COURSE CATALOGUE FOR ERASMUS+ INTERNATIONAL CREDIT MOBILITY (ICM) STUDENTS

BUSINESS DEPARTMENT

Professional Undergraduate

Study of Commerce

EQF Level 6 – First Cycle ISCED (Bachelor's)

September 2025

CONTENTS

STUDY OF COMMERCE

The Business department performs the Commerce study program with a focus on educating economists for retail, wholesale and other activities that deal in the exchange of goods. These activities have a constant need for personnel in different profiles. The Commerce study program provides students with high quality and contemporary knowledge of economy on several levels: basic, expanded and specialist theoretical and practical knowledge. After completing the program students attain the title of Bachelor (baccalaureus/ baccalaurea) of Economy (bacc. oec.) and are qualified to perform both individual and teamwork tasks for different kinds of organizations, particularly those involved in the exchange of goods in local and international markets.

Level: Undergraduate Professional Studies

Title awarded upon completion: Bachelor (baccalaureus/baccalaurea) of Economy (bacc. oec.)

Duration of the study programme: III Academic Year (6 semester)

Total ECTS credits: 240

ACADEMIC CALENDAR

Academic year: October, 1st – September, 30th

WINTER SEMESTER

Lectures	October – January
Winter exam terms	February
Additional exam terms	November & December – for students who already attended courses in the previous academic year
Christmas holidays	December, 24th – January, 7th

SUMMER SEMESTER

Lectures	March – June
Summer exam terms	June & July
Autumn exam terms	September
Additional exam terms	April & May – for students who already attended courses in the previous academic year
Dean's exam term	late September
Easter holidays	April

Summer vacation: end of July – end of August

Please note that faculties are allowed to change/adjust the academic calendar according to their own needs!

Therefore, consult also the faculty web page for more detailed information on this.

National Holidays

January, 1st	New Year's Day
January, 6th	Three Kings Day
April, 20th and 21st	Easter Sunday and Monday
May, 1st	Labour Day
May, 30th	Statehood Day
June, 19th	Corpus Christi
June, 22nd	Anti-Fascist Struggle Day
August, 5th	Victory and Homeland Thanksgiving Day
August, 15th	Assumption of Mary
October, 8th	Day of Croatian Parliament
November, 1st	All Saints' Day
November, 18th	National Holiday - Remembrance Day for All Victims of the Homeland War
December, 25th – 26th	Christmas Day and St. Stephen's Day

CROATIAN HEI GRADING SYSTEM

The Croatian national grading system consists of five grades with numerical equivalents, from highest to lowest grade as follows:

- Excellent (izvrstan) – 5
- Very good (vrlo dobar) – 4
- Good (dobar) – 3
- Sufficient (dovoljan) – 2 Note: minimum pass grade
- Fail (nedovoljan) – 1 Note: requires student to retake exam/resubmit work

Notification: Learning outcomes for Professional trainings courses are recorded as P – Passed (non-graded assessment).

Croatian Higher Education System 🔗 for more info.

LIST OF COURSES AVAILABLE TO INCOMING STUDENTS IN ENGLISH

	COURSE NAME	Code	Class Mode (T/I/P)*	ECTS	Semester
	Semester 1				
1.	Business Economics	74833	T	6.0	winter
2.	Bussiness Mathematics	74840	T	6.0	winter
3.	Economy of Croatia	238450	T	5.0	winter
4.	Commerce Economics	74841	T	5.0	winter
5.	Business Ethics	74877	T	5.0	winter
6.	Business English I	80154	I	3.0	winter
7.	Business German I	80156	I	3.0	winter
	Semester 2				
8.	Statistics	74839	T	6.0	summer
9.	Company Organization	74847	T	6.0	summer
10.	Accounting	74845	T	6.0	summer
11.	Business Informatics	74835	T	5.0	winter
12.	Professional Training I	74855	P	4.0	summer
13.	Business English II	80158	I	3.0	summer
14.	Business German II	80159	I	3.0	summer
	Semester 3				
15.	Business Finance	74832	T	6.0	winter

16.	Marketing	74851	T	6.0	winter
17.	Business Logistics	74859	T	6.0	winter
18.	Purchasing Business	74852	T	5.0	winter
19.	Professional Training II	74863	P	4.0	winter
20.	Business English III	85960	I	3.0	winter
21.	Business German III	85961	I	3.0	winter
	Semester 4				
22.	Information and Communication Technologies in Business	252010	T	5.0	summer
23.	Sales Business	74853	T	5.0	summer
24.	Commercial Law	74866	T	4.0	summer
25.	Accounting of Commercial Companies	74857	T	5.0	summer
26.	Professional Training III	74867	P	4.0	summer
27.	Communication with the Market	74850	T	4.0	summer
28.	E-Marketing	74862	T	4.0	summer
29.	Human Resource Management	252011	T	4.0	summer
30.	Business English IV	85962	I	3.0	summer
31.	Business German IV	85963	I	3.0	summer
	Semester 5				
32.	Management in Commerce	74869	T	6.0	winter
33.	Economic System of the European Union	94883	T	5.0	winter

34.	Transport Law in the European Union	267995	T	4.0	winter
35.	Entrepreneurship	267996	T	4.0	winter
36.	Professional Training IV	74870	P	4.0	winter
37.	Consumers' Behavior	74872	T	4.0	winter
38.	Knowledge of the Food Goods	74836	T	4.0	winter
39.	Project Management	267997	T	4.0	winter
40.	Business English V	94899	I	3.0	winter
41.	Business German V	94901	I	3.0	winter
	Semester 6				
42.	International Commercial Business	74856	T	6.0	summer
43.	Marketing in Commerce	74861	T	5.0	summer
44.	Logistics in Commerce	74878	T	5.0	summer
45.	Professional Training V	74874	P	4.0	summer

***Explanation of Teaching Methods for Long-Term Student Mobility (Studies)**

(for use in the course catalogue from which Learning Agreement information is entered)

T – Theoretical Consultative (course delivered in English)

- **Description:**
  Individual or group consultative teaching conducted in English, intended exclusively for incoming international students. Consultative lectures focus on providing explanations and guidance regarding theoretical content.
- **Content:**
  Primarily theoretical lectures and discussions with the professor, with the possibility of written and/or oral assignments.

- **Note:**
  No regular classes with local students. It is possible to choose courses offered in all semesters. The format and schedule are flexible and based on individual arrangements with the course instructor.

  The mobility period may be shorter than the full semester (e.g., 3 months), but **must** include the **examination period**. Therefore, a later arrival than the official semester start is acceptable, but the student must stay through to the end of the semester, including exams.

I – Integrated (course taught in Croatian with additional explanation in English)

- **Description:**
  Participation in regular classes with local students, taught in Croatian, with additional explanations provided in English when necessary. This includes academic lectures and exercises.
- **Content:**
  Theoretical lectures or a combination of lectures and practical exercises. Students may complete assignments and projects in English.
- **Note:**
  Classes are held according to the regular timetable during the semester in which the mobility takes place. A higher level of independence and readiness to follow content in Croatian is required, with support from the lecturer.
- **Language preparation:**
  Croatian – minimum recommended level: **A2**
  Language support is available online via EU Academy:
  Learn Croatian with OLS
- **Mobility duration:**
  Full semester – includes both teaching period and examination period.

