



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

BUSSINESS DEPARTMENT

Management in Trade

Professional Graduate Study Program

EQF Level 7 – Second Cycle (Master's Degree)

September 2025

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MANAGEMENT IN TRADE

BASIC INFORMATION ABOUT THE STUDY PROGRAM

Title and type of study: Professional graduate study program Management in Trade

HKO/EQF/QF-EHEA level: 7

Scientific or artistic field and field of study: social sciences, economy

According to the ISCED FoET classification: ISCED 7; 04 – Business, administration and law

Duration of study: 2 years

Number of ECTS points that are obtained at the end of the studies: 120

Academic or professional title, i.e. academic degree: master's degree in management in trade

Language of studies: Croatian and English

Place of studies: Vukovar

Study method (classical, hybrid, online): classic

[Link](#)  for list of courses available per semester.

[Link](#)  for Study program learning outcomes.

ACADEMIC CALENDAR

Academic year: October current year – 30th September -next calendar year

WINTER SEMESTER

Lectures	October,– February,
Winter Exams	February , March ,
Additional exams	November– December – for earlier semester finished students
Christmas' holiday	December 24, – January 7,

SUMMER SEMESTER

Lectures	March – June
Summer Exams	June– July
Autumn Exams	August– September
Additional exams	April–May – for earlier semester finished students
Dean's exam period	September – according rules
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 internal processes!

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

National Holidays

January 1	New Year's Day
January 6	Three Kings Day
March 31, April 1,	Easter Sunday and Monday
May 1	Labour Day
May 30	Statehood day
June 8	Corpus Christi
June 22	Anti-Fascist Struggle Day
August 5	Victory and Homeland Thanksgiving Day
August 15	Assumption of Mary
October 8	Independence Day
November 1	All Saints' Day
November 18	National Holiday - Remembrance Day for all victims of the Homeland War
December 25 -26	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 num. ; W-autumn/winter S-spring/summer
1.	Strategic Management	285125	T	6.0	1 W
2.	Financial Management	285126	T	5.0	1 W
3.	International Trade Law	285127	T	5.0	1 W
4.	Communication Skills	285129	T	5.0	1 W
5.	Statistical Methods for Market Research	285130	T	5.0	1 W
6.	Human Resources Management	285135	T	4.0	1 W
7.	Consumer Protection	285137	T	4.0	1 W
8.	Product Brand Management	285139	T	4.0	1 W
9.	Marketing Strategies	285140	T	6.0	2 W
10.	Innovative Entrepreneurship	285141	T	5.0	2 W
11.	Digital Tools in Company Management	285142	T	5.0	2 W
12.	Project Management	285143	T	5.0	2 W
13.	Business Negotiation	285145	T	5.0	2 W
14.	Business English	285148	I	4.0	2 W
15.	Business German	285150	I	4.0	2 W
16.	Trade Public Relations	285152	T	4.0	2 W
17.	Management of Regional Development	285153	T	4.0	2 W

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**.

CONTACT INFORMATION

ECTS COORDINATORS/host of the department

Borislav Marušić, PhD., professor of professional studies bmarusic@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 Learning Agreements and any course modifications during the mobility period.

INCOMING TRAINEESHIP STUDENTS SUPERVISORS/host of the department

Borislav Marušić, PhD., professor of professional studies bmarusic@vevu.hr

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

LIST OF LECTURERS LINK.

