights protection and privacy protection.Presentations of seminar papers., 1h, Learning outcomes:4 10.Analysis of ethical standards in company marketing activities.Presentations of seminar papers., 1h, Learning outcomes:5 11.Case studies of ethics in political decision-making and communication.Presentations of seminar papers., 1h, Learning outcomes:5 12. Case studies of ethical international corporate business.Presentations of seminar papers., 1h, Learning outcomes:6 13.Case Studies of Ethical Business in International Relations and Diplomacy.Presentations of seminar papers., 1h, Learning outcomes:6 14.Preparation for 2nd Column.Presentations of seminar papers., 1h, Learning outcomes:4,5,6 15.Analysis of the results of colloquia and presentation of seminar papers and conclusion of the final grades., 1h, Learning outcomes:1,2,3,4,5,6				
Required materials	Basic: classroom, blackboard, chalk... Whiteboard with markers Overhead projector Operating supplies				



Exam literature	1. Bebek, Borna i Kolumbić, Anton: Poslovna etika, Sinergija, Zagreb, 2005. 2. Krkač, Kristijan: Uvod u poslovnu etiku i korporacijsku društvenu odgovornost, Mate i ZSEM, Zagreb, 2007.								
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly.								
Knowledge evaluation during semester	Creating seminar papers with Power Point presentations. Access to 1st and 2nd queue.								
Knowledge evaluation after semester	written exam								
Student activities:	<table><tr><td>Aktivnost</td><td>ECTS</td></tr><tr><td>(Classes attendance)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Seminar Work)</td><td>2</td></tr></table>	Aktivnost	ECTS	(Classes attendance)	1	(Written exam)	2	(Seminar Work)	2
Aktivnost	ECTS								
(Classes attendance)	1								
(Written exam)	2								
(Seminar Work)	2								
Remark	This course can be used for final thesis theme								
Prerequisites:	No prerequisites.								



Code WEB/ISVU	24960/172886	ECTS	5.0	Academic year	2019/2020
Name					
Status	4th semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				0+120 (120+0+0+0) 30
Teachers	Auditory exercises:1. doc.dr.sc. Dalija Kuvačić profesor visoke škole				
Course objectives	Training of students for gaining work experience, practical knowledge and skills related to the chosen vocational practice (as prescribed by the Regulations on professional practice). Get acquainted with the actual working environment, work assignments that are there and connect with employees in the field of information technology, entrepreneurship and marketing.				
Learning outcomes:	1.Combine knowledge gained in the Specialist Study Digital Economy in its practical work.. Level:6,7 2.Analyze the activity, organizational structure and production technology in the enterprise where the professional practice is performed and describe it in the Report on professional practice.. Level:6 3.Solve individual stages of practical assignments from a selected field of expertise and in the Professional practice report to describe it through daily activities.. Level:6 4.Evaluate your knowledge acquired at the University through the prism of business needs in the chosen field of professional practice.. Level:7 5.Evaluate selected areas of professional practice through the prism of their professional interests, further professional development and the potential for future employment.. Level:6				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Data mining and knowledge discovery on the Web Essay writing Computer simulations Interactive problem solving Workshop				
Course content auditory	1.Analyze the activity, organizational structure and production technology in the enterprise where the professional practice is performed., 60h, Learning outcomes:1,2,3,4,5 2.Solve all practical assignments from a selected field of expertise and in the Professional practice report to describe it., 60h, Learning outcomes:1,2,3,4,5 3.- 4.- 5.- 6.- 7.- 8.- 9.- 10.- 11.- 12.- 13.- 14.- 15.-				
Required materials	Basic: classroom, blackboard, chalk... Special purpose laboratory General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Tools Operating supplies Special equipment -				
Exam literature	Sva znanstvena i stručna literatura koja može pomoći boljem obavljanju Stručne prakse i pisanju Izvješća o stručnoj praksi.				
Students obligations	Course entry Professional practice and selection of company where professional practice will be carried out.				
Knowledge evaluation during semester	Properly performing professional practice and keeping records of completed job assignments. Co-operation with mentorship Professional Practice.				
Knowledge evaluation after semester	Submitting a Report on professional practice. Oral exam.				
Student activities:	Aktivnost (Practical work) (Oral exam)	ECTS 4 1			
Remark	This course can be used for final thesis theme				
Prerequisites:	No prerequisites.				



