



ERASMUS+ COURSE CATALOGUE

2023/2024

UNIVERSITY "VITEZ"

PROJECT ERASMUS+



INTRODUCTION.....	1
Human resource management.....	3
Organization.....	5
Bussines decision making.....	7
Microeconomy.....	10
Investment management.....	12
Corporate finance.....	14
Entrepreneurship.....	16
Digital Marketing.....	18
Marketing.....	20
Management.....	22
Macroeconomy.....	24
Financial market and institutions.....	26

**INTRODUCTION**

Dear Students,
Welcome to the Faculty of Business Economics

Our mission is to provide students with contemporary experiential learning through the teaching process, practice, study visits, conferences and many other activities.

For more information about our activities, please check the following links:

STUDYING TROUGHT PRACTICE

<https://unvi.edu.ba/za-studente/studiranje-kroz-praksu/>

STUDENTS' SKEI CONFERENCE

<https://unvi.edu.ba/skei-2023/>

SKEI-INTERNATIONAL INTERDISCIPLINARY JOURNAL

<https://hrcak.srce.hr/en/skei>

INTERNATIONAL STUDIES

<https://international.unvi.edu.ba/>

The list of subjects taught in English:

WINTER SEMESTER	SUMMER SEMESTER
<ul style="list-style-type: none">• Human resource management• Organization	<ul style="list-style-type: none">• Entrepreneurship
-	<ul style="list-style-type: none">• Digital marketing• Marketing
<ul style="list-style-type: none">• Business decision making	<ul style="list-style-type: none">• Management
<ul style="list-style-type: none">• Microeconomy	<ul style="list-style-type: none">• Macroeconomy
<ul style="list-style-type: none">• Investment management• Corporate finance	-
-	<ul style="list-style-type: none">• Financial market and institutions



SYLLABUS

SUBJECT NAME	Human resource management					
COURSE LEVEL	Undergraduate					
Subject code	5.01.02.E021	Year of Study			III	
Subject holder	Prof.dr.sc. Jamila Jaganjac	Point value (ECTS)			7	
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Introduce the students to the role of human resources in companies, the policy of managing human resources in modern surroundings, and tools that are used for their efficient engagement.					
Conditions for enrolling in the subject and abilities needed for the subject	Knowing about management functions and modern concepts of management in micro and macro surroundings.					
Anticipated outcome of learning on subject level	Ability to create strategies for managing human resources, ability to create a workplace, knowing and using the tools and methods for planning human resources, ability to create and use methods and techniques to attract and select candidates, create programs of introductory orientation and reorientation of employees, knowing and using methods for motivation, ability to create programs for improving knowledge, knowing and using methods for evaluation of success, ability to create programs to maintain employees, knowing the techniques for the career development of employees					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Introduction to Human Resource Management 2 lessons 2. Managing knowledge 3 lessons 3. Creating workplaces 3 lessons 4. Planning human resources 4 lessons 5. Attracting and selection of human resources 3 lessons 6. Orientation and reorientation 3 lessons 7. Motivation 3 lessons 8. Education and knowledge improving 3 lessons 9. Evaluation of success in human resources 4 lessons 10. Career development 1 lesson 11. Global management 1 lesson 					
Types of classes	In class Online		Consultations			
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	1,05	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,75	Other (add)	0
	Qolloquim	2,1	Oral exam	0,5	Other (add)	0
	Written exam	1,6	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities 1. Attendance Class attendance 5 points..... 5% Exercises attendance 5 points..... 5% Interactivities 5 points..... 5% 2. Case study Written part 15 points..... 15% Oral presentation 10 points..... 10% 3. Qolloquim 30 points..... 30% Exam 4. Written/Oral exam 30 points..... 30% TOTAL..... 100%															
Mandatory literature (available in the library and by other media)	<table border="1"> <thead> <tr> <th data-bbox="360 629 751 741">Title</th> <th data-bbox="751 629 1002 741">Number of copies in the library</th> <th data-bbox="1002 629 1251 741">Availability by other media</th> <th data-bbox="1251 629 1544 741">Other</th> </tr> </thead> <tbody> <tr> <td data-bbox="360 741 751 1256"> 1. Mathis. L. Robert., Jackson. H.John. (2008). Human Resource Management. Thomson South –Western. 12th edition 2. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. http://hdl.handle.net/10919/84848 (chapters: 12) Licensed with CC BY-NC-SA 4.0 https://creativecommons.org/licenses/by-nc-sa/4.0. </td> <td data-bbox="751 741 1002 1256"></td> <td data-bbox="1002 741 1251 1256"></td> <td data-bbox="1251 741 1544 1256"></td> </tr> <tr> <td data-bbox="360 1256 751 1547"> 3. Delloite (2019). Leading the social enterprise: Reinvent with a human focus. Deloitte Insights https://www2.deloitte.com/content/dam/insights/us/articles/5136_HC-Trends-2019/DI_HC-Trends2019.pdf </td> <td data-bbox="751 1256 1002 1547"></td> <td data-bbox="1002 1256 1251 1547"></td> <td data-bbox="1251 1256 1544 1547"></td> </tr> </tbody> </table>	Title	Number of copies in the library	Availability by other media	Other	1. Mathis. L. Robert., Jackson. H.John. (2008). Human Resource Management. Thomson South –Western. 12th edition 2. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. http://hdl.handle.net/10919/84848 (chapters: 12) Licensed with CC BY-NC-SA 4.0 https://creativecommons.org/licenses/by-nc-sa/4.0 .				3. Delloite (2019). Leading the social enterprise: Reinvent with a human focus. Deloitte Insights https://www2.deloitte.com/content/dam/insights/us/articles/5136_HC-Trends-2019/DI_HC-Trends2019.pdf						
Title	Number of copies in the library	Availability by other media	Other													
1. Mathis. L. Robert., Jackson. H.John. (2008). Human Resource Management. Thomson South –Western. 12th edition 2. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. http://hdl.handle.net/10919/84848 (chapters: 12) Licensed with CC BY-NC-SA 4.0 https://creativecommons.org/licenses/by-nc-sa/4.0 .																
3. Delloite (2019). Leading the social enterprise: Reinvent with a human focus. Deloitte Insights https://www2.deloitte.com/content/dam/insights/us/articles/5136_HC-Trends-2019/DI_HC-Trends2019.pdf																
Supplementary literature																
Other (by the opinion of the proposer)	Materials on the IUSBAX system															