CLASS DESCRIPTION AND LEARNING OUTCOMES ON THE COURSE LEVEL

GENERAL INFORMATION	
Course name	Strategic Management
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. Understand the importance of strategic management for the survival, growth and development of a company; 2. Build the strategic framework of the organization, including mission, vision, goals and values, in order to clearly define the direction of business; 3. Critically assess the key elements of strategic management, identifying strengths, weaknesses, opportunities and threats; 4. Explain the features of strategic decisions; 5. Develop creative solutions using strategic management perspectives; 6. Apply strategic management concepts to real business situations, developing practical solutions.	
<i>1.2. Course contents</i>	
1. Introduction to Strategic management 2. Strategic management process 3. Components of strategic management 4. Strategic planning 5. Mission, vision and strategic goals 6. Analysis of the external environment 7. Analysis of the internal environment 8. Types of strategies 9. Methods of strategy selection 10. Strategy implementation 11. Strategy control 12. Strategies of complex companies	
GENERAL INFORMATION	

Course name	Financial Management
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. Interpret the basic concepts of financial management (time value of money, risk, return, valuation of securities, etc.); 2. Analyze the financial environment of the company (financial markets and instruments) for the needs of financing the company; 3. Compare the features of company financing from long-term sources and their impact on company operations; 4. Evaluate the capital structure and dividend policy of the company; 5. Apply appropriate methods and tools in the assessment of capital investments and management of working capital; 6. Interpret financial statements for the purposes of decision-making in financial management; 7. Evaluate the effects of mergers and acquisitions (M&A) of companies and the impact of international factors on business decisions.	
<i>1.2. Course contents</i>	
1. Introduction to Financial management 2. Time value of money 3. Concept of risk and return 4. Financial markets and instruments 5. Valuation of securities and financial management 6. Decisions on financing from long-term sources 7. Capital structure and dividend policy 8. Capital investment planning (methods, risk, return) 9. Management of working capital 10. Financial reporting and financial management 11. Mergers and acquisitions (M&A) 12. International Financial management	
GENERAL INFORMATION	

Course name	International Trade Law
COURSE DESCRIPTION	
1.1. <i>Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. Analyze key international agreements that regulate international trade, using critical thinking and application of relevant legal principles; 2. Evaluate legal frameworks and institutional mechanisms that regulate international trade, identifying their advantages, disadvantages and impact on global business activities; 3. Apply legal principles to concrete situations in international trade; 4. Create reasoned analyzes and proposals for solving legal issues in international trade, taking into account different business interests, perspectives and regulatory frameworks; 5. Propose strategies for harmonizing business activities with the legal requirements of international trade, with an emphasis on ethics, sustainability and responsible business	
1.2. <i>Course contents</i>	
1. Introduction to international trade law 2. Sources of commercial law 3. International trade agreements 4. Legal techniques 5. Dispute resolution 6. Fulfillment of the contract 7. Insurance of special risks in international trade 8. Special international trade agreements 9. The concept of society; Types of societies; Trading companies 10. Property relations in a trading company 11. Company 12. Management of capital companies 13. Conclusion and fulfillment of the contract 14. Securities 15. Commercial arbitration	

GENERAL INFORMATION

Course name	Communication Skills
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COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. Critically judge the role and significance of communication as a professional competence; 2. Determine the forms and models of business communication for building professional relationships; 3. Choose oral and written business communication tools; 4. Apply communication skills when conducting a business meeting; 5. Confirm public speaking and interpersonal communication skills necessary for social and business interaction.	
<i>1.2. Course contents</i>	
1. Introductory lecture 2. Communication and social processes 3. Interpersonal communication competence 4. Verbal and non-verbal communication 5. Styles of behavior and communication in the business environment 6. Obstacles in communication 7. Business communication models - "7C" model 8. Communication with colleagues, superiors and subordinates 9. Case analysis 10. Business jargon and phrases 11. Conducting meetings 12. Written communication skills 13. Public speaking and performance 14. Business presentations – Pitch Deck	

GENERAL INFORMATION	
Course name	Statistical Methods for Market Research
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to:	

1. Establish hypotheses based on research objectives;
2. Design the process of data collection and processing in research with the selection of appropriate outcome measures;
3. Design a questionnaire with appropriate metric characteristics;
4. Valorize the use of individual measures of central tendency and measures of dispersion for different types of data in research results. Choose the appropriate statistical test according to the type of data obtained from the research.