Code WEB/ISVU	24961/172887	ECTS	25.0	Academic year	2019/2020
Name					
Status	4th semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				360+360 (360+0+0+0) 30
Teachers	Lectures:mr.sc. Lucija Bačić v.pred. Lectures:mr.sc. Sanja Bračun dipl.oec. Lectures:izv. prof. dr. sc. Petar Jandrić prof. v. šk. Lectures:doc.dr.sc. Dalija Kuvačić profesor visoke škole Lectures:mr.sc. Sergej Lugović MBA Lectures: Ljiljana Matuško Antonić Lectures: Maja Pauković Lectures:mr. Alenka Poljičak dipl.oec., viši predavač Lectures:dr. sc. Mladen Sokele predavač Lectures:mr.sc. Marinko Žagar viši predavač				
Course objectives	To enable students to acquire skills and competences in the use of scientific and professional literature, to prepare preliminary research, to create projects, to write the Specialist Graduation thesis and to present it.				
Learning outcomes:	1.Analyze professional and scientific literature from the selected area.. Level:6 2.Combine secondary sources of data appropriately.. Level:6,7 3.Examine the preconditions for field or survey research.. Level:6 4.Analyze the collected primary data.. Level:6 5.Formulate research findings.. Level:6,7 6.Create Specialist Graduation thesis according to the Rulebook.. Level:6,7 7.Prepare the presentation of Specialist Graduation thesis.. Level:6,7 8.Present Specialist graduate thesis before the Commission and the auditorium.. Level:6,7				
Methods of carrying out lectures	Case studies Discussion Questions and answers				
Methods of carrying out auditory exercises	Traditional literature analysis Data mining and knowledge discovery on the Web				
Course content lectures	1.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 2.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 3.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 4.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 5.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 6.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 7.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 8.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 9.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 10.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 11.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 12.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,8 13.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 14.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8 15.Analysis of selected topics of Specialist Graduation thesis, individual work and mentorship consultations., 2h, Learning outcomes:1,2,3,4,5,6,7,8				
Course content auditory	1.Analysis of professional and scientific literature from the selected area., 20h, Learning outcomes:1 2.Analyze secondary data sources and connect to the selected area., 20h, Learning outcomes:2 3.Investigating preconditions for field or surveys., 20h, Learning outcomes:3 4.Statistical analysis of the primary data collected., 20h, Learning outcomes:4 5.Formulation of primary or field research conclusions., 10h, Learning outcomes:5 6.Writing of a Specialist Graduation thesis in accordance with the Rulebook, in consultation with the mentor., 248h, Learning outcomes:1,2,3,4,5,6,7,8 7.Preparation of the presentation of Specialist Graduation thesis, in consultation with the mentor., 20h, Learning outcomes:7,8 8.Presentation and oral defense of Specialist Graduation thesis before the Commission and the Auditorium., 2h, Learning outcomes:7,8				



	9.- 10.- 11.- 12.- 13.- 14.- 15.-
Required materials	-
Exam literature	1. M. Žugaj, K. Dumičić, V. Dušak, Temelji znanstvenoistraživačkog rada - Metodologija i metodika, FOI, Varaždin, 2006. 2. R. Zelenika, Metodologija i tehnologija izrade znanstvenog i stručnog djela, Ekonomski fakultet Sveučilišta u Rijeci, Rijeka, 2000.
Students obligations	All exams at the Specialist Graduate Study Digital Economy and Professional Practice.
Knowledge evaluation during semester	Analyzing literature, preparing and conducting research and making conclusions.
Knowledge evaluation after semester	Presentation of Completed Specialist Graduation thesis before the Commission and auditorium.
Student activities:	Aktivnost ECTS (Practical work) 20 (Oral exam) 5
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.



