

Study Program	Business Economics					
Study Cycle	Undergraduate Study	Type	Single Major			
Specialization	Management	Modul	--			
Year of Study	4.	Semesters	Winter			
Course Name	Human resources management	Course Code	EFPEMEB701			
ECTS	6	Status	Compulsory			
Number of Teaching Hours			Lectures	Exercises	Seminars	Internship
			30	30	0	0
Course Objectives	<ul style="list-style-type: none"> • Achieve an understanding of the importance, role and goals of human resources management • Expand students' knowledge about the influence of external and internal factors on human resources management • Achieve an understanding of the basic functions of human resources management among students 					
Learning Outcomes			Course Learning Outcome Code	Study Programme Learning Outcome Code		
	Explains the role and goals of human resources management		EFPEMEB701-IU-1	EFPEMEB-IU-1		
	Analyzes the basic functions of human resources management		EFPEMEB701-IU-2	EFPEMEB-IU-1		
	Applies knowledge about human resources management in the company		EFPEMEB701-IU-3	EFPEMEB-IU-1		
	Analyzes the influence of external and internal factors on the management of human resources		EFPEMEB701-IU-4	EFPEMEB-IU-1		
Prerequisites for Course Enrollment	Enrolled in the fourth year					
Course Content	Week / Cycle	Topic				
	1st Week	Introduction to human resources management: definition, goals, basic functions				
	2nd Week	Factors of human resources management				
	3rd Week	Strategic management of human resources				
	4th Week	Human resource planning				
	5th Week	Recruitment of human resources				
	6th Week	Selection of human resources				
	7th Week	Job induction, orientation and socialization of new employees				
	8th Week	Midterm exam				
	9th Week	Training and education of employees				
	10th Week	Human resources development; Career management				
	11th Week	Appraising employee performance				
	12th Week	Work motivation; Motivation strategies				
	13th Week	Employee turnover and absenteeism				
	14th Week	Stress at work and stress management				
15th Week	Midterm exam					

Language	Croatian						
E-Learning	Course Website in the E-Learning System						
Teaching Methods	Lecture methods , Interactive methods, Case analysis						
Forms of Knowledge Assessment (Mark as Applicable)							
Type of Pre-Exam Obligation					Type of Exam		
Midterm Exam	Seminar Paper	Essay/Report	Practical/Project Assignment	Other	Written Exam	Oral Exam	Practical Exam
ECTS Credit Allocation and Grade Contribution							
Student Obligations		Learning Outcome Code	Workload Hours	ECTS Contribution	Grade Contribution		
Class Attendance		-	60	2	0%		
Midterm or Final Written Exam		EFPEMEB701-IU-1 EFPEMEB701-IU-2 EFPEMEB701-IU-3 EFPEMEB701-IU-4	90	3	80%		
Project Assignment		EFPEMEB701-IU-1 EFPEMEB701-IU-2 EFPEMEB701-IU-3 EFPEMEB701-IU-4	15	0,5	10%		
Oral Exam		EFPEMEB701-IU-1 EFPEMEB701-IU-2 EFPEMEB701-IU-3 EFPEMEB701-IU-4	15	0,5	10%		
Total			180	6	100%		
Method of Final Grade Calculation							
<p>Midterm exams are graded as follows: Less than 55% correct answers = 0% of the grade 55% to 66% = 22% of the grade 67% to 78% = 28% of the grade 79% to 90% = 34% of the grade 91% to 100% = 40% of the grade.</p> <p>The final written exam is graded as follows: Less than 55% correct answers = 0% of the grade 55% to 66% = 44% of the grade 67% to 78% = 56% of the grade 79% to 90% = 68% of the grade 91% to 100% = 80% of the grade</p> <p>The project assignment is graded as follows: Less than 55% correct answers = 0% of the grade 55% to 66% = 5,5% of the grade 67% to 78% = 7% of the grade 79% to 90% = 8,5% of the grade 91% to 100% = 10% of the grade</p> <p>The oral exam is graded as follows: Less than 55% correct answers = 0% of the grade 55% to 66% = 5,5% of the grade 67% to 78% = 7% of the grade</p>							

79% to 90% = 8,5% of the grade
 91% to 100% = 10% of the grade

According to the Study Regulations, the final grade is determined as follows:

0 – 54% = Fail (1)
 55 – 66% = Sufficient (2)
 67 – 78% = Good (3)
 79 – 90% = Very Good (4)
 91 – 100% = Excellent (5)

ECTS Credit Allocation, Obligations, and Final Grade Calculation for Part-Time Students (if applicable):

Part-time students do not have an additional obligation.