P – Practical (practical training)

- **Description:**
  Practical work or exercises only, such as laboratory work, professional placements, or fieldwork.
  May include: practical training, practical exercises and activities, work placement, or field practice.
- **Content:**
  Active participation in practical activities, with basic guidance provided in the agreed language (Croatian or English, as specified in the Learning Agreement). Placements may occur outside the institution, in partner organizations or external training facilities.
- **Format:**
  Offered as a structured programme or arranged individually upon request.

- **Note:**
  Practical work is carried out according to a previously agreed schedule. Communication with mentors, task execution, and reporting are conducted in English.
- **Mobility duration:**
  To be determined based on individual arrangements.

Important:

All listed models represent different formats of teaching during mobility. However, **student workload (ECTS credits) and mobility duration** are fully aligned with **validated syllabi and official curricula**. This ensures that the structure and intensity of learning activities follow formal academic standards, enabling the transparent recognition of learning outcomes in line with **Erasmus+ and ECTS guidelines**.

Link 🔗 for list of courses available per semester.

Link 🔗 for learning outcomes.

CONTACT INFORMATION

ECTS COORDINATORS & INCOMING TRAINEESHIP STUDENTS SUPERVISORS/THE HOST OF THE DEPARTMENT

Dr. sc. Borislav Marušić, professor of professional studies

borislav.marusic@vevu.hr

ECTS Coordinator – The person responsible for coordinating the SMS mobility program. This includes approving proposed SMS Mobility Plans for incoming students, as well as approving of Learning Agreements and any course modifications during the mobility period.

Supervisor – The person responsible for coordinating the SMT mobility program. This includes approving proposed SMT Mobility Plans for incoming students, as well as approving of Learning Agreements and any traineeship modifications during the mobility period.

LIST OF LECTURERS LINK.

CLASS DESCRIPTION AND LEARNING OUTCOMES ON THE COURSE LEVEL

Semestre one

GENERAL INFORMATION	
Course name	**Business economics**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. analyze the company's features, business goals and basic management functions in the company 2. determine the movement of the total, average and marginal product and the shape of the production function 3. compare production costs according to different criteria 4. distinguish between the basic cost price calculation methods and the basic cost separation methods 5. evaluate the success of the company's operations by applying business calculations (financial statements) and basic measures of business success 6. analyze the tasks and specificities of special economies (resources, functions and investments) 7. demonstrate collegiality and responsibility during cooperation in team and individual work	
Course contents	
1. Introductory lecture. 2. Concept, subject and methods of business economics; theories of the enterprise. 3. Types and characteristics of companies; management and entrepreneurship; location theory. 4. Management in the company (business goals, management/managerial functions, risk management). 5. Theory of production (factors of production, business assets - fixed and current, total, average and marginal product, production function). 6. Types of production costs (components of costs, concept of costs, material costs, costs of fixed assets, depreciation methods, labor costs). 7. Dynamics of costs (dependency of costs on changes in the scope of production, fixed and variable costs, total, average and marginal costs, the relationship between costs and income, costs in the long term). 8. Cost price calculation (concept, principles, types and methods of cost price calculation, divisional and additional calculations, calculation based on variable costs). 9. Methods of separation of costs (purpose of separation of fixed and variable costs, methods of separation). 10. Business accounting (the concept of business accounting, financial statements, business results, analysis and audit of business, methods of assessing the value of a company, measuring the business success of a company, absolute and relative measures of success). 11. Economics of resources (economic resources and economic efficiency, economics of work, economics of fixed assets, economics of the subject of work). 12. Economics of functions (business functions and measures of success, procurement economics, storage economics, production economics, sales economics, transport economics).	

13. Economics of investments (concept and types of investments, time value of money, dynamic and static methods of investment calculation).

GENERAL INFORMATION	
Course name	**Economic mathematics**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. connect the basic concepts of economic mathematics, 2. apply economic calculus to solve problems in the field of economics, 3. solve different models of simple and complex interest account, 4. analyze problems depending on the initial or final prenumerando or postnumerando periodic payments and/or payments, 5. independently draw up repayment tables based on the selection of the loan repayment method 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Percentage account 3. Rule of three 4. Chain account 5. Calculation of division 6. Calculation of the mixture 7. Foreign currency account 8. Simple interest account 9. Consumer credit 10. Compound interest account 11. Prenumerando and postnumerando 12. Loan 13. Loan Conversion	

GENERAL INFORMATION	
Course name	**Croatian economy**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Identify basic economic concepts. 2. Differentiate between the terms economics, economics, microeconomics and macroeconomics. 3. Critically assess the achievement of economic goals in the Croatian economy. 4. Assess the importance of demographic capital in economic development and demographic size and trends in the Republic of Croatia. 5. Valorize Croatian natural resources and production capital. 6. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Basic economic terms: demand, supply, production, costs. 3. Input market and output market. State and market. 4. Basic macroeconomic terms: inflation, unemployment, gross national product, business cycles, aggregate demand and aggregate supply, aggregate consumption and macroeconomic balance. Fiscal policy. Money and monetary policy. 5. Natural sources of Croatian wealth. 6. Croatian demographic capital. 7. Employment, unemployment - labor market. 8. Pre-transitional and transitional economic development. 9. Effectiveness of Croatian versus other restructuring models. 10. Objectives, carriers and means of economic policy. 11. Reindustrialization of the Croatian economy. 12. Foreign trade exchange in conditions of globalization 13. Development of the agro-industrial complex in the world and in Croatia.	

GENERAL INFORMATION	
Course name	**Business informatics**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Critically judge the entire technological base of information and communication technology. 2. Valorize the needs of each business system for the optimal form of ICT solutions. 3. Compare the differences, risks and advantages in data storage (databases, structures documents, online, offline solutions). 4. Choose the possibilities of using cloud applications for the business environment. 5. Evaluate the web headquarters of a business entity based on technical parameters. 6. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Information technology in business. Definitions and content. Brief history and trends of development and information technology. Information technology as a strategic resource. 2. Computer system. Data and information. Computer system components and subsystems. Hardware. Software. People. Organization. Communication. Types of computer systems. 3. Computer networks and mobile devices. Remote connection of different business locations, network types and structures. 4. Computer infrastructure, OSI network model, IP addresses, IOT and sensor networking of devices. 5. Computer system model and historical development. Von Neumann's model of a computer system. Development of information and communication technology. Server and client environment. Algorithm and basics of software operation. 6. System software. Operating systems. Utilities and utilities. 7. Information and communication technology in business. Business in the cloud, advantages and disadvantages. 8. Compression and encryption of data in transmission. Construction of computer networks. 9. Open source solutions, licensing and the importance of legal software in business. Information and communication technology costs. 10. Information systems. Data organization and management. Files. Database. 11. Network (web) solutions, pages and applications. Progressive web applications, SEO elements, Google tools for the successful functioning of the network solution. 12. HTML descriptive programming and web languages. The way the internet works. 13. Internet and types of electronic business. 14. Blockchain and application in business practice. 15. Security aspects of ICT use.	