Code WEB/ISVU	25129/186485	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (15+0+0+0) 105
Teachers	Lectures:1. doc. dr. sc. Sanja Morić predavačica Auditory exercises:dr.sc. Mladen Mauher prof.v.šk. Auditory exercises:doc. dr. sc. Sanja Morić predavačica				
Course objectives	To enable students to acquire competences in using standards and project management systems.				
Learning outcomes:	1.Identify the business system as a set of business projects. Level:6 2.Integrate project management standards in business systems. Level:6,7 3.Analyze intra and interorganizational networking of business projects.. Level:6 4.Create portfolio and manage portfolio of business projects.. Level:6,7 5.Evaluate the functionality and project management technology.. Level:7 6.Recommend forms and technologies of collaborative project communication.. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Guest lecturer Case studies Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Laboratory exercises, computer simulations Group problem solving Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Business system as a set of business projects., 4h, Learning outcomes:1 2.Project management standards (in business systems)., 6h, Learning outcomes:2 3.Intra and interorganizational networking of business projects., 4h, Learning outcomes:3 4.Maturity and organizational forms of project management., 4h, Learning outcomes:2 5.Portfolio management and portfolio management of business projects., 4h, Learning outcomes:4 6.Project management technologies - a pool of human resources., 2h, Learning outcomes:5 7.Project management technologies - designing project plans., 2h, Learning outcomes:5 8.Project management technologies - project management., 2h, Learning outcomes:5 9.Collaborative project communication., 2h, Learning outcomes:6 10.- 11.- 12.- 13.- 14.- 15.-				
Course content auditory	1.Getting to know Microsoft Project., 2h, Learning outcomes:1 2.Creating a business project activity structure., 2h, Learning outcomes:2 3.Assign resources from the pool of resources given to project activities., 2h, Learning outcomes:2 4.Methods of assessment and records of the duration of project activities., 2h, Learning outcomes:3 5.Align project activities and resources available., 2h, Learning outcomes:3 6.Analysis of critical activities and timeframes of the project., 2h, Learning outcomes:3 7.Setting up the base plan of the project., 2h, Learning outcomes:2 8.Monitoring the realization of project activities., 2h, Learning outcomes:3 9.Project reporting., 2h, Learning outcomes:3 10.- 11.- 12.- 13.- 14.- 15.-				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Operating supplies				
Exam literature	1. A guide to the project management body of knowledge (PMBOK guide), 2013. 2. Software Extension to the PMBOK Guide, Fifth Edition, IEEE 3. Project Management Institute, Government Extension to the PMBOK Guide, 2006. 4. Virginia A. Greiman, Megaproject Management: Lessons on Risk and Project Management from the Big Dig, John Wiley Sons, 2013. 5. Peter W. G. Morris, Jeffrey K. Pinto, Jonas Soderlund, The Oxford Handbook of Project Management, Oxford University Press, 2010.				



Students obligations	Attendance of lectures and audit work in the amount of at least 70% of the anticipated hourly rate.	
Knowledge evaluation during semester	1st Colloquium. 2nd Colloquium. Design and analysis of the project.	
Knowledge evaluation after semester	Written exam.	
Student activities:	Aktivnost (Classes attendance) (Written exam) (Project)	ECTS 1 2 2
Remark	This course can be used for final thesis theme	
Prerequisites:	No prerequisites.	