Literature (Mark as applicable)	Title (Name, Author, Year)	Edition		Language				Type			
		own	other	cro	eng.	other	multiling.	book	article	notes	other
Mandatory	Lesko Bošnjak, L., Klepić, Z., (2013.), <i>Osnove menadžmenta ljudskih potencijala</i> , Ekonomski fakultet Sveučilište u Mostaru, Mostar	x		x				x			
Mandatory	Bahtijarević-Šiber, F., (1999.), <i>Management ljudskih potencijala</i> , Golden marketing, Zagreb		x	x				x			
Supplementary	Noe, R., Hollenbeck, J., Gerhart, B., Wright, P., (2006.), <i>Menadžment ljudskih potencijala: postizanje konkurentske prednosti</i> , MATE, Zagreb		x	x				x			
Supplementary	Cascio, W., (2021.), <i>Managing Human Resources</i> , McGraw-Hill		x		x			x			
Additional Course Information		In addition to Croatian, the course can also be conducted in English.									

Study Program	Business Economics					
Study Cycle	Undergraduate Study	Type	Single Major			
Specialization		Modul				
Year of Study	2.	Semesters	Summer			
Course Name	Marketing	Course Code	EFPEB403			
ECTS	6	Status	Compulsory			
Number of Teaching Hours			Lectures	Exercises	Seminars	Internship
			45	15	0	0
Course Objectives	<p>The aim of the course is to ensure students acquire knowledge of marketing concepts with a focus on understanding consumer needs, as well as independently designing and implementing marketing activities. The key objectives are to:</p> <ul style="list-style-type: none"> - Analyze and define fundamental marketing concepts, - Enable students to independently design a marketing mix and create a marketing plan, - Equip students to independently develop, implement, control, and review a marketing strategy, - Prepare students for the organizational structuring of the marketing business function. <p>Participation in case studies and marketing debates encourages students to engage in teamwork.</p>					
Learning Outcomes		Course Learning Outcome Code	Study Programme Learning Outcome Code			
	Explains the market environment with emphasis on macro and micro environments from the perspective of implementing marketing activities within an organizational system.	EFPEB403 - 1	EFPEB – IU – 3			
	Identifies key functional areas of marketing, connects them with essential knowledge from other disciplines, and designs organizational system business processes from the perspective of implementing marketing activities.	EFPEB403 – 2	EFPEB – IU – 5			
	Constructs elements of the marketing mix and applies them according to the specifics of market segments.	EFPEB403 – 3	EFPEMAB – IU – 1			
	Argues the importance of communication, particularly new communication media, for the business success of the organizational system.	EFPEB403 – 4	EFPEMAB – IU – 1			
	Constructs and implements a marketing plan.	EFPEB403 - 5	EFPEMAB – IU – 1			
	Defines the position and role of the marketing business process in the contemporary market economy.	EFPEB403 - 6	EFPEB – IU – 5			
Prerequisites for Course Enrollment	Enrolled in the second year					