GENERAL INFORMATION	
Course name	**Business ethics**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Judge the elements of both good and bad business in an individual company 2. Independently compile a sample copy of the code of ethics 3. Comment on the facts about respect or non-respect of human rights, both on the micro and macro level 4. Analyze on a concrete example the existence of virtues in entities that promote socially responsible business 5. Show collegiality and solidarity in teamwork, which is a requirement for successful business today	
Course contents	
1. Introductory lecture 2. Business ethics and business performance 3. Business system through the implementation of business ethics 4. Environmental ethics and cases of environmental disasters 5. Development of the concept of socially responsible business 6. Fundamental issues of the code of ethics in business ethics 7. Sustainability and ethics 8. Virtues in business ethics 9. Principles in business ethics 10. Business and human rights 11. Etiquette in business ethics 12. Principles and content of the code of ethics in regional and local self-government units	

GENERAL INFORMATION	
Course name	**Business English I**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. apply the basics of business vocabulary, 2. use dictionaries, 3. correctly apply verb tenses with the aim of business communication, 4. differentiate the grammatical structures covered during the semester, 5. create your own resume, 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Company structures 3. The Philips Story – a company profile 4. Tenses in English 5. Recruitment and selection 6. Fit for Hiring? It´s Mind Over Matter – selecting candidates and job interviews 7. The CV and letter of application 8. Retailing 9. Richer Pickings – a profile of a hi-fi retail chain Richer Sounds 10. Light verb constructions 11. Franchising 12. One day in my life – a McDonald's franchise in the UK 13. Used to vs. be used to + -ing 14. Business English vocabulary 15. Revision	

GENERAL INFORMATION	
Course name	**Business German I**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. apply the basics of business vocabulary; 2. use business dictionaries; 3. correctly apply verb tenses with the aim of business communication; 4. differentiate the grammatical structures covered during the semester, 5. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Einführungsstunde 2. Stellung des Verbs im deutschen Satz 3. Trennbare und untrennbare Verben 4. Zeitformen 5. Wiederholen der Zeitformen 6. Modalverben 7. Zeitangaben 8. Kolloqium 9. Zitate im Wirtschaftsdeutschen 10. Andere Länder, andere Sitten 11. Zu wenig Humor 12. So verhält man sich richtig in geschäftlichen Situationen 13. Fachphraseologie 14. Fachwortschatz 15. Wiederholen	

SEMESTER TWO

GENERAL INFORMATION	
Course name	**Statistics**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. interpret basic statistical terms, 2. calculate statistical indicators and parameters and describe and interpret them, 3. apply statistical methodology appropriate to the research problem, 4. calculate the statistical analysis of the collected data, 5. establish a hypothesis in statistical methodology, 6. critically judge the movement of the analyzed phenomenon based on the implemented statistical methods, 7. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Basic statistical terms 3. Statistical data 4. Measures of central tendency 5. Measures of dispersion 6. Measures of asymmetry, measure of roundness 7. Foundations of inferential statistics 8. Theoretical distributions 9. Estimation of parameters 10. Hypothesis testing 11. Correlation and regression analysis 12. Analysis of time series 13. Linear trend	

GENERAL INFORMATION	
Course name	**Company organization**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Assess the importance and role of the organization in everyday life 2. Establish key concepts from the field of organization 3. Classify the basic types and forms of organizations 4. Comment on traditional and contemporary approaches in the organization 5. Connect the importance of organizational design and connect it with the dynamics of the modern market 6. Construct the organizational structure of the company and business processes 7. Demonstrate collegiality and responsibility in team and individual work	
Course contents	
1. Introductory lecture 2. Defining the organization, directions and tendencies of development 3. Organization as a science 4. Organization as a practical discipline 5. Types of organizing and organizations 6. Designing the organization 7. Organizational structure 8. Management of the organization 9. Human resources management 10. Information and communications in the organization 11. Organizational culture 12. Contemporary view of organization and organizational trends	

GENERAL INFORMATION	
Course name	**Accounting**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. analyze the function and significance of accounting and the accounting information system in the modern business environment 2. interpret the financial reporting framework (accounting regulations) 3. identify the basic elements of double-entry bookkeeping (business books, accounting documents, accounting accounts, accounting rules, accounting methods, etc.) 4. distinguish basic accounting terms (categories) 5. compare the basic accounting reports of financial accounting 6. Determine the accounting monitoring rules for the analyzed accounting event 7. independently compile the postings of typical accounting transactions in basic business books (journal, general ledger) 8. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture. 2. Historical development and approaches to defining accounting (concept of accounting, subject and approaches to study, accounting regulation, accounting information system). 3. Structure of accounting (traditional and modern concept, assumptions and principles). 4. Accounting standards (HSFI and IAS/IFSI). 5. Accounting process (stages of the accounting process, business books, accounting documents, rules for recording business events on accounts, accounting plan). 6. Annual financial statements (balance sheet, profit and loss account, cash flow statement, statement of capital changes, notes). 7. Accounting monitoring of long-term intangible assets (accounting framework for reporting, features and types of intangible assets, methods of posting). 8. Accounting monitoring of long-term tangible assets (framework for reporting, features and types, methods of posting, procurement, sale and disposal, concept and calculation of depreciation). 9. Accounting monitoring of capital, treatment of reserves and liabilities to shareholders (capital structure, issuance and sale of shares, purchase of own shares, distribution of net profit, payment of dividends to shareholders, loss coverage). 10. Accounting monitoring of financial assets (concept and types, classification of financial assets from the accounting aspect, ways of posting certain types of financial assets). 11. Accounting monitoring of short-term assets (concept and types, ways of recording money, loans, receivables, short-term securities, accounting treatment of stocks). 12. Accounting monitoring of obligations (concept and types of obligations, accounting treatment of certain short-term and long-term obligations). 13. Accounting monitoring of expenses (concept and types of expenses, methods of posting).	

GENERAL INFORMATION	
Course name	**Economics of trade**

Expected learning outcomes of the course

After successfully completing the course, students will be able to:

1. compare types of trade, tasks and functions of trade
2. propose establishment of a trading company, organization and preparation for operational business of the trading company
3. distinguish between trade costs
4. distinguish the essential ingredients of sales contracts and the specifics of accounting and other records in the trade
5. assess the performance of the trading company
6. propose a trade organizational structure, separate and connect typical trade business processes
7. determine the organizational forms of trade and development processes in European countries with a developed market structure and predict the development of wholesale and retail trade
8. demonstrate collegiality and responsibility in team and individual work.

Course contents

1. Introductory lecture.
2. Introduction to economics as a science. Trade economics as a scientific-teaching discipline.
3. Historical development of trade. Emergence of commerce. Trade development. Studies on the concept and character of trade in economic theory.
4. Introduction about trade. Trade, exchange and distribution. Distributive trade. Wholesale trade and retail trade in a functional and institutional sense. The concept of foreign trade and foreign trade operations.
5. Establishment of a trading company, the concept of trader, legal entity in trade. Organization, presentation and preparation for the operational business of the trading company.
6. Trade costs. Price calculations. Sales contracts.
7. Accounting and other records in the store. Price control system. Control of the success of your company's operations.
8. Trade organizational structure and trade business processes.
9. Internationalization of trade. Internationalization. Regionalization. Globalization.
10. Organizational forms of trade in European countries with a developed market structure.
11. Development processes in the trade structures of developed countries. Changes in the significance of certain forms of sales. Concentration. Integration. Cooperation.
12. Development of retail sales outside stores. Nonstore retailers. Catalog sales. Direct sale. Distance selling. Electronic store. Key incentives and barriers for the development of electronic commerce.
13. Perspectives of the development of wholesale and retail trade Seminar teaching. In the seminar classes, the features and processes in the trade of countries with developed market structures are dealt with in particular.