SUBJECT NAME	Organization					
COURSE LEVEL	Undergraduate					
Subject code	5.01.02.E015	Year of Study	II			
Subject holder	Prof. Dr. Sc. Jamila Jaganjac	Point value (ECTS)	5			
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Introduce the students to terms of organizational theory, factors and elements of building organizational structures, and organizational behavior.					
Conditions for enrolling in the subject and abilities needed for the subject	None					
Anticipated outcome of learning on subject level	Knowing the basic features of organization and procedures of designing the organizational structure, knowing the four dimensions of organizational structure, knowing levels and spans of leadership from an efficiency point of view, knowing the procedures of making a workplace, ability to create and choose an appropriate organizational structure, knowing the basics about organizational behavior, ability to analyze key activities in a procedure of designing organizational structure, knowing and ability to use research methods for gathering and analyzing data, ability to harmonize organizational structure with innovation process.					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Conceptual defining of an organization 2 lessons 2. Analyzing the key activities for designing organizational structure 3 lessons 3. Contribution analysis and relational analysis while designing organizational structure 4 lessons 4. Dimensions and factors of an organizational Structure 3 lessons 5. Forming a workplace 3 lessons 6. Methods for gathering the data 3,5 lessons 7. Methods for analyzing the data 3,5 lessons 8. Traditional models of an organizational structure 3 lessons 9. Modern models of organizational structures 2,5 lessons 10. Organizational behaviour 2,5 lessons 					
Types of classes	In class Online	Consultations				
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,75	Research	0	Practical work	0
	Experimental work	0	Report	0	Case study	1,5
	Essay	0	Seminar paper	0	Other (homework)	0

	Qolloquim	1,5	Oral exam	0,5	Other (add)	0
	Written exam	1	Project	0	Other (add)	0
Grading and evaluating students' work during class and on the final exam	Preexam activities 1. Attendance Class attendance 5 ponits..... 5% Exercises attendance 5 points..... 5% Interactivities 5 points..... 5% 2. Case study Written part 15 points..... 15% Oral presentation 10 points..... 10% 3. Qolloquim 30 points..... 30% Exam 4. Written/Oral exam 30 points..... 30% TOTAL..... 100%					
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other		
	1. Robbins.Stephen.P., Judge. Timothy.A. (2013). Organizational Behavior. Pearson. 15th Edition 2. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. http://hdl.handle.net/10919/84848 (chapters: 2, 9, 10) Licensed with CC BY-NC-SA 4.0 https://creativecommons.org/licenses/by-nc-sa/4.0 .					
Supplementary literature						
Other (by the opinion of the proposer)	Materials on the IUSBAX system					

