

UNIVERSITY OF ZADAR
DEPARTMENT OF ECONOMICS

2023./2024.

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ABOUT US

Department of Economics of the University of Zadar started work at the end of 2005 when a temporary programme approval was issued and the first generation of students enrolled in the undergraduate study programme in Management. The first generation of graduate students in Management enrolled in 2008, when the Department obtained a permanent programme approval. Management team of the Department and Secretariat of the Department of Economics are situated in the university building (address: Splitska 1, Zadar). Besides permanently employed teaching staff of the University, the Department of Economics collaborates with professors and lecturers employed at other Croatian and foreign universities and many scientists and business experts from the industry as the invited speakers.

STUDY PROGRAMMES

Undergraduate university study programme of Management (single-major)

Duration of the study: 6 semesters.

Admission requirements: Completed four-year high school and passed state graduation exam. Requirements for admission to undergraduate study programme in Management are as follows: average of all grades - 40%, the mandatory part of the state graduation - Croatian Language: B level of 20%, Mathematics: B level of 20% and a foreign language: B Level 20%. Requirements for admission also take into account any elective course of the state graduation with a 0% evaluation.

Competencies acquired upon finishing the study programme:

Undergraduate studies in Management (BSc.) are organized so that, upon completing the study program, graduates will have acquired basic managerial competences: planning, organization, managing personnel, leadership and monitoring at the level of middle management. Apart from acquiring managerial competences, with the aim of increasing management graduates' opportunities for employment in other jobs for which competences in business economics are required, at the undergraduate level, the undergraduate Management study program includes study courses in Business Economics, providing management graduates with the ability to work successfully in other jobs in the field of economics (finance/accounting, marketing, planning and analysis, business administration and security). The acquisition of basic managerial competences (planning, organization, managing personnel, leadership and monitoring) is ensured by testing the learning outcomes of these study programs, which together carry a minimum of 66 ECTS credits (76 with optional courses in the field) of which 85% are at the sixth level of learning outcomes according to **European and Croatian Qualification Framework (ECQF)**.

Bachelors acquire **managerial competences in planning** through the following courses: Management (M2), Managerial Accounting (M4), Marketing Management (M1), Enterprise (M4 and M5), Financial Management (M6), Monitoring (M2, M4 and M5), Quality Management (M9), Human Resources Management (M1-M5) and Business Intelligence (M1-M4). They acquire managerial competence in organization through the following courses: Management (M3), Enterprise (M2), Business Organization (M2-M5) and Monitoring (M3). They acquire **managerial competence in the field of personnel** through the following courses: Management (M4), Enterprise (M1), Monitoring (M3 and M5) and Human Resources Management (M6, M7 and M9). They acquire **managerial competence in leadership** through the following courses: Management (M5), Marketing Management (M2-M6), Enterprise (M1-M3), Monitoring (M1 and M5), Human Resources Management (M8 and M10), Business Negotiation (M1-M10) and Business Intelligence (M5). They acquire **managerial competence in monitoring** through the following courses: Management (M6), Managerial Accountancy (M5), Marketing Management (M1), Enterprise (M2), Financial Management (M5 and M6), Monitoring (M1 and M2), Quality Management (M9), Human Resources Management (M1 and M2) and Business Intelligence (M1-M4).

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Graduates' competences in **understanding the business environment of a company**, in particular the influence of the market, and in planning and adjusting the business policies of a company to the actual demands of monetary and fiscal policies, are ensured by courses in Economics, Microeconomics, Macroeconomics, Croatian National Economics and Financial Markets and Institutions. Their acquisition of the competences needed to understand the business environment of a company is ensured by testing the learning outcomes of these courses, which together carry a minimum of 47 ECTS credits, of which 82% are at the sixth level of learning outcomes according to (ECQF). Graduates' competences for **working in organized units of a company** which carry out some business operations are ensured through courses in Accountancy, Marketing, Company Economics and Business IT. Their acquisition of the competences needed to work in organized units of a company is ensured by testing the learning outcomes of these courses, which together carry a minimum of 30 ECTS credits, of which 60% are at the sixth level of learning outcomes (ECQF).

Other graduate **competences which are essential to a complete higher education at the graduate level**, are ensured by courses in Statistics, IT, English for Specific Purposes, Protection of the Environment and Business Communication. The acquisition of the competences essential to a complete higher education at the graduate level is ensured by testing the learning outcomes of these courses, which carry a minimum of 54 ECTS credits, of which most are at the fifth level of learning outcomes (ECQF).

Professional title acquired upon finishing the study programme: Bachelor (*baccalaureus*) of Economics.

