



Josip Juraj Strossmayer University of Osijek
Faculty of Economics and Business in Osijek

UNIVERSITY MASTER'S STUDIES
PROGRAMME GUIDE

**Applied
Economics**

Business

ABOUT

Faculty of Economics and Business in Osijek

The Faculty of Economics and Business in Osijek is one of the oldest faculties and higher education institutions in Osijek and the region of Slavonia and Baranja and a cornerstone in the establishment of Josip Juraj Strossmayer University of Osijek. Its founding in 1961 followed as a continuation of the activities of the Center for Economic Studies of the University of Zagreb, strongly supported by strong economic development in the region, the local Chamber of Commerce, as well as local and regional authorities.

In its 61 years of existence, the Faculty of Economics and Business in Osijek (hereinafter: the Faculty) has played a significant role in educating scholars and professionals in this part of Croatia, its activities reflecting the pulse of the home region. From its earliest days, the Faculty made it its primary goal to position itself as an autonomous, modern institution closely competitive and comparable to European and global standards of teaching and scientific research. Through its vision and mission, the Faculty

demonstrates its commitment to promoting and achieving excellence in its scientific research and teaching activities as an important prerequisite for achieving progress and competitiveness of the social environment in which it resides and operates. All of this speaks to the fact that the Faculty's rich tradition and current intellectual potential can continue to act as strong support to economic development both in the region and in Croatia as a whole.

The Faculty's recognizability and its role as a significant actor in the area stem from the numerous opportunities it offers to its students. These include a large number of study programmes at all educational levels, numerous extracurricular activities enabling students to develop their knowledge and skills and enhance their employability, cooperation with both national and international higher education institutions and economic entities on various scientific and professional projects, as well as mobility projects through the Erasmus+ programme.

Why Choose a University Master's Programme at EFOS?

The Faculty of Economics and Business in Osijek offers two university Master's programmes: one in Applied Economics and another in Business, featuring six tracks (**Financial Management, Marketing, Management, Entrepreneurship and Innovation, Business Informatics, and Supply Chain Management**).

The university Master's programmes in Applied Economics and Business both aim to produce responsible and independent individuals with advanced skills in business, economics-based thinking and leadership, ready to face the challenges of societal and economic development in a global environment, taking into full account the goals of sustainable development.

Both programmes aim to develop a suitable balance of theoretical and practical knowledge in business and economics, through a combination of interdisciplinary approaches,

active learning, and targeted personal development. This enables students to develop the skills, knowledge, and competences necessary to make them into successful business leaders of tomorrow.

Upon completion of university Master's studies at the Faculty of Economics and Business in Osijek, students are ready for the job market and find their place in the world of business in various positions in all major sectors (public, profit, civil) across the entire range of industries, and in organizations of any size (small, medium, large). Some of them also choose self-employment, i.e. starting and developing their own entrepreneurial ventures. Additionally, students may decide to continue their education in university specialist programmes or postgraduate programmes in Croatia or abroad.

STUDY PROGRAMME	1 University Master's Programme in Applied Economics	2 University Master's Programme in Business
INSTITUTION	Josip Juraj Strossmayer University of Osijek Faculty of Economics and Business Trg Ljudevita Gaja 7, 31000 Osijek	
LEVEL AND TYPE	University Master's study programme	
DEGREE	MA in Economics (univ. mag. oec.)	MA in Business (univ. mag. oec.)
DURATION	2 academic years (4 semesters)	
STRUCTURE AND ECTS CREDITS	<p>120 ECTS credits in total</p> <p>30 ECTS credits 6 joint core courses, taught at both study programmes;</p> <p>90 ECTS credits 45 ECTS credits Core programme - specific courses, 30 ECTS credits Elective courses and requirements, 15 ECTS credits MA Thesis</p>	<p>120 ECTS credits in total</p> <p>30 ECTS credits 6 joint core courses, taught in all specialized programmes;</p> <p>90 ECTS credits programme specific courses (60 ECTS credits min.), elective course requirements (15 ECTS credits min.) and MA thesis (15 ECTS credits)</p>
LANGUAGE	Croatian, with some elective courses optionally taught in English (including exam-taking)	

Admission Requirements for University Master's Programmes at the Faculty of Economics and Business in Osijek

The university Master's programmes at the Faculty of Economics and Business in Osijek are open to candidates who have completed a university undergraduate programme or a professional undergraduate programme and have obtained a minimum of 180 ECTS credits. Candidates who have completed a university undergraduate programme are admitted to the university Master's programme based on their grade point average in the university undergraduate programme.