SUBJECT NAME	Business decision making		
COURSE LEVEL	Undergraduate		
Subject code	5.01.02.E053	Year of Study	III
Subject holder	Doc.dr.sc. Tanja Gavrić	Point value (ECTS)	7
Associates			
DESCRIPTION OF THE SUBJECT			
SUBJECT AIM	Introduce the students to the importance and role of business decision-making. Business decision-making is an everyday part of a manager's business and it is necessary to enable students for successful and qualitative business decision-making.		
Conditions for enrolling in the subject and abilities needed for the subject	None		
Anticipated outcome of learning on subject level	<p>After finishing the subject students will be able to:</p> <ul style="list-style-type: none"> - recognize the factors that can influence the rationality of decision-making and recognize the most common mistakes in decision-making - Explain the factors in decision-making - Differentiate approaches in problem-solving when making a decision depending on their characteristics - Differentiate normative and descriptive models for the analysis of the decision, programmed and unprogrammed decision, and structured and unstructured decision - Compare styles of decision-making - Apply the theory of game in problem-solving of decision-making 		
Subject content elaborated in detail by class lessons:	<p>1. Basics of business decision making (4 lessons)</p> <p>1.1 Mutual relation of managing, accounting, management, and decision making 1.2 Term and definition of decision-making 1.3 Styles of decision making 1.4 Definition and types of decisions</p> <p>2. Theoretical approach to decision making (3 lessons)</p> <p>2.1 theories of decision making 2.2 Problems of rationality in decision making 2.3 Strategies for optimizing and satisfaction in decision-making</p> <p>3. Factors of decision making (5 lessons)</p> <p>3.1 Limitations in decision making 3.2 Surrounding in decision making 3.3 Technology and methods of decision making 3.4 Capability of a manager 3.5 Subjective factors of decision making</p> <p>4. Phases of a decision-making process (3 lessons)</p> <p>4.1 Decision-making process understood in a narrow sense 4.2 Decision-making process understood in a wide sense 4.3 Phases of integral process of decision making</p> <p>5. Ways of decision-making (6 lessons)</p> <p>5.1 Programed and unprogrammed decision making 5.2 Individual and group decision making 5.3 Circumstances of decision making</p> <p>6. Models and techniques of decision-making (4 lessons)</p>		

	6.1 Models of decision making 6.2 Techniques of decision making 7. Theory of games (5 lessons) 7.1 Introduction to the theory of games 7.2 Development of theory of games 7.3 Basic terms of theory of games 7.4 Theory of games in a wider sense 7.5 Theory of games in the narrow sense 7.6 Games with sum zero 7.7 Games with saddle					
Types of classes	In class Online			Consultations		
Student obligations	1) Class attendance and participation in a class discussion 2) Studying, writing exams (oral exams) 3) Exercise attendance and active participation through individual and group tasks, analyzing the case					
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	1,05	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,05	Making the task	0,7
	Qolloquim	2,1	Oral exam	0	Other (add)	0
	Written exam	2,1	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities: 1. Attendance Class attendance 5 points.....5% Exercise attendance 5 points.....5% Interactivity 5 points.....5% 2. Seminar paper Written part 10 points.....10% Oral presentation 5 points.....5% Making the task 10 points.....10% 3. Quolloquim 30 points,,,,,,,,,,,,,,,,,,,,,30% Exam 4. Written exam 30 points30% Total 100 points100%			
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
	Harvard business review on decision	2		

	<p>making (2001). Harvard Business School Publishing Corporation</p> <p>Kahneman, D., & Charan, R. (2013). HBR's 10 Must Reads on Making Smart Decisions (with featured article" Before You Make That Big Decision..." by Daniel Kahneman, Dan Lovallo, and Olivier Sibony). Harvard Business Press</p>			
Supplementary literature	<p>Albright, S. C., & Winston, W. L. (2014). Business analytics: Data analysis & decision making. Nelson Education.Sixth Edition.</p> <p>Ferrell, O. C., & Fraedrich, J. (2015). Business ethics: Ethical decision making & cases. Nelson Education.Eighth Edition</p>			
Other (by the opinion of the proposer)	Materials on the IUSBAX system			