Code WEB/ISVU	25130/186486	ECTS	5.0	Academic year	2019/2020
Name					
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - obligatory course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home			30+15 (15+0+0+0) 105	
Teachers	Lectures:1. izv. prof. dr. sc. Petar Jandrić prof. v. šk. Auditory exercises:izv. prof. dr. sc. Petar Jandrić prof. v. šk.				
Course objectives	To enable students to acquire competences for the analysis of methodology of professional and research work.				
Learning outcomes:	1.Analyze research hypotheses and solutions for problem solving.. Level:6 2.Formulate a solution of expert and scientific problem through research.. Level:6,7 3.Combine methods of expert work.. Level:6,7 4.Analyze the results of the research.. Level:6 5.Create professional or research work according to ethical copyright protection standards.. Level:6,7 6.Evaluate the rules and procedures of the methodology of professional and research work.. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Case studies Demonstration Discussion Questions and answers Seminar, students presentation and discussion				
Methods of carrying out auditory exercises	Laboratory exercises on laboratory equipment Group problem solving Traditional literature analysis Data mining and knowledge discovery on the Web Essay writing Discussion, brainstorming Interactive problem solving				
Course content lectures	1.Introduction to professional and research work. Professional, research and scientific activity, 3h, Learning outcomes:1 2.The term and types of scientific work. Concept and type of work, 3h, Learning outcomes:2 3.Methods of professional and research work, 3h, Learning outcomes:1 4.Concept and classification of professional and scientific methods, 3h, Learning outcomes:2,3 5.Application of technology of professional and scientific research. Selection of research topic, 2h, Learning outcomes:2,3 6.Planning and organization of research work, 2h, Learning outcomes:2,3,4 7.1st Colloquium., 1h, Learning outcomes:1,2,3,4 8.Evaluate the results of research or development. Technical processing of professional or scientific work, 3h, Learning outcomes:5 9.Parts of work and research documentation. Works for the acquisition of professional and scientific titles, 3h, Learning outcomes:6 10.Professional and scientific journals and publications. Database search, 3h, Learning outcomes:6 11.Use of literature and citation, analysis of plagiarism and avoidance of plagiarism., 3h, Learning outcomes:6 12.2nd Colloquium., 1h, Learning outcomes:5,6 13.- 14.- 15.-				
Course content auditory	1.Autonomous definition of problem of research, search of professional and scientific database of publications and databases and definition of research hypothesis., 2h, Learning outcomes:1,2 2.Standalone work on processing the results, proving the hypothesis set up and proving the adequacy of the results with respect to other researches referred to in the literature., 4h, Learning outcomes:3,4 3.Written part of the independent work in the form of seminar work from the given field of research with the application of the learned lessons and the procedures of making professional or research work., 4h, Learning outcomes:4,5,6 4.Presentation of professional or research work in front of colleagues., 5h, Learning outcomes:1,2,3,4,5,6 5.- 6.- 7.- 8.- 9.- 10.- 11.- 12.- 13.- 14.- 15.-				
Required materials	Basic: classroom, blackboard, chalk... General purpose computer laboratory Whiteboard with markers Overhead projector Video equipment Tools Operating supplies				



Exam literature	Obvezatna literatura: 1. M. Žugaj, K. Dumičić, V. Dušak, Temelji znanstvenoistraživačkog rada- Metodologija i metodika, FOI, Varaždin, 2006. 2. R. Zelenika, Metodologija i tehnologija izrade znanstvenog i stručnog djela, Ekonomski fakultet Sveučilišta u Rijeci, 2000. Izborna literatura: 1. G. Basten, Introduction to Scientific Research Projects, Bookboon, 2010. 2. S. Kendal, How to Write a Research Paper, Bookboon, 2015.
Students obligations	Attendance of students in lectures and audit work in the amount of at least 70% of the anticipated hourly rate.
Knowledge evaluation during semester	1, colloc. 2nd Colloquium. Seminar work and presentations.
Knowledge evaluation after semester	Written exam.
Student activities:	Aktivnost ECTS (Classes attendance) 1 (Seminar Work) 2 (Written exam) 2
Remark	This course can be used for final thesis theme
Prerequisites:	No prerequisites.