GENERAL INFORMATION	
Course name	**Professional practice I**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Evaluate concepts related to the organization and the subject of the company's operations 2. Determine the assortment of the company 3. Assess the basic features of the company and its business functions 4. Assess problems in the company's operations 5. Demonstrate collegiality and responsibility during cooperation in team and individual work 6. Write a Journal of professional practice	
Course contents	
Carrying out a student internship expands theoretical knowledge and introduces practical skills in commodity business. In the first cycle of practice, the student should familiarize himself with the business of the chosen economic entity, that is, with commercial goods, the offered assortment of goods and services, as well as with the organization in which he performed his professional practice (trading company, craftsman). In this cycle of professional practice, the student should master the way of working and the fundamental problems of the economic entity, related to its business object (technical-technological characteristics of the goods or services of the chosen economic entity, i.e. its business unit. In this cycle, the student can be assigned to simple tasks. The student is obliged to fill out the Professional Internship Diary, in which they must provide information about the characteristics of the subject of business, the organizational unit in which they perform the internship, and the schedule of work by internship days.	

GENERAL INFORMATION	
Course name	**Business English II**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. determine the business vocabulary within the topics covered during the second semester; 2. apply business vocabulary in the field of conducting international business (banking, sustainable development and capital markets); 3. use dictionaries; 4. correctly apply the passive construction and contractual sentences for the purpose of business communication; 5. connect processes in the business world related to topics from the course content 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. International Business Styles 3. Learning to cope with corporate culture clashes 4. Business across cultures 5. The passive voice 6. Conditional clauses 7. Grammar practice 8. Business vocabulary 9. Banking 10. Picture the scene 11. Business and the Environment 12. The Stock Market 13. Trading 14. Europeans Log On To Investment Fever 15. Revision	

GENERAL INFORMATION	
Course name	**Business German II**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. determine the business vocabulary within the topics covered during the second semester; 2. apply business vocabulary in the field of economy, changes in the economy (trends in the economy and types of companies); 3. use dictionaries; 4. correctly apply the passive construction and infinitive constructions for the purpose of business communication; 5. connect processes in the business world related to topics from the course content; 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Einführungsstunde 2. Wirtschaft 3. Passiv 4. Passiv – Wiederholen 5. Infinitiv 6. Infinitiv – Wiederholen 7. Temporalsätze 8. Kolloqium 9. Wandel in der Wirtschaft; Tendenzen 10. Präsentation 11. Bewerbung 12. Lebenslauf 13. Das Vorstellungsgespräch 14. Assessment-Center 15. Wiederholen	

SEMESTER THREE

GENERAL INFORMATION	
Course name	**Business finance**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. interpret the basic concepts and tasks of business finance 2. compare the basic organizational forms of companies 3. evaluate accounting information in basic accounting reports 4. apply basic methods and techniques of financial analysis and financial planning 5. calculate operational, financial and combined leverage indicators 6. analyze the process of managing the company's working capital 7. evaluate the structure of short-term assets and short-term sources of financing of the company 8. compare basic investment decision-making methods and demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Concept and importance of business finance (financial management, role and tasks of financial managers, goals of financial management, business goals of companies, representation theory). 3. Organizational forms of companies (Act on Commercial Companies in the Republic of Croatia, foreign and partnership companies, corporation). 4. Financial statements (balance sheet, profit and loss account, cash flow statement, statement of changes in capital, notes). 5. Financial analysis (horizontal and vertical analysis, ratio analysis: liquidity ratios, debt ratios, activity ratios, profitability ratios). 6. Financial planning (financial forecast; preparation of planning statements: planned profit and loss account, financial budget, planned balance sheet; percentage of sales method). 7. Leverage in company operations (breakeven point analysis, operating leverage, financial leverage, combining operational and financial leverage). 8. Structure and financing of working capital (nature of asset growth, asset control, ways of financing short-term assets). 9. Management of short-term assets (money management, marketable securities management, receivables management, inventory management). 10. Deciding on short-term financing sources (trade credit, bank credit, financing using commercial papers, use of collateral in short-term financing, inventory financing). 11. Time value of money (simple and compound interest, annuity, interest calculation methods). 12. Deciding on capital investments (methods of ranking investment projects, evaluation of different rules for investment decision-making, cost of capital).	

GENERAL INFORMATION	
Course name	**Marketing**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. To establish the key concepts, role and significance of marketing 2. Distinguish the elements of holistic marketing 3. Compare the application of the most important marketing models 4. To recommend the marketing mix 6. Create a marketing plan 7. Demonstrate collegiality and responsibility during cooperation in team and individual work	
Course contents	
1. Introductory lecture 2. Concept and definition of marketing 3. Developing marketing strategies and plans 4. Marketing environment 5. Customer analysis and segmentation, competition analysis 6. Marketing process 7. Marketing mix 8. Product 9. Sales and distribution 10. Price 11. Promotion 12. Holistic approach to marketing 13. Management of mass communications 14. Management of personal communications	

GENERAL INFORMATION	
Course name	**Business logistics**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. distinguish the features of the logistics concept 2. analyze the overall logistics system of the company 3. determine the organizational forms of the logistics system in the company 4. compare companies for logistics services and their special features 5. compare inter-organizational logistics systems and levels of cooperation in the logistics channel 6. conduct simpler research 7. self-evaluate acquired theoretical knowledge with practice 8. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture. 2. Basics of business logistics. Concept of business logistics and business logistics system. The needs of introducing business logistics and a new approach in company management. 3. Systematic setup and other features of the logistics concept. A way of looking at logistics problems. Total costs and goal conflicts. Logistics service. Efficiency of logistics systems. Usefulness of the logistics concept and obstacles to its implementation. 4. Logistics subsystems of the company. Execution of orders. 5. Logistics subsystems of the company. Inventory management. 6. Logistics subsystems of the company. Storage. 7. Logistics subsystems of the company. Packaging. 8. Logistics subsystems of the company. Transport. 9. Organizational forms of the logistics system in the company. 10. Logistic services and transport economy institutions. Forwarding and brokers, transport companies, storage companies, loading and unloading companies, packaging companies. Legal and organizational forms of companies for logistics services. 11. Inter-organizational logistics systems. Cooperation in logistics. 12. Functioning of logistics systems. Conditions for the functioning of business logistics systems. Macrologistic infrastructure. International logistics systems.	