Course list by semesters:

1. SEMESTER	Status	Hours per week			ECTS
		L	S	E	
Economics	0	30	0	30	7
Informatics	0	30	0	15	7
Marketing	0	30	0	15	9
Business communication	0	30	15	0	6
Business English B.1.1.	E	15	0	45	3
2. SEMESTER					
Microeconomics	0	30	0	30	7
National Economics of Croatia	0	30	0	15	7
Quantitative methods	0	30	0	30	7
Managerial skills	0	30	15	0	6
Business English B1.2.	E	15	0	45	3
3. SEMESTER					
Accounting	0	30	0	30	7
Management	0	30	0	30	7
Statistics	0	30	0	15	7
Environmental Protection	E	30	0	0	6
Business Economics	E	30	15	0	6
Business English B.1.3.	I	15	0	45	3
4. SEMESTER					
Financial Management	0	30	0	15	7
Marketing Management	0	30	0	15	7
Macroeconomics	0	30	0	30	7
Management in sport and e-sport	E	30	0	15	6

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Entrepreneurship	E	30	0	15	6
Poslovni engleski jezik B.1.4.	I	15	0	45	3
5. SEMESTER					
Management Accounting	O	30	0	15	6
Human Resource Management	O	30	15	0	6
Business Organization	O	30	0	15	6
Quality Management	E	15	15	0	6
Business Intelligence	E	15	15	0	6
6. SEMESTER					
Controlling	O	30	0	15	6
Business Informatics	O	30	0	30	6
Revision	E	30	15	0	6
Financial markets and institutions	I	30	15	0	6
Business Negotiation	E	30	15	0	5
Final exam	O	0	0	180	6

Undergraduate university study programme of Management
(single-major part-time)

Duration of the study: 6 semesters.

Admission requirements: Completed four-year high school and passed state graduation exam. Requirements for admission to undergraduate study programme in Management are as follows: average of all grades - 40%, the mandatory part of the state graduation - Croatian Language: B level of 20%, Mathematics: B level of 20% and a foreign language: B Level 20%. Requirements for admission also take into account any elective course of the state graduation with a 0% evaluation.

Competencies acquired upon finishing the study programme:

Undergraduate studies in Management (BSc.) are organized so that, upon completing the study program, graduates will have acquired basic managerial competences: planning, organization, managing personnel, leadership and monitoring at the level of middle management. Apart from acquiring managerial competences, with the aim of increasing management graduates' opportunities for employment in other jobs for which competences in business economics are required, at the undergraduate level, the undergraduate Management study program includes study courses in Business Economics, providing management graduates with the ability to work successfully in other jobs in the field of economics (finance/accounting, marketing, planning and analysis, business administration and security). The acquisition of basic managerial competences (planning, organization, managing personnel, leadership and monitoring) is ensured by testing the learning outcomes of these study programs, which together carry a minimum of 66 ECTS credits (76 with optional courses in the field) of which 85% are at the sixth level of learning outcomes according to **European and Croatian Qualification Framework (ECQF)**.

Bachelors acquire **managerial competences in planning** through the following courses: Management (M2), Managerial Accounting (M4), Marketing Management (M1), Enterprise (M4 and M5), Financial Management (M6), Monitoring (M2, M4 and M5), Quality Management (M9), Human Resources Management (M1-M5) and Business Intelligence (M1-M4). They acquire managerial competence in organization through the following courses: Management (M3), Enterprise (M2), Business Organization (M2-M5) and Monitoring (M3). They acquire **managerial competence in the field of personnel** through the following courses: Management (M4), Enterprise (M1), Monitoring (M3 and M5) and Human Resources Management (M6, M7 and M9). They acquire **managerial competence in leadership** through the following courses: Management (M5), Marketing Management (M2-M6), Enterprise (M1-M3), Monitoring (M1 and M5), Human Resources Management (M8 and M10), Business Negotiation (M1-M10)

and Business Intelligence (M5). They acquire **managerial competence in monitoring** through the following courses: Management (M6), Managerial Accountancy (M5), Marketing Management (M1), Enterprise (M2), Financial Management (M5 and M6), Monitoring (M1 and M2), Quality Management (M9), Human Resources Management (M1 and M2) and Business Intelligence (M1-M4).