1.2. Course contents

1. Introduction to research – basic terms
2. Overview of the research process and research timeline
3. Goals and hypotheses – foundations of research organization
4. Population and sample, types of samples
5. Research instruments and metric characteristics of the instruments, construction and validation of the questionnaire
6. Types of data and outcome measures in research, definition of variables and measurement scales
7. Input and organization of data for processing with a statistical program, basic characteristics of SPSS
8. Measures of central tendency and measures of variability
9. Normal distribution and other types of distributions
10. Student's t-test and analysis of variance (ANOVA)
11. Selected non-parametric tests
12. Correlation analysis, regression analysis
13. Ways of presenting research results in a research report

GENERAL INFORMATION

Course name	Human Resources Management
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COURSE DESCRIPTION

1.1. Expected learning outcomes of the course

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

1. Assess the management of human resources and the impact on the overall management of the company;

2. Analyze key processes in the organization including job analysis, recruitment, selection, compliance, training and development, performance management, compensation and ensuring a safe and healthy environment;
3. Determine opportunities, threats, organizational strengths and weaknesses in a strategically oriented human resources management system;
4. Recommend human resource management practices that can help companies successfully deal with global, quality, labor and social challenges.

1.2. Course contents

1. Introduction to the field of human resources management
2. Understanding of human resources management
3. Legal and ethical context of human resources management
4. Strategic management of human resources
5. Analysis and design of workplaces
6. Human resources planning
7. Recruitment and basis of selection
8. Training and development of employees
9. Career management
10. Establishment of performance management system
11. Determination of remuneration
12. Ensuring a safe and healthy working environment

GENERAL INFORMATION

Course name	Consumer Protection
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COURSE DESCRIPTION

1.1. Expected learning outcomes of the course

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

1. Critically evaluate key principles and regulations related to consumer protection at the national and European level;
2. Evaluate the effectiveness of marketing activities of retailers and public service operators in accordance with regulations in the field of consumer protection;
3. Review the role of consumer protection in stimulating the country's economic growth according to the principles of a sustainable green economy;

4. Integrate the key features of consumer policy into the company's strategies and operational processes;
5. Confirm acquired knowledge about consumer protection in the business environment.

1.2. Course contents

1. Introductory lecture
2. Consumer protection in society and economy
3. Behavioral economics in consumer policy
4. Development and achievements of European consumer policy
5. Marketing management in the conditions of expansion of consumer rights
6. Management of consumer complaints
7. Consumer rights in online retail and the digital market
8. Provision of services in sensitive areas for consumer protection
9. Indicators of functioning and effectiveness of consumer protection
10. Sustainable consumption and the connection between consumer protection and environmental protection
11. Consumer protection policy at the national level
12. Presentation of seminar papers

GENERAL INFORMATION

Course name	Product Brand Management
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COURSE DESCRIPTION

1.1. Expected learning outcomes of the course

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

1. assess the role and importance of the product/service brand;
2. evaluate the effectiveness of owning a product brand;
3. understand the processes of brand creation.

1.2. Course contents

1. Introductory lecture – basic terms
2. Product brand, meaning and definition of terms
3. Process development from product to brand
4. Branding of the trade mark
5. Market value of the brand
6. Brand identity
7. Designing brand identity
8. Marketing program of the brand
9. Brand positioning
10. Sustainability of the brand
11. Strategic brand management
12. Private brands
13. Management of private brands
14. Relationship with the consumer
15. Sustainability of the brand

GENERAL INFORMATION

Course name	Marketing Strategies
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COURSE DESCRIPTION*1.1. Expected learning outcomes of the course*

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

1. evaluate the role and importance of marketing strategies;
2. evaluate the effectiveness and think strategically about marketing strategies;
3. classify the processes of creating marketing strategies;
4. develop competences in judging marketing strategies;
5. demonstrate collegiality and responsibility during cooperation in team and individual work.