GENERAL INFORMATION	
Course name	**Procurement in business**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Classify terms related to procurement and supply 2. Critically judge conditions and changes in procurement 3. Recommend decision-making methods and procurement procedures 4. Recommend the processes of planning, operational business and procurement system 5. Evaluate items of work and stock standards 6. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Concept and meaning of procurement in the company 3. Purpose, position and goals of procurement in the company 4. Procurement management in the company 5. Procurement cost management 6. Procurement management and procurement personnel 7. Procurement policy and supply source strategies 8. Connection in procurement 9. Operational procurement planning 10. Procurement organization and procurement operations 11. The organization's computer system and procurement operation 12. Procurement controlling 13. Procurement strategy 14. Just-in-time procurement	

GENERAL INFORMATION	
Course name	**Professional practice II**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Determine the development of business processes 2. Evaluate the basic functions of the company, especially accounting, purchasing, marketing and logistics 3. Anticipate customer and supplier relationships 4. Demonstrate collegiality and responsibility during cooperation in team and individual work 5. Write a Journal of professional practice	
Course contents	
The professional practice program II, with its teaching content, builds on the subjects that students take in the second year of study, and it refers to the mastery of tasks within a particular business function: finance, accounting, marketing, business logistics, IT, procurement, sales, personnel. This practice cycle is structured to interpret and analyze individual business functions in different practical - useful dimensions for students. In this way, students will acquire certain knowledge and skills that qualify them for direct involvement in work processes. At the end of the internship, the student should master the way of working and the fundamental problems of a particular function of an economic entity, related to its specificities with regard to the chosen activity.	

GENERAL INFORMATION	
Course name	**Business English III**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. apply business vocabulary within the course content of the third semester; 2. connect global processes related to import and export, business operations of companies, their establishment and the process of mergers and acquisitions; 3. choose the best expressions for the purpose of business correspondence; 4. compose simple business letters; 5. judge the style of an individual business letter; 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture; Business writing: letters; The form of a letter 2. Business writing: emails; Inquiries 3. Quotations, offers 4. Orders, order acknowledgements 5. Payments and reminders 6. Complaints, handling complaints 7. Negotiating in writing; Making arrangements by email 8. Import Export 9. Profile: Barco of Belgium 10. Describing trends 11. Company performance: Anatomy of annual report 12. Setting Up a Business 13. New Business; Business vocabulary 14. Corporate Alliances and Acquisitions 15. Revision	

GENERAL INFORMATION	
Course name	**Business German III**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. apply business vocabulary within the scope of what was learned during the third semester; 2. choose the best expressions for the purpose of business correspondence; 3. compose simple business letters; 4. to conduct successful written business communication with companies from the German-speaking area. 5. judge the style of a particular business letter. 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Einführungsstunde 2. Form und Inhalt des Geschäftsbriefs 3. Anfrage 4. Angebot 5. Bestellung 6. Auftragsbestätigung; Auftragsablehnung 7. Kaufvertrag 8. Versandanzeige und Rechnung 9. Mahnung 10. Lieferverzug 11. Zahlungsverzug 12. Mängelrüge 13. Briefe zu besonderen Anlässen 14. Fachwortschatz 15. Wiederholen	

SEMESTER FOUR

GENERAL INFORMATION	
Course name	**Information and communication technologies in business**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Distinguish the role of information technology in distribution channels 2. To discover the key distribution channels of goods and services and the role that information technology plays in certain distribution channels 3. Compare the advantages and disadvantages of classic distribution channels and ICT-based distribution channels 4. Demonstrate collegiality and responsibility in team and individual work	
Course contents	
1. Introductory lecture 2. Position of trade of the Republic of Croatia in the economic environment 3. Distribution systems in the European Union 4. Logistics systems and their physical, value and information connection 5. Information system in business 6. Information system management 7. Information system of a trading company 8. Information technology, the carrier of business globalization 9. Trade development indicators 10. Reengineering and the learning organization 11. Electronic business 12. Database management	

GENERAL INFORMATION	
Course name	**Sales business**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Evaluate the functions of the sales department in the company 2. Choose the option of organization of sales in the company 3. To evaluate certain models of consumer behavior in the markets 4. Choose a sales strategy 5. Recommend planning, operational business and sales system processes 6. Recommend the appearance of the sales area 7. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Theoretical approach to sales and the place of sales in marketing 3. Sales organization 4. Management of the sales process 5. Sales research 6. Behavior of buyers and individual consumers and purchasing decisions 7. Sales forecasting and planning 8. Sales communications and business negotiation 9. Improvement of sales 10. Physical distribution in sales processes 11. Space management 12. Sales information system 13. Psychology in sales processes 14. Selection and training of sales staff 15. Ethics in sales	

GENERAL INFORMATION	
Course name	**Commercial Law**

Expected learning outcomes of the course

After successfully completing the course, students will be able to:

1. analyze the basic concepts and institutes of company law and contract law.
2. judge the applicability of European general principles to the system of establishment of a commercial company, branch office and representative office
3. evaluate the position of commercial law in relation to other branches of law.
4. judge the relationship between individual subjects of commercial law.
5. determine the applicability of legal norms of commercial law on practical examples.
6. draw up basic commercial contracts independently.
7. demonstrate collegiality and responsibility during cooperation in team and individual work.

Course contents

1. Introductory lecture; European company law; Freedom of business establishment; Regulatory competition
2. Company law - concept and sources; Trading company - definition and division
3. Trading company as a trader
4. Pre-company; Branch office; representation
5. Court register
6. Company
7. Representation
8. Company of persons, Partnership
9. Capital companies
10. Commercial contract law - concept and sources
11. Types of obligations
12. Types of contracts
13. Fulfillment of obligations
14. Means for strengthening the contract
15. Special trade agreements

GENERAL INFORMATION	
Course name	**Accounting of trading companies**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. distinguish the basic legal and accounting regulations related to trade 2. analyze basic accounting records in commercial companies 3. calculate the corresponding price calculations in the store 4. evaluate the features and rules of accounting records in wholesale and retail 5. judge typical accounting events in the trade 6. independently compile postings of typical transactions in wholesale and retail 7. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture. 2. Basic accounting records in the trade (accounting standards and regulations, accounting information system, financial statements in the trade, business books, accounting documents, the concept of trade goods, etc.). 3. Calculation of prices in the store (types of calculations, calculation of dependent procurement costs, calculation of procurement costs, calculation of sales price without VAT). 4. Accounting, tracking the acquisition of trade goods in wholesale (goods in warehouse, storage of goods at purchase cost or selling price, direct/indirect method of posting). 5. Inventory of trade goods - methods of monitoring inventory movements (inventory consumption, value of ending inventory, continuous and periodic calculation of inventory consumption, FIFO, weighted average price method). 6. Accounting monitoring of goods in transit, goods in someone else's warehouse, goods undergoing finishing, processing and manipulation, and monitoring of goods on the way. 7. Accounting monitoring of the purchase of goods in retail (calculation of the retail price of trade goods, goods in the store, return of goods from the customer). 8. Discount as a function of margin (discount calculation system). 9. Accounting monitoring of the sale of goods in retail. 10. Census differences in wholesale and retail trade (inventory in the trade, posting of census surpluses and deficits). 11. Value adjustment of stocks of trade goods. 12. Accounting monitoring of specific business changes in trade (goods on commission, goods on consignment).	