Candidates who have completed a professional undergraduate programme or have completed a university undergraduate programme outside the field of social sciences may apply for admission to the university Master's programmes at the Faculty of Economics and Business in Osijek, but will upon enrolment in the programme be assigned a number of supplemental exams, in accordance with the decision of the Faculty Council, which they are required to pass by the end of the programme.

APPLIED ECONOMICS

University Master's Programme in Applied Economics



*Understanding the past,
shaping the future*

The University Master's Programme in Applied Economics at the Faculty of Economics and Business in Osijek, as part of Josip Juraj Strossmayer University in Osijek, is based on contemporary and comparable study programmes at Croatian as well as recognized international universities. Upon completion of this programme, students acquire knowledge, skills, competences, as well as independence, and responsibility necessary for critical evaluation and creative thinking in solving complex problems, which is essential for the development of new knowledge as well as for con-

necting existing knowledge in solving complex problems in today's complex and precarious environments.

The programme aims to develop an appropriate balance of theoretical and practical knowledge in applied economics, through a combination of interdisciplinary approach, active learning, and targeted personal development, enabling the development of students' skills, knowledge, and competences that will make them successful business leaders of tomorrow.

After completing the University Master's Programme in Applied Economics at the Faculty of Economics and Business in Osijek, the student will be able to:

- 1 Engage in well-supported discussions about economic concepts, developmental processes, and economic challenges facing contemporary society and the economy,
- 2 Evaluate public/economic policies, changes in their surroundings, and the impact of these on economic decision-making and development,
- 3 Integrate knowledge of quantitative and qualitative methods, key developmental factors, organizational management, and specific areas to make concrete decisions in the domain of economy,
- 4 Present strategic, financial, and investment-related decisions leading to the achievement of goals set,
- 5 Develop the necessary digital competences to successfully overcome challenges in a global environment.



The core and elective courses of this programme cover the entire range of current trends in the education of economists

Nataša Drvenkar, Full Professor
HEAD OF THE PROGRAMME

Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	Neuroeconomics	Obligatory	30	0	0	5
5.	Institutional Economics	Obligatory	30	15	0	5
6.	Global Economics	Obligatory	30	0	0	5

Semester 2						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management*	Obligatory	30	15	0	5
2.	Controlling*	Obligatory	30	0	15	5
3.	Macroeconomic Analysis and Policy	Obligatory	30	0	15	5
4.	Sustainable Development	Obligatory	30	15	0	4
5.	Digital Transformation	Obligatory	30	0	0	5
6.	Econometrics	Obligatory	30	0	15	5
7.	Research and Development Laboratory 1	Obligatory	0	15	0	1

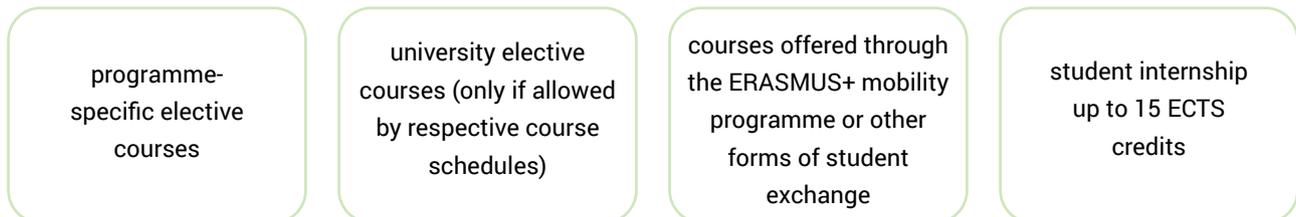
Semester 3						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Public Sector Economics	Obligatory	30	0	0	5
3.	Capital Budgeting	Obligatory	30	0	0	5
4.	Research and Development Laboratory 2	Elective	0	15	0	1
5.	Game Theory	Elective	30	0	0	5
6.	Developmental Economics	Elective	30	0	0	4
7.	Labour Economics	Elective	15	15	0	4
8.	Economic Policies in the EU	Elective	30	0	0	4
9.	Cost - Benefit Analysis	Elective	15	0	15	5
10.	Creative Economics	Elective	15	15	0	4
11.	Regional Development	Elective	15	15	0	4
12.	Rural Development and Agricultural Policy	Elective	30	0	0	4
13.	Industrial Organization and Market Regulation	Elective	30	0	0	4
14.	Welfare Economics	Elective	30	0	0	4

