

| NAME OF THE COURSE | | BUSINESS ECONOMICS | | | | |
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| Code | ECA002 | Year of study | 1. | | | |
| Course teacher | Dragana Grubišić, PH. D. Slađana Pavlinović, Assisten Professor | Credits (ECTS) | 6 | | | |
| Associate teachers | Slađana Pavlinović Mršić, Assistant professor Doris Podrug, mag.oec. | Type of instruction (number of hours) | L | S | E | F |
| | | | 26 | | 26 | |
| Status of the course | Obligatory | Percentage of application of e-learning | 40% | | | |
| COURSE DESCRIPTION | | | | | | |
| Course objectives | The main object of the course is that students master the underlying economic categories related to business operations and calculations of various indicators relevant to its success. | | | | | |
| Course enrolment requirements and entry competences required for the course | | | | | | |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | <p>Learning outcomes:</p> <p>Draw graphs and comment on them; calculate and comment on economic indicators; and compare and explain the economic categories (level 6 according to the CQF).</p> <p>Individual learning outcomes:</p> <ol style="list-style-type: none"> 1. Interpret market situations and basic aggregate sizes such as supply and demand (level 6 according to CQF). 2. Critically judge enterprise categories and enterprise assets (level 6 according to the CQF). 3. Evaluate production and costs, and link them (level 6 to CQF). 4. Differentiate and create calculations (level 6 according to CQF). 5. Evaluate and interpret business results and business performance indicators (level 6 according to the CQF). 6. Judge the role of production factors on business operations (level 6 according to the CQF). | | | | | |
| Course content broken down in detail by weekly class schedule (syllabus) | Lectures | | Exercises | | | |
| | Theme | Hours | Theme | Hours | | |
| | Introduction. Market: The term. Market typology. | 2 | Terms: function, graph, curve, dependent and independent variable | 2 | | |
| | Demand: Factors of demand, Individual demand. Market demand. | 2 | Tasks: Demand | 2 | | |
| | Elasticity of demand: price, income and cross. | 2 | Tasks: Elasticity of demand | 2 | | |
| | Demand and behaviour of consumers. Supply: The term. Factors of the supply. Elasticity of supply. Equilibrium of supply and demand. | 2 | Tasks: Consumer behaviour; supply | 2 | | |
| | The term of enterprise, entrepreneur and entrepreneurship. Objectives and value of the company. Principles of business operations. Enterprise assets: basic and working capital | 2 | Tasks: Enterprise assets | 2 | | |
| | Production with one variable factor | 2 | Tasks: Production with one variable factor | 2 | | |

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| | Production with two variable factors | 2 | Tasks: Production with two variable factor | 2 | | |
| | 1. colloquium | | 1. colloquium | | | |
| | Cost theory: Definition and types of costs (fixed, variable, total, average, marginal). | 2 | Tasks: Costs | 2 | | |
| | Microeconomic cost analysis: Costs in short and long term. Cost, revenue and capacity utilization | 2 | Tasks: Cost, revenue and capacity utilization | 2 | | |
| | Calculation | 2 | Tasks: Calculation | 2 | | |
| | Business result | 2 | Tasks: Calculation / business result | 2 | | |
| | Measures of business performance | 2 | Tasks: Business result / Measures of business performance | 2 | | |
| | Economics of resources | 2 | Tasks: Measures of business performance | 2 | | |
| | 2. Colloquium | 2 | 2. colloquium | 2 | | |
| Format of instruction | <input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work | | <input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other) | | | |
| Student responsibilities | The student is obliged to attend and regularly follow the classes, and is free to perform the set tasks. The condition for signing and taking the exam is a minimum attendance of 70% for full-time students and 35% for part-time students. | | | | | |
| Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>) | Class attendance | 0,5 | Research | | Practical training | 0,5 |
| | Experimental work | | Report | | (Other) | |
| | Essay | | Seminar essay | | (Other) | |
| | Tests | 5 | Oral exam | | (Other) | |
| | Written exam | | Project | | (Other) | |
| Grading and evaluating student work in class and at the final exam | <p>During the semester, there are 2 colloquia, which include tasks and theory. Successful placement of both colloquia (tasks: total of at least 50% and theory: total of at least 60%), the student is relieved from the exam and proposes a final grade. The minimum percentage in one colloquium can be 40% of the tasks and 45% of the theory. If a student is not satisfied with the suggested grade, he / she may answer orally at the time of rating entry.</p> <p>Additional option: For easier learning and better preparation for colloquia / exam, students can handle weekly assignments (14 weekly assignments). If they achieve a total of at least 70% correct answers they can:</p> <ol style="list-style-type: none"> 1. pass the tasks, if a total of 7% of correct answers are missing on the tasks (half a point), for example, the total achieved percentage on the tasks is between 43% and 49%; 2. pass the theory, if a total of 7% of correct answers are missing in the theory (one or half points), for example, the total achieved percentage of correct answers is between 53% and 59%; or 3. get a higher grade if the total score is between: 65% and 71%, 75% and 81% or 85% and 91%. <p>The result of weekly assignments can be used when taking the exam through a colloquium, and only in the summer exam period of the current academic year. The achieved percentage and appropriate grades for written tests are:</p> | | | | | |

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| | 0% - 54,5% inadequate (1) 55% - 66,5% sufficient (2) 67% - 77,5% good (3) 78% - 88,5% very good (4) 89% - 100% excellent (5) | | |
| Required literature (available in the library and via other media) | Title | Number of copies in the library | Availability via other media |
| | Grubišić, D., Poslovna ekonomija, treće izdanje, Ekonomski fakultet u Splitu, 2013. | 11 | Intranet |
| | Jayasinghe, P. (2018): Managerial Economics. Concepts and Tools. Expographic Books Pvt Ltd | | Internet pdf |
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| Optional literature (at the time of submission of study programme proposal) | | | |
| Quality assurance methods that ensure the acquisition of exit competences | <ul style="list-style-type: none"> Monitoring attendance and performance of other student obligations (teacher) Teaching Supervision (Vice Dean for teaching) Analysis of the success of studies in all subject studies (Vice Dean for teaching) Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Center for Quality Improvement) The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice Dean for teaching) | | |
| Other (as the proposer wishes to add) | | | |