1.2. Course contents

1. Relationship between strategy and marketing
2. Basic concepts in the construction of marketing strategies
3. Support means for building marketing strategies
4. Strategic analysis of internal factors and external marketing situation
5. Market segmentation strategy and target market selection

6. Positioning strategy
7. Three generic marketing strategies
8. Product differentiation strategy
9. Marketing strategy oriented towards establishing relations with customers
10. Marketing strategies for mature and declining markets
11. Growth strategies
12. Horizontal and vertical integration strategies
13. Diversification strategy
14. Strategic alliances, mergers and acquisitions
15. Introduction, application and evaluation of marketing strategies

GENERAL INFORMATION

Course name	Innovative Entrepreneurship
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COURSE DESCRIPTION*1.1. Expected learning outcomes of the course*

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

1. critically judge entrepreneurship as a scientific and social phenomenon;
2. assess entrepreneurial and managerial functions;
3. critically judge the importance of an innovative, proactive and entrepreneurial way of thinking for personal development;
4. choose innovative business models;
5. apply knowledge with the purpose of creating an innovative project assignment.

1.2. Course contents

1. Introductory lecture
2. Basic principles of entrepreneurship
3. Entrepreneurial way of thinking
4. Entrepreneurial and managerial functions
5. Entrepreneurship and innovation
6. Innovations and business process
7. The process of creating and developing a new venture
8. Innovative business model
9. Protection and management of intellectual property
10. Marketing plan

11. Organizational plan

12. Financial plan

GENERAL INFORMATION	
Course name	Digital Tools in Company Management
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. critically evaluate the possibilities of implementing digital tools for company management and individual business tasks; 2. create a creative environment and ideas for potentially new digital solutions in the segment of Internet applications for specific business tasks; 3. synthesize the collected information for the purpose of solving complex problems in the company; 4. manage development activities for the purpose of developing new and existing tools for digital business; 5. take personal and team responsibility for business decision-making in unpredictable circumstances (domestic and foreign business).	
<i>1.2. Course contents</i>	
1. Digital business – opportunities, prerequisites and challenges 2. Geographically independent (remote) workplace – framework, rights and obligations 3. Analytical tools – strategic planning, resource management, work supervision and task records 4. Sales operations – lead management, potential gathering and assessment of next steps, sales planning in a digital environment 5. Storage challenges in digital business, inventory planning for online stores, delivery, customer and return processes 6. Billing, accounting 7. Digital exchange of data with supervisory institutions and international digital business 8. Communication tools – teams in a global environment 9. Information system of a digital company 10. Unified solutions, digital transformation of companies and resistance to change 11. Organization within a digital enterprise 12. Management of data and backup copies. Security aspects of using information and communication technology with an emphasis on global market opportunities (customers, suppliers).	

GENERAL INFORMATION	
Course name	Project Management
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. critically judge the methodology and success of a particular project; 2. recommend a digital tool for project management; 3. lead team activities on location and remotely; 4. evaluate the advantages and disadvantages of working on the spot or remotely; 5. create prerequisites for successful project implementation (relationship between resources and performance); 6. prepare the project independently.	
<i>1.2. Course contents</i>	
1. Basics of project activities 2. Life cycle of the project 3. Building a project team 4. Effectiveness of the project team 5. Profitability of the project 6. Budget optimization 7. Managing projects in a digital environment 8. Digital tools for project management 9. Monitoring and reporting in projects 10. Risk and change management in the project 11. Evaluation and completion of the project 12. Differences between PM, CRM and ERP tools	

