



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Economics Basics								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	OSEKO	1.7. Year of Study	First						
1.4. Course Code	CM19108	1.8. Semester	Second / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	30	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	30								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Damir Novotny	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	College Professor	2.8. Teaching Rank
2.4. Contact e-mail	damir.novotny@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	<p>The first objective is to introduce students to the basics of economic science, economic principles and basic laws, economic structures and institutions.</p> <p>The second objective is to improve understanding of economic changes in a global environment.</p> <p>The third objective is to introduce students with the business environment, theories of the enterprise and entrepreneurship, as well with enterprise management principles.</p>
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3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.						
3.3. Learning Outcomes	<p>LO1: Explain the fundamental economic principles, economic laws, economic systems and economic theories.</p> <p>LO2: Explain the government roles in the economic activities and compare different approaches to macro-economic policy making.</p> <p>LO3: Explain the tectonic changes in globalized economic environment and EU economic environment.</p> <p>LO4: Explain the role of an enterprise in the economic system and how the changes in macro-economic environment are affecting enterprise management.</p>						
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction to the market oriented economy and fundamental economic laws 2. Economic system, economic agents, macroeconomic indicators 3. Economic structures, monopoly, demand and supply 4. Production function, factors, factor markets 5. Economic theories, economic cycles, economic crisis 6. Government role in economic system, macroeconomic management, macroeconomic policies 7. Global economic environment, globalization, economics of EU 8. International business environment, trading blocks 9. Money, financial markets, financial institutions 10. Creative economy 11. Theory of enterprise 12. Enterprise management 						
3.5. Types of Class Activities	<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and Workshops	<input type="checkbox"/> Exercises <input type="checkbox"/> Distance Learning	<input type="checkbox"/> Field Trips <input checked="" type="checkbox"/> Independent Assignments	<input type="checkbox"/> Multimedia and Network <input type="checkbox"/> Laboratory	<input type="checkbox"/> Mentored Paper <input type="checkbox"/> Misc.		
3.6. Course Language	Croatian Language						
3.7. Student Obligations	Class attendance (lectures and exercises), discussion during the classes, writing of papers and essays						
3.8. Monitoring Student Work and ECTS	<input type="checkbox"/> 1,3 Class Attendance <input type="checkbox"/> Activities in Class	<input type="checkbox"/> Written Exam <input type="checkbox"/> Oral Exam	<input type="checkbox"/> 0,7 Seminar Paper <input type="checkbox"/> Research	<input type="checkbox"/> 3 Preliminary Exam(s) <input type="checkbox"/> Essay	<input type="checkbox"/> Project <input type="checkbox"/> Misc.		



3.9. Grading Students during Class and Final Exam	Grade Type	Points
	1. Class attendance	5
	2. Preliminary exam 1	40
	3. Preliminary exam 2	40
	4. Essay	5
	5. Seminar paper / Business case	10
Total Points	100	

3.10. Obligatory Literature	1. Samuelson, P.A., Nordhaus, W.D. (2011). <i>Ekonomija</i> . Mate, Zagreb
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3.11. Supplementary Literature	1. Sloman, J; Hinde, K.; Garatt, D. (2013). <i>Economics for Business</i> . Harlow: Pearson. 2. Mankiw, N. G. (2013). <i>Macroeconomics</i> . New York: Worth Publishers. 3. Lipsey, R. G.; Chrystal, K. A. (2004). <i>Principles of Economics</i> . Oxford University Press. 4. Baldwin, R.; Wyplosz, C. (2015). <i>The Economics of European Integration</i> . London: McGrawHill Education.
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3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires
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