GENERAL INFORMATION	
Course name	**Communicating with the market**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Comment on the functions of communication in terms of socially responsible communication with the market 2. Plan forms of communication with the market in mass media 3. Judge the psychology of consumers in the process of making a purchase decision 4. Recommend the elements of the promotional mix in the Integrated Marketing Communication of the specific product/service 5. Design an integrated marketing communication for a specific product/service with an independent presentation 6. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Communicating with the market as a marketing instrument 3. Models of communication processes 4. Psychology of the buyer/consumer 5. Marketing environment and market research 6. Primary promotional mix: Advertising 7. Primary promotional mix: Public relations, publicity 8. Primary promotional mix: Sales promotion, Personal selling 9. Media 10. Secondary promotional mix: Consumer services, Packaging, Design, Word-of-mouth propaganda 11. Special areas of propaganda, Social propaganda, Political propaganda. 12. Digital marketing 13. Integrated marketing communication	

GENERAL INFORMATION	
Course name	**E-marketing**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Assess the electronic environment of economic entities. 2. Combine e-marketing techniques. 3. Create e-marketing research. 4. Propose the presentation of products and services in the e-environment 5. Use service models on the Internet 6. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Electronic environment of economic subjects 3. Internet, Internet services, Mobile Internet 4. Electronic marketing, e-marketing techniques 5. E-marketing information system 6. E-marketing research 7. Products and services in the e-environment 8. E-communication 9. E-distribution and business models 10. Payments in e-commerce 11. Service models on the Internet *12.* Special areas of E-marketing	

GENERAL INFORMATION	
Course name	**Human resources management**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Compare the risks and advantages of the selected human potential, 2. Valorize the needs of the business process in relation to human potential, 3. Choose opportunities for teamwork or independent work for human resources, 4. Value human resources and motivate further development depending on preferences. 5. Show responsibility during cooperation in team and individual work.	
Course contents	
1. Human potential - definition, forms, meaning and application. A strategic resource. 2. Motivation, rewarding, ways of finding optimal conditions for human resources. 3. Anticipation of needs (selection, planning and analysis). 4. Mentoring, learning, improvement, training of human resources. 5. Team work - advantages, disadvantages, positive and negative examples. 6. Resolving conflicts and conflict situations. 7. Resistance to change and leaving the comfort zone. Choosing the optimal task for each team member. 8. Labor relations and calculations of the amount of remuneration (salary). 9. Application of information and communication technology in human resources management. 10. Team tools and collaboration in a virtual environment. 11. SCRUM, AGILE and Waterfall methodologies and attitude towards human resources. 12. Computer system. Data and information. People. Organization. Communication. 13. Security aspects of the use of IT and human resources.	

GENERAL INFORMATION	
Course name	**Business English IV**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. determine business vocabulary within the topics covered during the fourth semester; 2. present business vocabulary in the field of marketing, corporate and product advertising and business media; 3. choose and use phrasal verbs in the field of business English; 4. choose correct sentences in non-administrative speech for the purpose of conveying business statements and news; 5. connect processes in the business world related to topics from the course content 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Adjective + preposition combinations in Business English 3. Noun + preposition combinations in Business English 4. Verb + preposition combinations in Business English 5. Reported speech 6. Grammar practice 7. Marketing 8. Hello to the good buys 9. Phrasal verbs in Business English 10. Product and Corporate Advertising 11. Sacrilege 12. Looney Advertising 13. The Business Media 14. A Man And His Information Machine 15. Revision	

GENERAL INFORMATION	
Course name	**Business German language IV**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. determine business vocabulary within the topics covered during the fourth semester; 2. present business vocabulary in the field of money, banking, types of payment, investing abroad; 3. use dictionaries; 4. correctly use causal and intentional sentences for the purpose of business communication; 5. connect processes in the business world related to topics from the course content; 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Einführungsstunde 2. Geschichte des Geldes 3. Phraseologismen mit Lexem Geld 4. Finalsatz 5. Finalsatz – Wiederholen 6. Kausalsatz 7. Kausalsatz - Wiederholen 8. Kolloqium 9. Banken 10. Plastikgeld 11. Zahlarten 12. Der Kredit 13. Auslandsinvestitionen und Auslandsniederlassung 14. Fachwortschatz im Bankwesen 15. Wiederholen	

GENERAL INFORMATION	
Course name	**Professional practice III**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Assess the specifics of the activity in which the student performs an internship 2. Connect the acquired theoretical knowledge in the business environment of the business entity 3. Judge the organizational structure of the business entity where the student performs professional practice 4. Demonstrate collegiality and responsibility during cooperation in team and individual work 5. Write a Journal of professional practice	
Course contents	
In this third cycle of professional practice, students work on jobs and on mastering jobs within a particular business function: finance, accounting, marketing, business logistics, IT, procurement, sales, personnel. Within a business entity or association from trade or logistics services, the student thus expands his theoretical knowledge and gets to know the practical skills of an economic entity that deals with commodity business. The selected business function for performing tasks in this cycle should be different from the one selected in another business cycle. In this way, after the end of the third cycle of professional practice, the student practically got to know the specifics of the activity and at least two business functions. In this, the third cycle of practice, the student should familiarize himself in detail with the performance of work and processes within the chosen business function, that is, the organizational unit of the economic entity, as well as with the organization in which he performed professional practice (trading company, tradesman).	

SEMESTER FIVE

GENERAL INFORMATION	
Course name	**Management in commerce**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Identify the basic tools of management in trading companies 2. Discover the role and importance of trade management 3. To evaluate the strategies of commercial business entities 4. Predict the future of trade management trends 5. To judge the influence of the environment on the management of a trading company 6. Classify the concepts of trade forms 7. Choose modern management techniques in an economic entity 8. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. The concept of store management 3. Retail and trade characteristics 4. The concept of integral management 5. Types of retail formats 6. Multichannel sales 7. Marketing strategy 8. Financial strategy 9. Customer relationship management 10. Appearance of the sales location 11. Strategy of organizational changes 12. Basic management functions 13. Store management 14. Ethical and legal restrictions in commercial operations *15.* Challenges and trends in trade operations	

GENERAL INFORMATION	
Course name	**The economic system of the EU**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Evaluate the difference between EU institutions 2. Evaluate EU policies 3. Analyze the characteristics of the EU economy 4. Confirm the importance and functions of EU funds 5. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Genesis of the European Union 3. The organizational system of the EU 4. European trade policy: free trade and regional preferences 5. System of common policies 6. From the customs union to the single market 7. Common EU market 8. Accompanying policy of the single market 9. Integration of product and service markets 10. Competition policy 11. Budget policy of the EU 12. EU funds	

GENERAL INFORMATION	
Course name	**Transport law in the European Union**
Study program	**Undergraduate professional commerce study program**
Status of the course (O/I)	**Obligatory**
Semestar	**Five**

Expected learning outcomes of the course

After successfully completing the course, students will be able to:

1. analyze the basic concepts and institutes of transport law.
2. judge the applicability of European general principles to contractual relations in transport.
3. evaluate the position of transport law in relation to other branches of law.
4. judge the relationship between individual transport branches.
5. determine the applicability of legal norms of transport law on practical examples.
6. draw up basic transportation contracts independently.
7. demonstrate collegiality and responsibility during cooperation in team and individual work.