SUBJECT NAME	Microeconomy		
COURSE LEVEL	Undergraduate		
Subject code	5.01.01.E011	Year of Study	II
Subject holder	Doc. Dr. Sc. Jelena Ljubas	Point value (ECTS)	6
Associates			
DESCRIPTION OF THE SUBJECT			
SUBJECT AIM	Acquisition of basic knowledge about microeconomy. Introduction with factors which are important in forming manufacturing strategies of a company. Understanding different market structures and their impact on the decision-making of a company.		
Conditions for enrolling in the subject and abilities needed for the subject	None		
Anticipated outcome of learning on subject level (10 outcomes)	<ol style="list-style-type: none"> 1. Argued and clear presentation of conclusions in microeconomy analysis to general and professional audiences. 2. Explain basic legal structures, types, structures, and shortcomings of a market and the role of a state in reducing those shortcomings. 3. Apply microeconomy concepts and techniques in problem analysis on the level of a company, industry, and consumer. 4. Define supply and demand and their legality. Show the curve of supply and demand 5. Explain the basic legal structures of consumer behavior theories. 6. Explain the basic legal structures of manufacturing theories. 7. Explain the basic legal structures of cost theories and differentiate types of cost. 8. Understand the behavior and dependence of subjects in the market. 9. Interpret specifics of market factors in manufacturing and reassess the influence of externalities on increasing the profit. 10. Differentiate perfect competition and monopoly and analyze the conditions for increasing the profit in perfect market structures. 		
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Introductory consideration of microeconomy (2 lessons) 2. Market and prices (3 lessons) 3. Basics about supply and demand (3 lessons) 4. Demand and law of a demand (3 lessons) 5. The elasticity of demand (2 lessons) 6. Consumer behaviour (3 lessons) 7. Theory of marginal productivity (2 lessons) 8. Manufacture and function of manufacture (3 lessons) 9. Cost and cost calculation (3 lessons) 10. Monopoly, monopsony and oligopoly(2 lessons) 11. Externalities (2 lessons) 12. Efficiency of competitive market (2 lessons) 		
Types of classes	In class Online	Consultations Individual work tasks	
Student obligations	To get the signature students are obliged to attend the class in percentages defined in Pravilima studiranja za I ciklus		

Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,9	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,5	Other (homework)	0
	Qolloquim	1,8	Oral exam		Other (add)	0
	Written exam	1,8	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities		
	1. Attendance		
	Class attendance 5 points.....	5%	
	Exercises attendance 5 points.....	5%	
	Interactivities 5 points.....	5%	
	2. Case study		
	Written part 15 points.....	15%	
	Oral presentation 10 points.....	10%	
	3. Qolloquim 30 points.....	30%	
	Exam		
4. Written/Oral exam 30 points.....	30%		
TOTAL.....	100%		
Grades by given points			
Grade	Number of points	Descriptive grade	
5	0 – 54	Insufficient	
6	55 – 64	Sufficient	
7	65 – 74	Satisfies	
8	75 – 84	Good	
9	85 – 94	Very good	
10	95 – 100	Excellent	

Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
	PINDYCK, R. S., I. RUBINFELD , L. D., MICROECONOMICS https://lms-paralel.esaunggul.ac.id/pluginfile.php?file=%2F222814%2Fmod_resource%2Fcontent%2F2%2FMicroeconomics%20-%20Robert%20Pindyck%2C%20Daniel%20Rubinfeld.pdf	4		

Supplementary literature	
Other (by the opinion of the proposer)	Materials on the IUSBAX system

SUBJECT NAME	Investment management					
COURSE LEVEL	Undergraduate					
Subject code	5.01.03.E034	Year of Study			IV	
Subject holder	Doc. Dr. Sc. Selma Vidimlić	Point value (ECTS)			7	
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	The subject aims to introduce the theory and practice of investments to students to get better basic knowledge in the field of managing investment processes and to master basic methodology and techniques that are used to prepare and evaluate investment projects. Developing activities and skills for communication and leading project activities.					
Conditions for enrolling in the subject and abilities needed for the subject	None					
Anticipated outcome of learning on subject level	After mastering the curriculum the students will know what are investments, the types of investments, and how to evaluate and make an investment decision. Investment management implies investing in the public and private sectors, investing in real properties, and valuable paper. Students will successfully master modern methodology for creating investment projects, dynamics, and other methods of quantification of investment projects.					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. The term, types, and basic characteristics of investments 2. Managing investment projects 3. Modern methods and techniques of managing projects 4. Methodology of creating and content of investment project 5. Term, quantification, and managing project risks 6. Subjects and policies of investment 7. Investment in the financial market 8. Finance of investments 9. Subvention of investment projects 10. Money flow of investment project and financial evaluation 11. Investment funds 					
Types of classes	In class Online			Consultations Individual work tasks		
Student obligations	To get the signature students are obliged to attend the class in the percentage defined by Pravila studiranja za I ciklus.					
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,7	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	0	Other (homework)	2,1
	Qolloquim	2,1	Oral exam	2,1	Other (add)	0
	Written exam	0	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	1.	Class attendance	10 points
	2.	Colloquium 1 (first 50% of curriculum)	10 points
	3.	Colloquium 2 (second 50% of curriculum)	10 points
	4.	Homework	20 points
	5.	Seminar paper	10 points
	6.	Presentation of a seminar paper	10 points
	7.	Written and oral final exam	30 points
	TOTAL		100 points
	Grades by given points		
	Grade	Number of points	Descriptive grade
	5	0-54	Insufficient
	6	55-64	Sufficient
	7	65-74	Satisfies
	8	75-84	Good
	9	85-94	Very good
10	95-100	Excellent	
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media
Supplementary literature			
Other (by the opinion of the proposer)	Materials on the IUSBAX system		