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	Research and Development Laboratory 3	Elective	0	15	0	1
2.	Economics of Aging	Elective	15	15	0	4
3.	Economic Diplomacy	Elective	15	15	0	4
4.	Local Economic Growth	Elective	15	15	0	4
5.	Local Public Finances	Elective	30	0	0	5
6.	Macromarketing	Elective	30	0	0	3
7.	Political Marketing	Elective	15	15	0	4
8.	Predictive Analytics	Elective	15	15	0	4
9.	Energy Economics	Elective	30	0	0	4
10.	Experience Economics	Elective	15	0	15	3
11.	Food Economics	Elective	30	0	0	4
12.	Risk Management	Elective	15	0	30	4

**joint courses for all programmes*

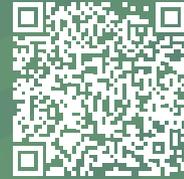
***L- lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:



BUSINESS

Financial Management



Numbers speak, we understand them

In the University Master's Programme in Business, Financial Management programme track, students acquire additional expertise in the field of finance, and if so inclined, a sharper focus on the domain of accounting, by targeted choice of elective courses offered in the specialized programme track.

This master's programme track provides students with the knowledge to apply modern analytical techniques and skills, enabling the development of competences for making financial decisions in the private, public, and government sectors.

Upon completing this programme track, students will be equipped to perform tasks in financial planning and analysis, tax and credit consulting, risk management, investment planning, securities trading, as well as accounting and auditing tasks.

The Financial Management programme track provides insight into global trends and the functioning of financial markets, as well as in ways successful companies integrate finance and strategy. Students will be equipped to take on challenging roles in various industries and sectors of economy, leading their organizations to success and growth.

Upon completion of the University Master's Programme in Business, Financial Management, students will be able to:

- 1 Analyze trends and movements in financial markets and manage financial instruments and taxes accordingly,
- 2 Present their findings, opinions, and research results in the field of financial management in a well-articulated and elaborate manner,
- 3 Apply critical thinking in systematic quantitative and qualitative problem-solving in financial management,
- 4 Prepare financial reports in diverse organizations, i.e. institutions, and evaluate their reliability using appropriate and relevant accounting and auditing standards,
- 5 Master and apply contemporary, sophisticated techniques, methods, and models necessary for making strategic business decisions in financial management.



In the Financial Management programme track, we provide students with the knowledge and skills necessary for a successful career in the dynamic and burgeoning domain of financial industry.

Dubravka Pekanov, Full Professor
HEAD OF PROGRAMME TRACK

Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	Banking	Obligatory	30	15	0	5
5.	International Financial Management	Obligatory	30	0	0	5
6.	Financial Accounting	Obligatory	30	0	15	5

Semester 2						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management*	Obligatory	30	15	0	5
2.	Controlling*	Obligatory	30	0	15	5
3.	Local Public Finances	Obligatory	30	0	0	5
4.	Financial Derivatives	Obligatory	30	0	0	5
5.	Tax Management	Obligatory	30	0	0	5
6.	Corporate Finances	Obligatory	30	0	15	5

Semester 3						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Auditing	Obligatory	30	0	15	5
3.	Managerial Accounting	Obligatory	30	0	15	5
4.	Financial and Economic Analysis of Project Investments	Elective A*	45	0	15	7
5.	Models of Multicriterial Decision-making	Elective A	30	0	0	4
6.	Appraisal of Asset and Business Value	Elective A	15	0	15	4
7.	Behavioural Finances	Elective B	15	15	0	3
8.	Blockchain and Decentralized Finance	Elective B	15	0	15	4
9.	Financial Forensics	Elective B	30	15	0	4
10.	Portfolio Management	Elective B	15	15	0	4