Course contents

1. Introductory lecture; European transport law; Freedom of movement of goods
2. International transport law - concept and sources
3. The role of transport in international and domestic trade
4. Types of transport contracts
5. Direct and multimodal transport
6. Insurance contract
7. SDR – special drawing rights
8. Sources of international and national railway law
9. Sources of international and national road transport law
10. Sources of international and national air law
11. Inland navigation
12. Budapest Convention
13. Maritime law
14. Liability of the carrier for damage
15. Agreement on shipping or forwarding

Seminar classes refer to the presentation of practical examples by students. Based on theoretical and practical knowledge, the student is required to write a written seminar paper on a given topic, as a condition for taking the exam.

GENERAL INFORMATION	
Course name	**Entrepreneurship**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Analyze various aspects of entrepreneurs and entrepreneurship and their role in economic growth and development 2. Critically assess the business environment and formulate a market entry strategy 3. Explain the prerequisites for the establishment and successful operation of the company 4. Design and economically valorize an entrepreneurial idea 5. Create a business plan	
Course contents	
1. Introduction to entrepreneurship 2. Entrepreneur and entrepreneurship in economic theory 3. Definition of entrepreneurship 4. Classification of entrepreneurship 5. Entrepreneurial environment in the Republic of Croatia - GEM research 6. Entrepreneur - term and definition 7. Entrepreneur and risk 8. Business infrastructure 9. Creativity, business idea and opportunity analysis 10. Sources of ideas for beginning entrepreneurs 11. Business plan as a set of business policies 12. Marketing plan 13. Organizational plan 14. Financial plan 15. Sources of financing	

GENERAL INFORMATION	
Course name	**Consumer behavior**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. break down the process of making a purchase decision 2. determine groups of factors significant for consumer behavior 3. evaluate the impact of individual factors on consumer behavior in marketing activities 4. compare consumer behavior models 5. judge contemporary areas of consumer protection 6. review unethical behavior 7. conduct simpler research through a survey 8. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Introduction to consumer behavior and marketing strategy. What is consumer behavior? Seven key theses of consumer behavior. 3. Making a purchase decision. Significance of consumer behavior for marketing strategy. 4. Social factors and consumer behavior. 5. Influences of culture and subculture on consumer behavior. 6. Influence of social classes on consumer behavior. 7. Influences of reference groups and families on consumer behavior. 8. Psychological factors of consumer behavior. 9. Motives, personality, emotion and self-concept. Attitudes and behavioral intention. Lifestyle and consumer behavior. Product knowledge and involvement. 10. Consumer processes and behavior. Analyzing consumer behavior. 11. Conditioning and forms of learning. 12. Information processing process. Influences on behavior. 13. Analysis of consumer behavior about marketing - strategy. Market segmentation and product positioning. Consumer behavior and product strategy. Consumer behavior and promotion strategy. Consumer behavior and pricing strategy. Consumer behavior and distribution strategy. 14. Other aspects of consumer behavior. Consumer protection - Consumerism. Ethics and consumer behavior.	

GENERAL INFORMATION	
Course name	**Knowledge of food products**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. List and describe the properties of food products. 2. Differentiate between types of packaging and packaging of goods. 3. Analyze the ways of storing and transporting food products. 4. Evaluate the quality system of food products. 5. Review the environmental acceptability of products and processes and sustainable development. 6. Propose a method of distribution of certain types of agricultural and food products. 7. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture. 2. Food products and their properties. 3. Fresh and processed agricultural - food products of plant and animal origin. 4. Development of the technology of production, storage and distribution of food products. 5. Food production and packaging technology. 6. Food products of plant origin. 7. Food products of animal origin. 8. Packaging and storage of food products. 9. Transport and handling of goods - food products. 10. Quality of food products. 11. Food production and distribution and the ecosystem. *12.* Insight and analysis of practical cases (visits to food producers and distributors).	

GENERAL INFORMATION	
Course name	**Project management**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Conduct research on social and market needs 2. Write a project with all necessary components and necessary project documentation 3. Implement the integration of all project resources and manage the project 4. Determine models and processes of project evaluation with elements of sustainability and long-term effects of the project 5. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Research methodology 2. Methodology of project preparation and writing 3. Project management 4. Logical matrix project 5. Time management 6. Communications management 7. Human resource management 8. Management of material resources 9. Financial management 10. Quality control and management 11. Project evaluation 12. Closing the project	

GENERAL INFORMATION	
Course name	**Business English V**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. apply business vocabulary within the course content of the fifth semester; 2. connect global processes related to culturally determined patterns of business, competition and the meaning and role of money in the modern economy; 3. choose the best expressions for the purpose of making business calls; 4. conduct simple business telephone conversations in English; 5. judge the style of the interlocutor on the phone 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture; Telephoning 2. Phones and numbers; How can I help you? 3. Trying to get through and getting through 4. Making enquiries 5. Placing an order 6. Complaints and handling complaints 7. Making arrangements and ending calls 8. Teleconferencing & networking 9. Competition 10. McDonald´s stirs up battle with Starbucks 11. Money 12. Business quotes 13. Business across cultures 14. Standard Bank overcomes culture shock 15. Revision	

GENERAL INFORMATION	
Course name	**Business German V**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. develop productive communicative language competence in German; 2. choose the best expressions for the purpose of making business calls; 3. conduct business telephone conversations with German-speaking partners; 4. judge the style of the interlocutor on the phone; 5. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Einführungsstunde 2. Die Verkündung; Liste möglicher Telephongespräche 3. Telefonieren 1; Typische Wendungen am Telefon 4. Telefonieren 2; Buchstabiertafeln 5. Am Telefon; Das Auslandsgespräch; Kann ich Herrn Schuster sprechen? 6. Mit wem spreche ich am besten?; Eine Nachricht hinterlassen 7. Termine vereinbaren 8. Termine bestätigen 9. Reservierungen vornehmen 10. Reservierungen bestätigen 11. Kapitel 3: Telefonieren 1 und 2 12. Kapitel 3: Telefonieren 3; Wortschatz des Sachgebiets Telefonieren 13. Wortschatz rund ums Telefonieren 14. Wortschatz- und Übersetzungsübungen 15. Wiederholen	

GENERAL INFORMATION	
Course name	**Professional practice IV**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Apply the acquired professional knowledge in organizational, procurement, sales, marketing and financial processes in the business entity 2. Economically valorize events, projects, products and services in the business entity 3. Review the business environment of the economic entity (micro-environment and macro-environment) 4. Demonstrate collegiality and responsibility during cooperation in team and individual work 5. Write a Journal of professional practice	
Course contents	
In this fourth cycle of professional practice, students work on jobs and mastering jobs within a particular business function (purchasing, sales, marketing, finance, information connectivity, SCM, CRM). Thus, the student expands his theoretical knowledge and learns practical skills related to the relationship between an economic entity and its business environment and its value chain. In this, the fourth cycle of practice, students will be introduced to relations on the market and with the bodies of the broader and narrower social community, and with various non-economic organizations and associations, by eminent experts from the economy through lectures, simulation of business processes and practical exercises. By the end of the fourth cycle of professional practice, the student has already learned the place of the economic entity in the market and society (its micro-environment and macro-environment).	