SUBJECT NAME	Corporate finance					
COURSE LEVEL	Undergraduate					
Subject code	5.01.03.E032	Year of Study	IV			
Subject holder	Doc. Dr. Sc. Selma Vidimlić	Point value (ECTS)	7			
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Introduce and focus students on the question of how corporations invest in real properties, how they invest in the financial market, how they manage risks, and how they collect findings for those investments.					
Conditions for enrolling in the subject and abilities needed for the subject	None					
Anticipated outcome of learning on subject level	Educational outcome is connected with: <ol style="list-style-type: none"> 1. Ability to define the role and importance of cooperative finance 2. Using the basic techniques for decision-making 3. Using the basic rules for risk management 4. Analyzing return on investment 5. Evaluating the effectiveness of types of financing and methods of managing 6. Evaluating policies of debt and policies of dividends 7. Analyzing problems of portfolio investments 8. Analyzing theories of companies worth assessment 9. Using theoretical cognition for companies worth assessment 10. Using adequate financial techniques to optimize the organizational structure of a company 					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Introduction to corporate finance 2. Financial market and institutions 3. Accounting and finance in corporations 4. Evaluating corporations 5. Managing financial risks 6. Financing corporations 7. Policy of debt and policy of dividends 8. Managing working capital 9. Reconstruction of a company 10. International finance managing 					
Types of classes	In class Online	Consultations				
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	1,05	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,75	Other (add)	0
	Qolloquim	2,1	Oral exam	1,05	Other (add)	0
	Written exam	1,05	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	1.	Class attendance	10 points	
	2.	Exercises attendance	5 points	
	3.	Colloquium 1 (first 50% of curriculum)	10 points	
	4.	Colloquium 2 (second 50% of curriculum)	10 points	
	5.	Homework	20 points	
	6.	Seminar paper	10 points	
	7.	Presentation of a seminar paper	5 points	
	8.	Written and oral final exam	30 points	
	TOTAL		100 points	
	Grades by given points			
Grade	Number of points	Descriptive grade		
5	0-54	Insufficient		
6	55-64	Sufficient		
7	65-74	Satisfies		
8	75-84	Good		
9	85-94	Very good		
10	95-100	Excellent		
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
Supplementary literature	Materials on the IUSBAX system			
Other (by the opinion of the proposer)				

SUBJECT NAME	Entrepreneurship					
COURSE LEVEL	Undergraduate					
Subject code	5.01.02.E019	Year of Study		II		
Subject holder	Prof.dr.sc. Jamila Jaganjac	Point value (ECTS)		6		
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Enable students to create a business plan and to practice the development of start-up ideas. Introduce them with concepts and significance of entrepreneurship for local, regional, and global competitiveness.					
Conditions for enrolling in the subject and abilities needed for the subject	Knowing the basics of management, marketing, and organization					
Anticipated outcome of learning on subject level	Knowing theoretical concepts of entrepreneurship development and basic models of entrepreneurship intention, knowing the piles of competitiveness and GCI 4.0, the ability to find innovative solutions in modern businesses, the ability to choose strategy, knowing the entrepreneurship functions, knowing the marketing concepts in traditional and online surroundings, ability to create a business plan and to choose business model, knowing entrepreneurship infrastructure, knowing the indicators of the company's performance, knowing the financial source of entrepreneurship project and entrepreneurship risk					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Concept and challenges of entrepreneurship 2 lessons 2. Creating competitive advantages 3 lessons 3. Strategic and plan function of entrepreneurship 3 lessons 4. Management function of entrepreneurship 3 lessons 5. Organizational function of entrepreneurship 3 lessons 6. Company and entrepreneurship surrounding 2 lessons 7. Marketing concept 3 lessons 8. Calculating company performance 3 lessons 9. Creating the business plan 5 lessons 10. Business models 3 lessons 					
Types of classes	In class Online	Consultations				
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,9	Research	0	Practical work	0
	Experimental work	0	Report	0	Case study	1,5
	Essay	0	Seminar paper	0	Other (add)	0
	Qolloquim	1,8	Oral exam	0,8	Other (add)	0
	Written exam	1	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities <ol style="list-style-type: none"> 1. Attendance <ul style="list-style-type: none"> Class attendance 5 points..... 5% Exercises attendance 5 points..... 5% Interactivities 5 points..... 5% 2. Case study <ul style="list-style-type: none"> Written part 15 points..... 15% Oral presentation 10 points..... 10% 3. Qolloquim 30 points..... 30% Exam <ol style="list-style-type: none"> 4. Written/Oral exam 30 points..... 30% TOTAL..... 100%			
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
Supplementary literature				
Other (by the opinion of the proposer)	Materials on the IUSBAX system			