Graduates' competences in **understanding the business environment of a company**, in particular the influence of the market, and in planning and adjusting the business policies of a company to the actual demands of monetary and fiscal policies, are ensured by courses in Economics, Microeconomics, Macroeconomics, Croatian National Economics and Financial Markets and Institutions. Their acquisition of the competences needed to understand the business environment of a company is ensured by testing the learning outcomes of these courses, which together carry a minimum of 47 ECTS credits, of which 82% are at the sixth level of learning outcomes according to (ECQF). Graduates' competences for **working in organized units of a company** which carry out some business operations are ensured through courses in Accountancy, Marketing, Company Economics and Business IT. Their acquisition of the competences needed to work in organized units of a company is ensured by testing the learning outcomes of these courses, which together carry a minimum of 30 ECTS credits, of which 60% are at the sixth level of learning outcomes (ECQF).

Other graduate **competences which are essential to a complete higher education at the graduate level**, are ensured by courses in Statistics, IT, English for Specific Purposes, Protection of the Environment and Business Communication. The acquisition of the competences essential to a complete higher education at the graduate level is ensured by testing the learning outcomes of these courses, which carry a minimum of 54 ECTS credits, of which most are at the fifth level of learning outcomes (ECQF).

Professional title acquired upon finishing the study programme: Bachelor (*baccalaureus*) of Economics.

Graduate university study programme of Management (single-major)

Duration of the study: 4 semesters.

Conditions for enrolment in study programmes:

Priority enrolment is given to students who have completed undergraduate university studies in Management (university Bachelors in Economics) at the Department of Economics of the University of Zadar, the completion of which carries 180 ECTS credits. Priority students may enroll directly in graduate studies in Management, and are given a status according to a classification procedure.

The following may also enroll:

Students from other higher education institutes who have completed related undergraduate studies (university Bachelors), the completion of which carries 180 ECTS credits, in the fields of Economics and Business Economics.

Students who have completed other studies, in addition to the general condition of having completed a four-year secondary school syllabus, must also sit differential examinations in obligatory subjects from undergraduate university study in Management at the Department of Economics of the University of Zadar with full scholarship amount payment.

Competencies acquired upon finishing the study programme:

Graduate studies in Management (MSc.) ensure that, upon completing the study program, graduates will have acquired managerial competences at the level of top management through courses Applied Microeconomics, Strategic Management, Compensation Management, Operational Management, Project Management, Risk Management, International Business, Brand Management, Supply Chain Management, Insurance and Market Operations, EU funds, EU economy, Corporate Governance and all at seventh level of learning outcomes according to ECQF.

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Professional title acquired upon finishing the study programme: Master of Economics.

Graduate university study programme of Management
(single-major part-time)

Duration of the study: 4 semesters.

Admission requirements:

Priority enrolment is given to students who have completed undergraduate university studies in Management (university Bachelors in Economics) at the Department of Economics of the University of Zadar, the completion of which carries 180 ECTS credits. Priority students may enroll directly in graduate studies in Management, and are given a status according to a classification procedure.

The following may also enroll:

Students from other higher education institutes who have completed related undergraduate studies (university Bachelors), the completion of which carries 180 ECTS credits, in the fields of Economics and Business Economics.

Students who have completed other studies, in addition to the general condition of having completed a four-year secondary school syllabus, must also sit differential examinations in obligatory subjects from undergraduate university study in Management at the Department of Economics of the University of Zadar with full scholarship amount payment.

Competencies acquired upon finishing the study programme:

Graduate studies in Management (MSc.) ensure that, upon completing the study program, graduates will have acquired managerial competences at the level of top management through courses Applied Microeconomics, Strategic Management, Compensation Management, Operational Management, Project Management, Risk Management, International Business, Brand Management, Supply Chain Management, Insurance and Market Operations, EU funds, EU economy, Corporate Governance and all at seventh level of learning outcomes according to ECQF. Competences needed for further postgraduate doctoral studies are ensured through courses

Professional title acquired upon finishing the study programme: Master of Economics.

Course list by semesters:

1. SEMESTER	Status	Hours per week			ECTS
		L	S	E	
Brand Management	O	30	0	15	6
Financial Analysis	O	30	0	15	6
Strategic Management	O	30	0	15	6
Risk Management	E	30	0	15	6
Organizational Behavior	E	30	15	0	6
Compensation Management	E	30	15	0	6
2. SEMESTER					
Applied Microeconomics	O	30	0	30	6
International Business	O	30	15	0	6
Supply Chain Management	O	30	0	15	6
EU Funds	E	30	0	15	6
Insurance and Market Operations	E	30	15	0	6

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Cost Management	E	30	15	0	6
3. SEMESTER					
EU Economy	O	30	15	0	6
Operations Management	O	30	0	15	6
Project Management	O	30	0	15	6
Corporative Governance	E	30	0	15	6
Business Negotiation	E	30	15	0	6
Public Management	E	30	0	15	6
4. SEMESTER					
M.A. Thesis	O	0	0	600	30