Code WEB/ISVU	24959/172885	ECTS	5.0	Academic year	2019/2020
Name	Applied Statistics				
Status	3rd semester - (Izvanredni specijalisti digitalne ekonomije) - elective course				
Teaching mode	Lectures + exercises (auditory + laboratory + seminar + methodology + construction) work at home				30+15 (0+15+0+0) 105
Teachers	Lectures:1. Maja Pauković Laboratory exercises: Maja Pauković				
Course objectives	Acquiring Competences for Assessing Future Business Results and Movements Using Regression and model trend, use of basic statistical measures in business analyzes and probability estimation events in business processes.				
Learning outcomes:	1.Analyze basic statistical concepts. Level:6 2.Calculate basic statistical measures. Level:6 3.Analyze the selected regression analysis measures. Level:6 4.Calculate indices as indicators of changes in business processes. Level:6 5.Suggest Trend Models. Level:7 6.Evaluate probability of events. Level:7				
Methods of carrying out lectures	Ex cathedra teaching Demonstration				
Methods of carrying out laboratory exercises	Laboratory exercises on laboratory equipment Group problem solving				
Course content lectures	1.Definition of statistics and basic terms, 1h, Learning outcomes:1 2.Grouping, charting, and graphing of statistical data, 1h, Learning outcomes:1 3.Central Tendency Measures/Dispersion, asymmetry and curvature measures, 1h, Learning outcomes:2 4.Correlation and regression analysis, 1h, Learning outcomes:2,3 5.Colloquium 1, 1h, Learning outcomes:1,2,3 6.Basic analysis of time series, 1h, Learning outcomes:4 7.Application of the index in economy, 1h, Learning outcomes:4 8.Trend models, 1h, Learning outcomes:5 9.Colloquium 2, 1h, Learning outcomes:4,5 10.Stationary time series models, 1h, Learning outcomes:6 11.Models of non stationary time series, 1h, Learning outcomes:6 12.Basic terms of probability, 1h, Learning outcomes:6 13.Basic terms of probability, 1h, Learning outcomes:6 14.Theoretical distribution of probability, 1h, Learning outcomes:6 15.Colloquium 3, 1h, Learning outcomes:6				
Course content laboratory	1.Determining basic statistical concepts on practical examples in Excel, 1h, Learning outcomes:1 2.Grouping, charting, and graphic displaying data in Excel, 2h, Learning outcomes:1 3.Calculation of Central Tendency Measures in Excel/Calculation of dispersion, asymmetry and roundabouts in Excel, 3h, Learning outcomes:2 4.Calculation and Interpretation of Pearson's Correlation Coefficient and Spearman's coefficients rank correlations with graphic display in Excel, 1h, Learning outcomes:2 Determination, interpretation, graphing and comparison of regression models (model linear regression, exponential regression model, and double-logarithmic model) in Excel, 2h, Learning outcomes:3 5.Preparations for 1 colloquium, 2h, Learning outcomes:1,2,3 6.Calculation, Conversion of Index (base indexes in the north and vice versa, base indices on the base of another time unit) and interpretation in Excel, 2h, Learning outcomes:4 7.Calculation and interpretation of aggregate indices; calculation, interpretation and forecasting real wages in Excel, 2h, Learning outcomes:4 8.Determination, interpretation, graphical representation and comparison of model trend (linear and exponential trend models) in Excel, 1h, Learning outcomes:5 9.Preparations for 2 colloquium, 2h, Learning outcomes:4,5 10.Application and analysis of the stationary time series model (pure random process, autoregression model (AR (p)), moving average model (MA (q)), mixed model (ARMA (p, q))) on practical examples in Excel, 2h, Learning outcomes:6 11.Application and analysis of nonstationary time series on practical examples in the Excel - ARIMA model, 2h, Learning outcomes:6 12.Calculating Probability on Practical Examples (a random event and likelihood of a random event) in Excel, 2h, Learning outcomes:6 13.Calculating Probability on Practical Examples (a random event and likelihood of a random event) in Excel, 2h, Learning outcomes:6 14.Calculating Probability on Practical Examples (a random event and likelihood of a random event) in Excel, 2h, Learning outcomes:6 15.Preparations for 3 colloquium, 2h, Learning outcomes:6				
Required materials	General purpose computer laboratory Whiteboard with markers Overhead projector				
Exam literature	1.M.Papić,Primijenjena statistika u MS Excelu,Naklada Zoro, Zagreb,978-953-298-037-0,2014 2.V.Bahovec, N.Erjavec,Uvod u ekonometrijsku analizu,Element, Zagreb,978-953-197-643-5,2009				
Students obligations	Attendance of students and lectures and laboratory exercises in the amount of at least 50%. Accessing 1, 2. and 3rd colloquium or written exam.				
Knowledge evaluation during	Attendance and activity of teaching students - 10% of the final grade. First Colloquium , pass> 50%; 30% stake in final grade.				



semester	Second Colloquium , pass> 50%; 30% stake in the final grade. Third Colloquium, pass> 50%: 30% stake in final grade. If the students do not have a positive score from the 1st, 2nd and 3rd Colloquium, they must writing the whole exam.										
Knowledge evaluation after semester	Exam, passage> 50%										
Student activities:	<table><thead><tr><th></th><th>ECTS</th></tr></thead><tbody><tr><td>Aktivnost (Classes attendance)</td><td>1</td></tr><tr><td>(Written exam)</td><td>2</td></tr><tr><td>(Activity in class)</td><td>1</td></tr><tr><td>(Constantly tested knowledge)</td><td>1</td></tr></tbody></table>		ECTS	Aktivnost (Classes attendance)	1	(Written exam)	2	(Activity in class)	1	(Constantly tested knowledge)	1
	ECTS										
Aktivnost (Classes attendance)	1										
(Written exam)	2										
(Activity in class)	1										
(Constantly tested knowledge)	1										
Remark	This course can be used for final thesis theme										
Prerequisites:	No prerequisites.										
Proposal made by	Maja Pauković , 15.6.2018										