Course Content		Week / Cycle		Topic					
		1st Week		Conceptual Definition of Marketing, Marketing Instruments, and Marketing Concepts					
		2nd Week		Marketing Environment: Macro and Micro Environment					
		3rd Week		Sustainable Marketing: Social Responsibility and Ethics					
		4th Week		Market Research Process and Phases; Marketing Information Systems sustavi					
		5th Week		Definition of Segmentation and Positioning Concepts; Segmentation Strategies					
		6th Week		Consumer Behavior					
		7th Week		Marketing Strategy					
		8th Week		Product, Services, and Brands; Product Characteristics; Life Cycle					
		9th Week		New Product Development; Product Positioning Strategies					
		10th Week		Conceptual Definition of Pricing in Marketing; Pricing Methods and Policies					
		11th Week		Distribution Channels; Wholesale and Retail					
		12th Week		Promotion: Promotional Mix					
		13th Week		Direct, Online, Social Media, and Mobile Marketing					
		14th Week		Planning, Control, and Audit of Marketing Activities					
15th Week		Exam Preparation							
Language		Croatian							
E-Learning		Course Website in the E-Learning System							
Teaching Methods		<ul style="list-style-type: none"> - Lecture Methods - Participatory and Interactive Methods 							
Forms of Knowledge Assessment (Mark as Applicable)									
Type of Pre-Exam Obligation					Type of Exam				
Midterm Exam	Seminar Paper	Essay/Report	Practical/Project Assignment	Other	Written Exam	Oral Exam	Practical Exam		
ECTS Credit Allocation and Grade Contribution									
Student Obligations		Learning Outcome Code		Workload Hours		ECTS Contribution		Grade Contribution	
Class Attendance		-		60		2		0%	
Practical or Project Assignment		EFPEB403 – 1 EFPEB403 – 2 EFPEB403 – 3 EFPEB403 – 4 EFPEB403 – 5 EFPEB403 – 6		45		1,5		20%	
Midterm or Final Written Exam		EFPEB403 – 1 EFPEB403 – 2 EFPEB403 – 3 EFPEB403 – 4 EFPEB403 – 5 EFPEB403 – 6		75		2,5		80%	
Total				180		6		100%	
Method of Final Grade Calculation									
Students who pass the midterms are exempt from the final written exam. The final grade is determined based on the results of the final written exam or midterm and the grade for the practical/project assignment.									

The practical/project assignment will be graded as follows:

0% = The assignment has not been completed.

11% = The assignment has been completed, but only partially meets the formal criteria.

14% = The assignment fully meets the formal criteria, but significant content-related deficiencies are observed.

17% = The assignment fully meets both formal and content-related criteria, but grammatical and spelling errors are present.

20% = The assignment fully meets both formal and content-related criteria and is grammatically and spelling-wise correct.

Midterm exams are graded as follows:

55% to 66% = 22% of the grade

67% to 78% = 28% of the grade

79% to 90% = 34% of the grade

91% to 100% = 40% of the grade.

The final written exam is graded as follows:

Less than 55% correct answers = 0% of the grade

55% to 66% = 44% of the grade

67% to 78% = 56% of the grade

79% to 90% = 68% of the grade

91% to 100% = 80% of the grade

According to the Study Regulations, the final grade is determined as follows:

0 – 54% = Fail (1)

55 – 66% = Sufficient (2)

67 – 78% = Good (3)

79 – 90% = Very Good (4)

91 – 100% = Excellent (5)

ECTS Credit Allocation, Obligations, and Final Grade Calculation for Part-Time Students (if applicable):

Part-time students, as an alternative to attending classes, have an additional obligation agreed upon with the course instructor.

All other obligations remain the same as for full-time students.

The additional obligation does not contribute to the final grade.

Literature (Mark as applicable)	Title (Name, Author, Year)	Edition		Language				Type			
		own	other	cro	eng.	other	multiling.	book	article	notes	other
Mandatory	Vranešević, T.; Došen Ozretić, Đ.; Pavičić, J.; i ostali autori (2021) Osnove marketinga, Ekonomski fakultet, Sveučilište u Zagrebu		x	x				x			
Mandatory	Kotler, Ph., Armstrong (2021) Principles of Marketing, Pearson education Limited		x		x			x			
Mandatory	Kotler, Ph., Keller, K.L., Martinović, M. (2014) Upravljanje		x	x				x			

	marketingom, Mate, Zagreb										
Mandatory	Bijakšić Martinović, S., Bevanda A., Markić, B. (2014) Marketing i metrika: marketinški splet, podaci i mjerila, HKD Napredak – Glavna podružnica Mostar	x		x				x			
Supplementary	Chaffey, D., Ellis-Chadwick, F. (2022) Digital Marketing: Strategy, implementation and practice, Pearson		x		x			x			
Supplementary	Kotler, Ph., Kartajaya, H., Setiawan, I. (2021) Marketing 5.0 John Wiley&Sons										
Supplementary	Babić – Hodović, V., Domazet, A., Kurtović, E., (2012), Osnovi marketinga, četvrto izmjenjeno i dopunjeno izdanje, Ekonomski fakultet Univerziteta u Sarajevu, Sarajevo		x			x		x			
Additional Course Information		In addition to Croatian, the course can also be conducted in English.									