SUBJECT NAME	Digital Marketing					
COURSE LEVEL	Undergraduate					
Subject code	5.01.04.E067	Year of Study	IV			
Subject holder	Prof. dr. sc. Darijo Jerković	Point value (ECTS)	8			
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Introduction to basic cognition about digital marketing as the fastest growing segment of marketing, its specifics, and its position in integrated marketing communication with modern consumers.					
Conditions for enrolling the subject and abilities needed for the subject	None					
Anticipated outcome of learning on subject level	Identification of the importance of using digital marketing today, differences between traditional and digital marketing, managing relations with buyers through every digital channel of communication, identification, and determination of advantages and disadvantages of every digital channel, planning and creating own recognition and successful communication with buyers on those channels, advantages of using mobile marketing, the importance of social networks for digital marketing, the importance of optimizing the browser, creating digital reputation.					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Introduction to digital marketing (2 lessons) 2. Traditional vs. Digital marketing (2 lessons) 3. E-buyers (2 lessons) 4. E- models (3 lessons) 5. Basics of mobile marketing (3 lessons) 6. Modalities of mobile marketing (3 lessons) 7. Email marketing (4 lessons) 8. History and theoretical basics of social media (3 lessons) 9. Process of creating marketing on social networks (4 lessons) 10. Browsers - "aggregators of reputation" (4 lessons) 11. Social content – content marketing (4 lessons) 12. Marketing perspectives on social networks (2 lessons) 					
Types of classes	In class Online		Consultations			
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	1,2	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	2	Other (add)	0
	Qolloquim	2,4	Oral exam	1,2	Other (add)	0
	Written exam	1,2	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities: 1. Attendance Class attendance 5 points..... 5% Exercises attendance 5 points..... 5% Interactivities 5 points..... 5% 2. Case study Written part 15 points..... 15% Oral presentation 10 points..... 10% 3. Qolloquim 30 points..... 30% Exam 4. Written/Oral exam 30 points..... 30% TOTAL..... 100%			
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
Supplementary literature				
Other (by the opinion of the proposer)	Materials on the IUSBAX system			

SUBJECT NAME	Marketing					
COURSE LEVEL	Undergraduate					
Subject code	5.01.04.E006		Year of Study		I	
Subject holder	Prof. dr. sc. Darijo Jerković		Point value (ECTS)		6	
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Introducing basic knowledge of modern marketing and possibilities to apply this knowledge by companies to develop long-term buyers loyalty as one of the main conditions for market success.					
Conditions for enrolling in the subject and abilities needed for the subject	None					
Anticipated outcome of learning on subject level (10 outcomes)	The ability to value identification for buyers, evaluate participant impact of marketing surroundings, understand the process and phases of decision making about buying, division a market into segments and choosing the segments, understand positioning tactics and activities, understand and evaluate different product strategies, applying prices in market strategy, recognition of phases in the life cycle of the product, applying effects of different elements in communication mix, managing marketing channels, the importance of connecting marketing activities into integrated unity, knowledge about differences between domestic and foreign market.					
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Creating value and buyers' contentment (2 lessons) 2. Marketing surrounding (4 lessons) 3. Process of decision-making when buying and buyers' behavior (3 lessons) 4. Market segmentation, choosing the aimed market and positioning (2 lessons) 5. Product, services and brand strategies, the life cycle of the product (4 lessons) 6. Forming of the price and price strategies (2 lessons) 7. Marketing communication mix(4 lessons) 8. Managing of marketing channels (3 lessons) 9. Integrated marketing communication (3 lessons) 10. Global marketing (3 lessons) 					
Types of classes	In class Online		Consultations			
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,9	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,5	Other (add)	0
	Qolloquim	1,8	Oral exam	0	Other (add)	0
	Written exam	1,8	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities			
	1. Attendance			
	Class attendance 5 points.....		5%	
	Exercises attendance 5 points.....		5%	
	Interactivities 5 points.....		5%	
2. Case study				
Written part 15 points.....		15%		
Oral presentation 10 points.....		10%		
3. Qolloquim 30 points.....				
Exam				
4. Written/Oral exam 30 points.....		30%		
TOTAL.....		100%		
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
	Kotler, Ph., Keller. K.L., Marketing Management, 14th edition, Prentice Hall, 2012.			
	Kotler, Ph., Armstrong, G., Principles of Marketing, 14th edition, Prentice Hall, 2012.			
Supplementary literature				
Other (by the opinion of the proposer)	Materials on the IUSBAX system			