**A and B are two groups of electives – student can choose between these two groups, not individual electives.*

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	E-accounting	Elective	15	0	15	4
2.	Financial Mediation	Elective	15	0	15	4
3.	Financial Law	Elective	30	0	0	4
4.	Fiscal Policy	Elective	30	0	0	4
5.	Credit Analysis	Elective	30	15	15	4
6.	Insurance	Elective	30	0	0	3
7.	Personal Finances	Elective	30	0	0	4
8.	Predictive Analytics	Elective	15	0	15	4
9.	Restructuring in Financial Difficulties	Elective	30	15	0	4
10.	Business English for Finance and Accounting	Elective	15	0	15	3
11.	Risk Management	Elective	15	0	15	4

**joint courses for all programme tracks*

***L - lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:

programme-
specific elective
courses

university elective
courses (only if allowed
by respective course
schedules)

courses offered through
the ERASMUS+ mobility
programme or other
forms of student
exchange

student internship
up to 15 ECTS
credits

Marketing

*An opportunity -
for knowledge, for
practice, for a career*



In the University Master's Programme in Business, Marketing programme track, students acquire specific theoretical and practical specialized knowledge in the field of marketing, which is necessary for the successful execution of the most complex marketing tasks in the contemporary business environment. In the Marketing programme track, students will be introduced to various areas of marketing and the latest marketing trends. They

will develop the ability to manage marketing teams and campaigns, as well as create advanced marketing strategies. The programme offers opportunities to work on real projects for business entities, allowing students to gain practical experience and apply their knowledge in the real world before entering the labour market. Marketing is a broad and dynamic field, meaning that there are diverse career opportunities after completing the programme.

Upon completion of the University Master's Programme in Business: Marketing, students will be able to:

- 1 Identify and compare current theories, concepts, models, and ideas in the field of marketing,
- 2 Develop competences for shaping innovative marketing approaches aligned with the general marketing and business objectives of the business entity and sustainable development,
- 3 Plan, design, and implement marketing activities and critically evaluate their effectiveness,
- 4 Devise a marketing strategy and develop a marketing plan,
- 5 Select and apply state-of-the-art marketing techniques and tools in a digital and competitive environment,
- 6 Justify the selection of key performance indicators and analyze marketing activities.



The programme is designed to provide students with specialization in state-of-the-art marketing knowledge and skills highly sought-after in the contemporary market.

Helena Štimac, Full Professor
HEAD OF PROGRAMME TRACK

Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	International Marketing	Obligatory	30	0	0	5
5.	Customer Behaviour	Obligatory	30	0	0	5
6.	Digital Marketing	Obligatory	30	15	0	5

Semester 2

No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management*	Obligatory	30	15	0	5
2.	Controlling*	Obligatory	30	0	15	5
3.	New Product Marketing	Obligatory	30	0	0	4
4.	Integrated Market Communication	Obligatory	30	0	0	4
5.	Retail Strategies	Obligatory	30	0	0	4
6.	Marketing Analytics	Obligatory	15	0	15	4
7.	Pricing Strategies	Obligatory	30	0	0	4

Semester 3

No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Multimedia Marketing	Obligatory	30	0	0	5
3.	Marketing Planning	Obligatory	30	0	0	5
4.	Sales and Negotiation	Elective	15	15	0	5
5.	Sustainable Marketing	Elective	30	0	0	5
6.	B2B Marketing	Elective	30	0	0	5
7.	Service Industry Marketing	Elective	30	0	0	5
8.	E-commerce	Elective	30	0	0	5

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	Neuromarketing	Elective	30	0	0	3
2.	Brand Management	Elective	30	0	0	4
3.	Marketing Case Study	Elective	15	15	0	3
4.	Macromarketing	Elective	30	0	0	3
5.	Non-profit Marketing	Elective	15	15	0	3
6.	Marketing in Special Interest Tourism	Elective	30	0	0	3
7.	Marketing of Nutritional Products	Elective	15	15	0	3
8.	Digital Innovation Management	Elective	30	0	0	3
9.	Experience Economics	Elective	15	0	15	3
10.	Product Category Management	Elective	30	0	0	3
11.	Digital Marketing Tools	Elective	0	0	30	3
12.	Customer Relation Management	Elective	15	15	0	3

**joint courses for all programme tracks*

***L - lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:

programme-
specific elective
courses

university elective
courses (only if allowed
by respective course
schedules)

courses offered through
the ERASMUS+ mobility
programme or other
forms of student
exchange

student internship
up to 15 ECTS
credits

BUSINESS

Management

*Focused on people,
guided by success!*



The University Master's Programme in Business, Management programme track, is designed to equip students with the skills necessary to successfully face the challenges of a dynamic business environment and develop key knowledge and skills for the global labour market. Through theoretical and practical learning, students will develop competences that enable them to create effective business solutions and achieve meaningful business results.