Study Program							
Study Cycle	Graduate study	Type	Single Major				
Specialization	Marketing	Modul					
Year of Study	1.	Semester	Winter				
Course Name	Sales and Negotiation	Course Code	EFPEMAJM101				
ECTS	6	Status	Compulsory				
Number of Teaching Hours			Lectures	Exercises	Seminars	Internship	
			45	0	15	0	
Course Objectives	<p>The aim of the course is to ensure students acquire knowledge about sales and negotiation strategies as well as their independent design and implementation. By participating in business case studies, students are motivated for teamwork. The key objectives are:</p> <ul style="list-style-type: none"> - Acquisition of advanced knowledge in the field of sales and negotiation - Analyzing sales activities as a way to satisfy customer-specific needs, develop trust, and provide a high level of service - Analyzing the contribution of sales in managing relationships with individual customers, especially those with high profit potential - Developing critical thinking about sources of negotiating power, the role of emotional intelligence in sales and negotiation, cross-cultural differences and their impact on effective sales-negotiation strategy and tactics - Developing the ability to define and implement sales-negotiation strategy as a process of business success - Development of competencies in verbal and written communication for decision-making and solving sales-negotiation tasks that enable the development of long-term relationships with customers in domestic and international business environments 						
Learning outcomes			Course Learning Outcome Code	Study Programme Learning Outcome Code			
	Build a sales organizational structure as a framework for implementing the sales strategy		EFPEMAJM101 - 1	EFPEMAJM – IU – 2			
	Select the best personnel for sales and negotiation positions, develop a continuous education and reward plan in accordance with corporate strategy		EFPEMAJM101 - 2	EFPEMAJM – IU – 2			
	Select appropriate tools and strategies for contacting customers, applying an adaptive sales approach and contextually effective value-adding solutions		EFPEMAJM101 -3	EFPEMAJM – IU – 3			
	Critically assess the sources of negotiating power and their impact on the negotiation process, negotiator behavior, and expected outcomes		EFPEMAJM101 -4	EFPEJM – IU – 5			
	Evaluate the impact of current and future technological changes on sales and negotiation processes and strategies		EFPEMAJM101 -5	EFPEJM – IU – 5			

Prerequisites for Course Enrollment	Enrolled in Graduate studies							
Course Content	Week / Cycle		Topic					
	1st Week		Conceptual definition of sales and personal selling, sales methods, concepts					
	2nd Week		Ethical and legal issues in sales and negotiation					
	3rd Week		Managing one's own productivity: time management, opportunities, records, and stress					
	4th Week		Communication in sales and negotiation - verbal and non-verbal communication					
	5th Week		Communication styles - adapting to communication style					
	6th Week		Sales process management: finding and qualifying new customers					
	7th Week		Sales process management: preparation for sales visits, discovering customer needs, and solution presentation					
	8th Week		Sales process management: handling negotiations in a "win-win" manner					
	9th Week		Sales process management: closing the sale and after-sales service					
	10th Week		Advanced sales and negotiation skills: characteristics and structure of effective sales presentations					
	11th Week		Advanced sales and negotiation skills: business negotiation knowledge and skills					
	12th Week		Advanced sales and negotiation skills: negotiation meetings and actions after reaching an agreement					
	13th Week		Sales personnel management: staff selection and education					
	14th Week		Sales personnel management: motivation and rewards					
15th Week		Contemporary sales trends - selling in the digital age						
Language	Croatian							
E-Learning	Course Website in the E-Learning System							
Teaching Methods	<ul style="list-style-type: none"> - Lecture Methods - Participatory and Interactive Methods 							
Forms of Knowledge Assessment (Mark as Applicable)								
Type of Pre-Exam Obligation					Type of Exam			
Midterm Exam	Seminar Paper	Essay/Report	Practical/Project Assignment	Other	Written Exam	Oral Exam	Practical Exam	
ECTS Credit Allocation and Grade Contribution								
Student Obligations		Learning Outcome Code	Workload Hours	ECTS Contribution	Grade Contribution			
Class Attendance		-	60	2	0%			
Practical or Project Assignment		EFPEMAJM101 - 1 EFPEMAJM101 - 2 EFPEMAJM101 - 3 EFPEMAJM101 - 4 EFPEMAJM101 - 5	45	1,5	20%			
Midterm or Final Written Exam		EFPEMAJM101 - 1 EFPEMAJM101 - 2 EFPEMAJM101 - 3 EFPEMAJM101 - 4 EFPEMAJM101 - 5	75	2,5	80%			
Total			180	6	100%			

