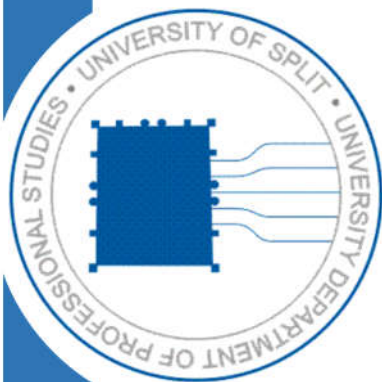


# Course syllabus

## Business Economics



## COURSE DETAILS

<b><i>Type of study programme</i></b>	Graduate professional study programme- 120 ECTS	
<b><i>Study programme</i></b>	BUSINESS TRADE	
<b><i>Course title</i></b>	Business Economics	
<b><i>Course code</i></b>	DTP001	
<b><i>ECTS (Number of credits allocated)</i></b>	6	
<b><i>Course status</i></b>	Core	
<b><i>Year of study</i></b>	First	
<b><i>Course Web site</i></b>	<a href="https://moodle.oss.unist.hr/course/category.php?id=21">https://moodle.oss.unist.hr/course/category.php?id=21</a>	
<b><i>Total lesson hours per semester</i></b>	Lectures	30
	Practicals	30
<b><i>Prerequisite(s)</i></b>	None	
<b><i>Lecturer(s)</i></b>	Marina Lolić Čipčić, senior lecturer	

## COURSE DESCRIPTION

<p><b><i>Course Objectives:</i></b></p>	<ul style="list-style-type: none"> <li>• understanding various types of company value assessment models,</li> <li>• enabling students to identify, classify and manage company results; costs and revenues and to set optimal prices (in terms of company profits)</li> </ul>
<p><b><i>Learning outcomes</i></b></p> <p><b><i>On successful completion of this course, student should be able to:</i></b></p>	<ol style="list-style-type: none"> <li>1. Define basic terms, principles and laws in the domain of business economy,</li> <li>2. describe different methods of economic law applications in enterprise functioning,</li> <li>3. apply value assessment models of enterprises,</li> <li>4. compare various methods of cost estimates,</li> <li>5. choose the most appropriate model for company assessment, based on previously acquired knowledge.</li> </ol>
<p><b><i>Course content</i></b></p>	<p>Introduction to Business Economics; concepts and definitions. Company business theories. Business goals and company value. Company assets. Business leverage. Evaluation and forecasting of demand. Elasticity; application in the process of business decision-making. Analysis of production; short and long run. Cost analysis; concepts and classification. Cost analysis; short and long run. Fixed and variable costs. Market structures; perfect competition and monopoly. Market structures; oligopoly and monopolistic competition. Game theory. Market power and market concentration indicators. Production factors markets. Mergers and acquisitions.</p>

## CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1,0 ECTS	1,2,4,5
<i>Practicals</i>	30 hours / 1,0 ECTS	2,3,4,5
<i>Preparation, mid-term exam</i>	45 hours / 1,5 ECTS	1,2,3,4,5
<i>Self-study</i>	45 hours / 1,5 ECTS	1,2,3,4
<i>Office hours and final exam</i>	30 hours / 1,0 ECTS	1,2,3,4,5
<b>TOTAL:</b>	<b>180 hours / 6 ECTS</b>	<b>1,2,3,4,5</b>

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>First mid-term exam</i>	50 - 100	50
<i>Second mid-term exam</i>	50 - 100	50

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	100
Testing indicators – makeup exam (third and fourth exam term)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	100

## PERFORMANCE AND GRADE

<b>Percentage</b>	<b>Criteria</b>	<b>Grade</b>
50% - 61%	<i>basic criteria met</i>	sufficient (2)
62% - 74%	<i>average performance with some errors</i>	good (3)
75% - 87%	<i>above average performance with minor errors</i>	very good (4)
88% - 100%	<i>outstanding performance</i>	outstanding (5)

## ADDITIONAL INFORMATION

Teaching materials for students, teaching record, detailed course syllabus, current information and all other data are available by MOODLE system to all students.