SUBJECT NAME	Management					
COURSE LEVEL	Undergraduate					
Subject code	5.01.02.E008	Year of Study	I			
Subject holder	Doc.dr.sc. Tanja Gavrić	Point value (ECTS)	7			
Associates	None					
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Introducing students to the function and task of management as the main initiator of the company business.					
Conditions for enrolling in the subject and abilities needed for the subject	None					
Anticipated outcome of learning on subject level (10 outcomes)	<p>After the course, students will be able to</p> <ul style="list-style-type: none"> -describe the features of management as a process, management level, and profession -differentiate the vital contribution of individual theories of management in management practice -identify vital factors of the business and general surrounding and their impact on a business subject -apply planning techniques -identify and describe different forms of organizational design -describe vital activities of managing human resources -interpret different access in leading and motivating -apply appropriate control technique 					
Subject content elaborated in detail by class lessons:	<ul style="list-style-type: none"> 13. Management – conceptual definition (3 lessons) 14. Theoretical frame of management (3 lessons) 15. Management and surrounding (4 lessons) 16. Management skills and functions (3 lessons) 17. Planning function (2 lessons) 18. Organization function (2 lessons) 19. Managing human resources (3 lessons) 20. Leading and motivation (3 lessons) 21. Control (3 lessons) 22. Management of changes (5 lessons) 					
Types of classes	In class Online	Consultations				
Student obligations	<ul style="list-style-type: none"> 1) Attendance and work in class 2) Making the tasks and seminar paper 3) Passing the colloquium and final exam 					
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	1,05	Research		Practical work	
	Experimental work		Report		Making the task	0,7
	Essay		Seminar paper	1,75	Other (add)	
	Qolloquim	2,1	Oral exam		Other (add)	
	Written exam	2,1	Project		Other (add)	

Grading and evaluating students' work during class and on the final exam	Preexam activities 1. Attendance Class attendance 5 ponits..... 5% Exercises attendance 5 points..... 5% Interactivities 5 points..... 5% 2. Case study Written part 15 points..... 15% Oral presentation 10 points..... 10% 3. Qolloquim 30 points..... 30% Exam 4. Written/Oral exam 30 points..... 30% TOTAL..... 100%			
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
	Management – T.S. Bateman, S.A. Snell, R. Konopaske; McGraw Hill, 2015.			
	Mary A. CoulterDavid A. DeCenzo, Fundamentals of management – 11th edition, S.P. Robbins; Pearson, 2020			
Supplementary literature				
Other (by the opinion of the proposer)	Materials on the IUSBAX system			

SUBJECT NAME	Macroeconomy					
COURSE LEVEL	Undergraduate					
Subject code	5.01.01.E016	Year of Study	II			
Subject holder		Point value (ECTS)	6			
Associates						
DESCRIPTION OF THE SUBJECT						
SUBJECT AIM	Interpreting modern macroeconomy to bring closer the insight into macroeconomy subjects to students (economic growth, employment/unemployment, and inflation) and models for making the balance on the markets of goods, financial markets, and labor market.					
Conditions for enrolling in the subject and abilities needed for the subject	Introduction to economy					
Anticipated outcome of learning on subject level	Defining macroeconomy, meaning of interpretation of GDP, targeted economic growth and development, different markets of goods and services, tracking and regulating unemployment through the use of macroeconomic instruments, the power of manufacturing and its impact on the economy of a country, change of aggregate demand and aggregate offer, cyclic movements in macroeconomy sense, changes of interest rate and exchange rate, importance of macroeconomy policy in creating a positive surrounding of a country, the impact of globalization and necessity of opening the global economy					
Subject content elaborated in detail by class lessons:	11. Introduction to macroeconomic science (GDP, GNP, unemployment, inflation, history of macroeconomy) 3 lessons 12. Macroeconomy balance (models AS-AD and IS-LM) 3 lessons 13. The market of goods, financial market, and labor market 3 lessons 14. The natural rate of unemployment and Philips Curve 4 lessons 15. Savings, capital accumulation, manufacturing 4 lessons 16. Aggregate consumption and investments (multiplier and accelerator) 3 lessons 17. Economical development, economic growth, and cyclic movements (depression and crisis) 3 lessons 18. Manufacturing, interest rate, and exchange rate 3 lessons 19. Macroeconomy policy 2 lessons 20. The policy of open economy 2 lessons					
Types of classes	In class					
	Online					
Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,9	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,5	Other (add)	0
	Qolloquim	1,8	Oral exam	0,9	Other (add)	0
	Written exam	0,9	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities 1. Attendance Class attendance 5 points..... 5% Exercises attendance 5 points..... 5% Interactivities 5 points..... 5% 2. Case study Written part 15 points..... 15% Oral presentation 10 points..... 10% 3. Qolloquim 30 points..... 30% Exam 4. Written/Oral exam 30 points..... 30% TOTAL..... 100%			
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other
O.Blanchard, Macroeconomics (7th Edition), 2016. M. Burda, C. Wyplosz, Macroeconomics A European Text, Oxford University Press, 2012				
Supplementary literature				
Other (by the opinion of the proposer)	Materials on the IUSBAX system			