Method of Final Grade Calculation

Students who pass the midterm exams are exempt from the final written exam. The final grade includes the results of the final written exam or midterm exams and the grade of the seminar paper.

The seminar paper will be graded as follows:

0% = The paper is not written.

11% = The seminar paper is written but only partially meets the formal criteria.

14% = The seminar paper fully meets the formal criteria, but major deficiencies are noticed in the content.

17% = The seminar paper fully meets both formal and content criteria, but grammatical and spelling errors are noticed.

20% = The seminar paper fully meets formal and content criteria and is grammatically and orthographically correct.

Students who pass the midterm exams are exempt from the final written exam. The final grade includes the results of the final written exam or midterm exams and the grade of the practical/project assignment.

Midterm exams are graded as follows:

55% to 66% = 22% of the grade

67% to 78% = 28% of the grade

79% to 90% = 34% of the grade

91% to 100% = 40% of the grade

The final written exam is graded as follows:

less than 55% correct answers = 0% of the grade

55% to 66% = 44% of the grade

67% to 78% = 56% of the grade

79% to 90% = 68% of the grade

91% to 100% = 80% of the grade

According to the Study Regulations, the final grade is determined as follows:

0 – 54% Fail (1)

55 – 66% Sufficient (2)

67 – 78% Good (3)

79 – 90% Very good (4)

91 – 100% Excellent (5)

ECTS Credit Allocation, Obligations, and Final Grade Calculation for Part-Time Students (if applicable):

Part-time students, as an alternative to attending classes, have an additional obligation agreed upon with the course instructor.

All other obligations remain the same as for full-time students.

The additional obligation does not contribute to the final grade.

Literature (Mark as applicable)	Title (Name, Author, Year)	Edition		Language				Type				
		own	other	cro	eng.	other	multiling.	book	article	notes	other	
Mandatory	Tomašević Lišanin, M.; Kadić-Maglajlić, S.; Drašković, N. (2019) Principi prodaje i pregovaranja, Ekonomski fakultet Sveučilište u Zagrebu		X	x				x				
Mandatory	Tomašević Lišanin, M. (2010) Profesionala prodaja i pregovaranje, hrvatska		X	x				x				

	udruga profesionalaca u prodaji, Zagreb										
Mandatory	Mihić, M. (2008) Upravljanje osobnom prodajom: <i>Vještine prodaje i pregovaranja</i> , Ekonomski fakultet Sveučilište u Splitu, Split		X	x				x			
Mandatory	Cohen, S., (2014) Vještine pregovaranja za menadžere, Mate, Zagreb,		X	x				x			
Mandatory	Bijakšić Martinović, S. (2014) Marketinški kanali i suvremeni trendovi u prodaji, HKD Napredak, Mostar	x		x				x			
Supplementary	Grey, E. (2021) Sales Negotiation Training, James Farrel Publy Agen		X		x			x			
Supplementary	Ignisius, A. (2023) The art of Sales and Negotiations, Independently Published		X		x			x			
Supplementary	Mancini, M. (2020) Upravljanje vremenom, Mate, Zagreb										
Supplementary	Pease, A. I B. (2008) Velika škola govora tijela, Mozaik knjiga d.o.o.		X	x				x			
Supplementary	Calvin, R.J. (2009) kako stvoriti uspješnu prodaju, AKD, Zagreb		x	x				x			
Additional Course Information		In addition to Croatian, the course can also be conducted in English language									