GENERAL INFORMATION	
Course name	Business Negotiation
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. manage communication methods and strategies with different social groups in a dynamic business environment 2. choose public speaking and interpersonal communication skills necessary for social and business interaction 3. apply the principles of clear and direct verbal communication, and recognize obstacles in communication with yourself and others 4. choose the skills of public speaking and interpersonal communication necessary for social and business interaction in Croatian/foreign language 5. take personal and team responsibility in managing and leading business processes	
<i>1.2. Course contents</i>	
1. Introduction to (business) negotiation: about the course. Literature and lesson plan 2. Communication as part of culture 3. Active listening as a communication advantage 4. Business communication – the basis of business processes 5. Business negotiation process 6. Rules and elements of business negotiation 7. Non-verbal communication, verbal communication, argumentation 8. Negotiation as a key business process 9. Communication skills in business negotiations 10. Game in negotiations 11. Business communication in e-business: legal assumptions and security issues 12. Creativity and teamwork techniques 13. Modern technologies and communications in negotiation 14. Public performance and interpersonal communication 15. Presentation design, presentation skills in front of the audience	

GENERAL INFORMATION	
Course name	Business English
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	
After successfully completing the course, students will be able to: 1. valorize professional texts in business English in the field of management; 2. apply business vocabulary within the framework of what was learned during the semester; 3. lead a conversation in a foreign language on typical topics from the course content; 4. combine acquired knowledge and analyze it while reading professional literature; 5. recognize new trends in management by reading English business magazines online.	
<i>1.2. Course contents</i>	
1. Management 2. Management – practice 3. Leadership 4. Leadership – practice 5. Strategy 6. Strategy – practice 7. Recruitment 8. Adjectives ending in -ed/-ing 9. Causative have 10. Causative have – practice 11. Fractions and percentages 12. Abbreviations in Business English	

GENERAL INFORMATION	
Course name	Business German
COURSE DESCRIPTION	
<i>1.1. Expected learning outcomes of the course</i>	

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

1. valorize professional texts in Business German in the field of management;
2. apply business vocabulary within the framework of what was learned during the semester;
3. lead a conversation in a foreign language on typical topics from the course content;
4. combine acquired knowledge and analyze it while reading professional literature;
5. recognize new trends in management by reading German business magazines online.

1.2. Course contents

1. Einleitungsstunde
2. Neue Arbeitsformen
3. Vielfalt im Unternehmen
4. Handel im Wandel
5. Börse und Aktienkurse
6. Börsenpsychologie
7. Geschäftsbericht
8. Versicherungen
9. Das neue Produkt
10. Konflikte im Projekt
11. Messezeiten
12. Globaltransportwege
13. Vorstellungsgespräch

GENERAL INFORMATION

Course name	Trade Public Relations
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COURSE DESCRIPTION

1.1. Expected learning outcomes of the course

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

1. analyze public relations in the trade;
2. apply models and techniques of public relations in the trade;

3. to compare recent examples of good/bad practice in public relations;
4. measure the effects of communication on social networks;
5. analyze morally dubious situations in the business environment;
6. critically judge the power of public opinion and the media in the business environment.

1.2. Course contents

1. Introductory lecture
2. The concept of public relations, the concept of public change
3. The role of public relations in trade and the organization of activities
4. Techniques and models of public relations
5. Management of public relations in the store
6. Relations with the media
7. Professional standards in trade public relations
8. Public relations on social networks
9. Rules of communication in public speaking
10. Ethics in public relations in trade
11. Analysis of the organization; description, overview of activities, planning
12. Analysis of the public; description, overview of activities, planning

GENERAL INFORMATION

Course name	Management of regional development
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COURSE DESCRIPTION

1.1. Expected learning outcomes of the course

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

1. assess the economic capacity of the region;
2. critically evaluate the factors of the economic structure and development indices of the region;
3. review the regional development policy management strategy;
4. take personal and team responsibility in managing and leading business processes.

1.2. Course contents

1. Introductory lecture
2. Concept and types of regions
3. Theories and concept of regional development
4. Factors of the economic structure of regional development
5. Regional development and EU funds
6. Regional Development Program of the Republic of Croatia
7. Evaluation of the development of regions
8. Regional development management models
9. Strategic planning and analysis of regional development factors
10. Implementation and monitoring of the regional development strategy
11. Evaluation of the implementation of the regional development policy
12. Sustainability of regional development in the 21st century
13. Examples of good practice