SEMESTER SIX

GENERAL INFORMATION	
Course name	**International commerce**
Expected learning outcomes of the course	
Nakon uspješno završenog k predmeta studenti će moći: 1. analyze the institutions of the international economic and financial system 2. to identify the key terms of the Croatian foreign trade system 3. justify the application of a particular way of selling goods and a specialized market in foreign trade, as well as a particular international trade term, international trade rule, international convention on trade and customs, and international norms 4. compare price negotiation and methods of making foreign trade calculations 5. compare business documents in foreign trade and payment instruments in foreign trade 6. propose risk insurance measures 7. choose the types and forms of performance on the foreign market 8. to recommend the operational execution of certain foreign trade transactions 9. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture. 2. Institutions of the international economic and financial system. 3. Croatian foreign relations system (Croatian foreign exchange system, Croatian customs system, Croatian foreign trade system). 4. Contracting the sale of goods. 5. Specialized markets in international exchange. 6. Electronic trade. 7. International trade customs, convention rules and norms. 8. Price and calculations in foreign trade. 9. Business documents in foreign trade operations. 10. Payment instruments in foreign trade. 11. Risks and risk policy in foreign trade (commodity risks, financial risks, risk management in foreign trade). 12. Sales contracts in foreign trade. 13. Participants and the course of classic regular operations of export and import of goods. 14. Croatian Chamber of Commerce. State inspectorates for product quality control. 15. Phases and flow of regular operations of export and import of goods.	

GENERAL INFORMATION
Expected learning outcomes of the course
After successfully completing the course, students will be able to: 1. Evaluate the role and importance of marketing in the trade 2. Break down the stages of development and specifics of marketing in the store 3. Recommend the most suitable marketing strategy in the store 4. Evaluate the effectiveness of the marketing performance on the market 5. Valorize private and manufacturer product brands 6. Critically judge specific advertising in the store 7. Demonstrate collegiality and responsibility during cooperation in team and individual work.
Course contents
1. Introductory lecture 2. Marketing today 3. Brand management 4. Brand identity and brand identity elements 5. Private brands 6. Marketing in the store (procurement) 7. Positioning of products in the store - conditions and annual contracts 8. Vertical marketing in the store 9. Market segmentation and target groups 10. Specific advertising in the store 11. Analysis - PEST *12.* Analysis - SWOT

GENERAL INFORMATION	
Course name	**Logistics in the trade**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Assess the role and importance of logistics in trade 2. Break down the stages of development of logistics and supply chain in trade 3. To judge the different roles of participants in the supply chain 4. Propose efficient supply chain management models 5. Evaluate the efficiency of the supply chain of the economic entity 6. To recommend the logistics strategy of the economic entity 7. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. Strategy and planning in the supply chain 3. Supply chain network design 4. IT (information technology) for supply chain management 5. Principles of supply chain management 6. Demand management 7. Demand forecasting 8. Procurement management and supplier selection 9. Aggregate planning in the supply chain 10. Inventory management 11. Contracts in supply chains 12. Assignment of jobs 13. Transport management 14. Management of warehouses and distribution centers 15. Coordination in the supply chain	

GENERAL INFORMATION	
Course name	**Business communication**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Critically judge the role and significance of communication as a professional competence 2. Manage communication methods and strategies in business situations 3. Apply ethical principles in communication 4. Manage models of written business communication 5. Develop public speaking and interpersonal communication skills necessary for social and business interaction	
Course contents	
1. Communication - skill/science 2. Theoretical foundations of communication - Communication process. Forms of communication. Functions of communication. 3. Communication and social processes 4. Ethics and communication 5. Communication and culture 6. Interpersonal communication competence 7. Verbal and non-verbal communication 8. Listening and persuasion 9. Public speaking and performance 10. Business communication - the basis of business processes 11. Written business communications 12. Business meetings 13. Preparation and performance of the presentation 14. Application of ICT technologies in business communication	

GENERAL INFORMATION	
Course name	**Market and distribution of agricultural and food products**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. to distinguish the essential features of the market of food and agricultural products, 2. analyze the factors of the market of food and agricultural products, 3. differentiate the distribution system of food and agricultural products, 4. propose the optimal amount of stock in warehouses, 5. to recommend the method of distribution of food and agricultural products, 6. demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. The place of the market in the system of science and the fundamental characteristics of market theory as a scientific discipline. 3. The market. Concept, morphology, typology, structure. 4. Market factors: needs, supply, demand, prices, etc. 5. Domestic and world market of agricultural food products. Market capacity. Special markets. 6. Market analysis of agricultural food products. 7. Preparation and access of the Croatian market to the EU market. 8. Distribution system of agricultural and food products. 9. Distribution: physical distribution, distribution channels. 10. Keeping stocks. Warehouse of finished products (concept, functions and types of warehouse), arrangement of goods in the warehouse, records and preparation for shipment. Packaging. 11. Transport system: concept and division of transport, functions, transport problem, internal transport *12.* Accompanying documentation during transport, transport services market.	

GENERAL INFORMATION	
Course name	**Corporate social responsibility**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Assess the specifics of socially responsible business 2. Assess the mutual relationship between socially responsible business and sustainable development 3. Recommend the concept of socially responsible business to a specific business entity 4. Demonstrate collegiality and responsibility during cooperation in team and individual work.	
Course contents	
1. Introductory lecture 2. CSR – concept and manifestations 3. The relationship between CSR and sustainable development 4. Historical development of CSR in the Republic of Croatia and the legislative framework 5. Strategy of sustainable development of the Republic of Croatia and CSR 6. Strategic determinants of CSR 7. CSR in the EU 8. Areas of CSR 9. CSR in business 10. CSR tools and instruments 11. CSR and economy, ethics and ecology 12. The future of CSR 13. Examples of good practice	

GENERAL INFORMATION	
Course name	**Professional practice V**
Expected learning outcomes of the course	
After successfully completing the course, students will be able to: 1. Critically evaluate internal studies, reports and plans of the economic entity in which they perform professional practice 2. Present the selected product or service 3. Develop public speaking skills 4. Demonstrate collegiality and responsibility during cooperation in team and individual work 5. Write a Journal of professional practice	
Course contents	
In the fifth cycle of professional practice, students should familiarize themselves with the possibilities of developing and creating the strategy of an economic entity. Development can refer to the introduction of certain management concepts, the implementation of a new information system, a marketing strategy, and the like. This cycle of professional practice is the crown of the student's overall work in practice and mastering the theoretical part of the material. This cycle of professional practice should be used to prepare the concept of the student's final thesis. In this, the fifth practice cycle, the student should familiarize himself with the thoughts and aspirations of the management of the company where the professional practice was carried out. In addition, the student should familiarize himself with certain studies, reports, analyses, plans of the company where he performs his professional practice. As with the previous cycles of professional practice, the student is obliged to fill out a special diary form, in which he should provide information based on the relevant organization (company and/or group), and very briefly comment on its aspirations and new development opportunities (in total or in individual segments) .	