SUBJECT NAME	Financial market and institutions		
COURSE LEVEL	Undergraduate		
Subject code	5.01.03.E043	Year of Study	IV
Subject holder	Doc. dr. sc. Saudin Terzić	Point value (ECTS)	6
Associates			
DESCRIPTION OF THE SUBJECT			
SUBJECT AIM	A subject aims to allow students the understanding of a financial market, instruments, and institutions. The subject covers a wide circle of questions with an accent on a theoretical and empirical aspect of the financial market.		
Conditions for enrolling in the subject and abilities needed for the subject	Passed Financial management		
Anticipated outcome of learning on subject level	<ol style="list-style-type: none"> 1. Argumentatively and present functioning of the financial market to general and professional audience 2. Explain the basic law of a functioning financial market 3. Apply acquired knowledge on a level of an individual, company, and industry 4. Understand the terms globalization, regulation, transition, and influence on individual markets 5. Define challenges of the international financial market and the financial market of Bosnia and Herzegovina 6. Understand the financial markets of countries in transition 7. Explain the development perspectives of the financial market in Bosnia and Herzegovina 8. Understand the importance and the role of financial institutions 9. Explain the role of a Securities Commission in FB&H and RS 10. Understand the functioning of SASE and BLSE 		
Subject content elaborated in detail by class lessons:	<ol style="list-style-type: none"> 1. Role and development of financial market and institutions (2 lessons) 2. Market of money function, institutional structure, and instruments (2 lessons) 3. Money market of developed countries, questions of regulation, and challenges of globalization (2 lessons) 4. Capital market: functions, institutional structure, and challenges of globalization (2 lessons) 5. Capital market of developed countries, questions of regulation, and challenges of globalization (2 lessons) 6. Financial markets in countries in transition (3 lessons) 7. Configuration of money market and capital in B&H and perspectives (3 lessons) 8. International financial market (2 lessons) 9. Financial markets in crisis period (2 lessons) 10. Financial markets in B&H (10 lessons) 		
Types of classes	In class Online	Consultations Individual work tasks	

Student obligations						
Monitoring the student's work (write the share in ECTS points so that a total number of ECTS points matches the point value of the subject):	Attendance	0,6	Research	0	Practical work	0
	Experimental work	0	Report	0	Other	0
	Essay	0	Seminar paper	1,8	Other (add)	0
	Qolloquim	1,8	Oral exam	0	Other (add)	0
	Written exam	1,8	Project	0	Other (add)	0

Grading and evaluating students' work during class and on the final exam	Preexam activities:				
	5. Attendance				
	Class attendance 5 points.....5%				
	Exercise attendance 5 points.....5%				
	6. Seminar paper 30 points.....30%				
	7. Quolloquim 30 points,,,,,,,,,,,,,,,,,,,,,,,,,,,,,30%				
	Exam				
	8. Written/Oral exam 30 points30%				
	Total 100 points100%				
	Grades by given points				
Grade		Number of points			
5		0-54			
6		55-64			
7		65-74			
8		75-84			
9		85-94			
10		95-100			
Mandatory literature (available in the library and by other media)	Title	Number of copies in the library	Availability by other media	Other	
	JEF MADURA, FINANCIAL MARKETS AND INSTITUTIONS, 6TH EDITION, THOMSON LEARNING, 2003.	1			
Supplementary literature	Materials on the IUSBAX system				
Other (by the opinion of the proposer)					