

SPRING SEMESTER 2017				
COURSE	ECTS	LEVEL	PREREQUISITES	COURSE OUTLINE
Monetary Policy	5	MASTER	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The course is recommended to students who are about to seek employment or are already employed in financial industry (banking institutions, savings banks, insurance companies, leasing firms, investment funds, brokerage companies, etc.), corporate sector (large companies and SMEs, global companies operating in Croatia or abroad), public administration, in international institutions as Croatia's staff (EU, EBRD, EIB, IMF, World bank, IFC, etc.), journalism, PR/media organizations and wish to understand monetary policy framework and central banking and are keen improve their management skills, from the "strategic management" and/or macroeconomic/monetary point of view. But, journalism lacks experts in financial issues, specifically in banking and central banking, why this course is recommended for students of journalism.</p> <p>The course is divided into three main topics: (a) Theoretical Fundamentals of Monetary policy, (b) Domestic Aspects of Monetary Policy, (c) Monetary Policy in an Open Economy.</p> <p>Specific topics include: defining money and Modern Money Theory (MMT), the demand for money, the money supply process and transmission mechanism, monetary policy transmission, monetary policy goals, rules versus discretion and monetary strategies (IT - inflation targeting and nominal GDP targeting), design of central bank legislation, introduction to central banking operations in modern market economy, the instruments of monetary policy, profit/seignorage of the central banks, monetary policy implementation, the central bank balance sheet, standing facilities, open market operations, reserve requirements, modern post-crisis central banking, open economy macroeconomics, monetary policy strategies in an open economy, overview of the central banking in Croatia during (a) 1990 – 1999 and (b) 2000 - 2013, monetary policy of the Croatian central bank and nominal/real convergence to European monetary union, how central banking operations affect corporate sector of national economy.</p> <p><b>OUTCOMES:</b> After finishing the course students will be able to fully understand how monetary policy and central banking in Europe and Croatia works, how are conducted monetary policy operations that will determine main business conditions for companies (SMEs and large, private and public) and commercial banks (inflation/deflation, asset prices, interest rate, exchange rate, domestic and foreign liquidity), that has the most important influence on Croatia's macroeconomic policies, which could also help them, as managers/entrepreneurs and journalists, to design the optimal business strategy, to manage people and organizations for high performance on the single European and domestic market, and, finally, to work in journalism as economic experts.</p> <p><b>TEACHING METHODOLOGIES:</b> Through lectures, exercises, reading, listening and writing students, will acquire specific new knowledge necessary for understanding monetary policy in Croatia and EU.</p>
European Union Funding Policies and EU Terminology	4	MASTER	This course is designed for the students who have the independent user (B1) level of knowledge and who are interested in following subsequent courses on EU project management	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The course serves as an introduction into subsequent courses on EU project management.</p> <p>Through this course the students will get familiar with EU topics in general – development, institutions, decision-making, budget and policies and special attention will be given to EU funding policies and the basis of Projects cycle management in order to familiarize the students with EU terminology and prepare them for the subsequent courses which will be more skill-oriented.</p> <p><b>OUTCOMES:</b> After the course the students will be familiar EU matters and more particular with EU jargon regarding EU funding and Project Cycle Management.</p> <p><b>TEACHING METHODOLOGIES:</b> Interactive lectures, exercises, group work, individual reading and discussions.</p> <p><b>NOTE:</b> THIS LECTURE COULDE TAKE PLACE OUTSIDE ZAGREB ON ISLAND OF VIS IN OUR INTERNATIONAL CENTER. All students are provided with transportation (ZAGREB-VIS-ZAGREB), but not with accommodation and meals. The price for last year was 10-12 EUR for accommodation per day in apartment. Length period of classes on island VIS about 10 days.</p>
Marketing Management	5	MASTER	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The course is designed to serve as an introduction to the theory and practice of marketing. Topics which are covered within the course are the marketing environment, strategic planning, market segmentation, targeting and positioning, product development, pricing, distribution and promotion, but several interesting topics are analysed in-depth (such as market research, branding, strategic marketing). Provides an understanding of the roles of marketing in the economy and the firm, and develops a rationale for a marketing perspective as a guide to organizational and individual actions.</p> <p>The course is recommended to students who are about to seek employment or are already employed, but not necessarily in marketing field of business.</p> <p><b>OUTCOMES:</b> Students will improve their ability to develop effective marketing strategies and assess market opportunities, as well as design strategy implementation programs. In addition, students will have the opportunity to communicate and defend their recommendations for specific marketing problem situations.</p> <p><b>TEACHING METHODOLOGIES:</b> The students will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, guest speakers, individual and group assignments.</p>
Managing Growing Companies	4	MASTER	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> Students will learn about the variety of goals of growing company, respective internal and external conditions that affect the growth and development of the company, and use a number of research, analysis and strategy tools to be equipped with necessary skills and knowledge for making decisions and managing growth companies where they work or will work in the future. Basic course program includes the following topics: (1) Company growth and economic growth; (2) The objectives of the company's growth, (3) Terms and conditions of the company's growth, (4) External paths of growth companies, (5) Internal growth paths, (6) The life cycles of the company; The role of decision making/management styles in various phases, (7) How to manage company in times of crisis, (8) Black swan, Blue ocean.</p> <p><b>OUTCOMES:</b> After completing the course and the assignment (analysis of available information on the studied entrepreneurial company and recommendation for its further growth), students will be able to identify potential for growth, identify key factors to realize growth, demonstrate an understanding of the resources needed for growth, and ultimately make recommendations on how to manage growth.</p> <p><b>TEACHING METHODOLOGIES:</b> experiential learning through lectures, case studies of guests' entrepreneurs, discussions, case studies, research, individual and team-designed assignments and presentations. Students will develop knowledge and skills required for managing growing companies and using appropriate tools to support their operative and strategic decisions related to growth.</p>

Competitiveness, Innovation and Development	4	MASTER	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course is recommended to students who are seeking to get insights into the experiential use of contemporary models of competitiveness and innovation management as well as knowledge and skills needed for personal and organizational growth and development.</p> <p>The course is divided into the main topics: competitiveness, innovation and development at personal, organizational and national levels. Specific topics include: globalization and global trends (causality of factors); personal competitiveness, strengths and career options (Strengths Finder, MBTI); doctrines and concepts of competitiveness (M. Porter); organizational strategy ('five forces'); knowledge economy and innovation (innovation capacity building); competitiveness management ('diamond'); competitiveness measurement and benchmarking ('WEF, IMD); competitive strategies and development models (EU); national competitiveness (Croatia).</p> <p><b>OUTCOMES:</b> After finishing the course students will be able to explain concepts of competitiveness, innovation and development, understand and interpret key indicators, benchmarks and scorecards and make use of different competitive and innovative business tools, methods and models for improvement of individual, organizational and national growth and development.</p> <p><b>TEACHING METHODOLOGIES:</b> Lectures, individual and group exercises and presentations, articles and case study reading, writing and assessment, field visits and research.</p>
Crisis communication and management of trends	5	MASTER	none	
Branding strategy	5	MASTER	none	