The Management programme track of the University Master's Programme in Business prepares students for a successful career, positioning them as leaders in the world of business and human resources, shaping responsible and independent individuals with a business and economic mindset and leadership abilities.

Upon completion of the University Master's Programme in Business: Management students will be able to:

- 1 Apply elements of organizational behavior to achieve organizational success in a global environment,
- 2 Reevaluate management challenges in different cultural and business environments, as well as their impact on competitiveness, helping to minimize potential risks,
- 3 Formulate recommendations aimed at strengthening the innovation capacity of organizations,
- 4 Argue and elaborate on the importance and role of strategic human resource management in organizations.



This programme puts emphasis on training students to maximize the potential of organizations through innovative and efficient business solutions

Ivana Fosić, Full Professor
HEAD OF PROGRAMME TRACK

Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	Organizational Behaviour	Obligatory	30	15	0	5
5.	Crisis Management and Change	Obligatory	30	0	0	5
6.	Digital Marketing	Obligatory	30	15	0	5

Semester 2

No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management *	Obligatory	30	15	0	5
2.	Controlling *	Obligatory	30	0	15	5
3.	Corporate Management	Obligatory	30	0	0	5
4.	Innovation Management	Obligatory	30	0	0	5
5.	Operation Management	Obligatory	30	15	0	5
6.	Quality Control	Obligatory	30	0	0	5

Semester 3

No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Intercultural Management	Obligatory	30	0	0	5
3.	Strategic Management of Human Resources	Obligatory	30	0	0	5
4.	Cost – Benefit Analysis	Elective	15	15	0	4
5.	Labour Economics	Elective	15	15	0	4
6.	Behavioural Economics	Elective	15	15	0	4
7.	Employee Recruitment, Selection and Position Assignment (PROJECT ASSIGNMENT)	Elective	0	30	0	4
8.	Employment Law	Elective	30	0	0	4
9.	Non-government Organization Management	Elective	15	15	0	3
10.	Managerial Skills	Elective	15	15	0	3

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	Financial Data for Decision-making	Elective	15	15	0	4
2.	Knowledge Management	Elective	15	15	0	4
3.	Psychology of Work Behaviour	Elective	15	15	0	4
4.	Career and Output Management (PROJECT MANAGEMENT)	Elective	0	30	0	4
5.	Data Management and Visualization	Elective	15	0	15	4
6.	Business Ethics	Elective	15	15	0	3
7.	Labour Market Trends	Elective	15	15	0	3

**joint courses for all programme tracks*

***L - lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:

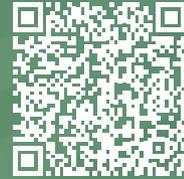
programme-specific elective courses

university elective courses (only if allowed by respective course schedules)

courses offered through the ERASMUS+ mobility programme or other forms of student exchange

student internship up to 15 ECTS credits

Entrepreneurship and Innovation



*Explore, create, dare -
entrepreneurship and
innovation, your path to
success!*

In the University Master's Programme in Business, Entrepreneurship track and Innovation programme track, the emphasis is placed on entrepreneurial, proactive, and innovative thinking and behavior based on recognizing opportunities and taking responsibility in one's immediate surroundings. After completing the programme, students

acquire competences for problem-solving, embracing change, and proactive action in all situations and contexts (small and medium-sized enterprises, large enterprises, nonprofit organizations, the public sector, state-owned enterprises), and all manner of industries (banking, food, agriculture, tourism, construction, etc.).

Upon completion of the University Master's Programme in Business: Entrepreneurship and Innovation students will be able to:

- 1 integrate key concepts that foster an entrepreneurial approach in recognizing and exploiting opportunities for developing innovative business models, ventures, products, services, and processes.
- 2 formulate recommendations to strengthen the innovation capacity of an organization.
- 3 evaluate the strategic position of the organization and its effects on growth and development, competitiveness, and business sustainability in a global environment.
- 4 analyze the business performance of a business entity by relying on financial data and information.



The Master's programme in Entrepreneurship and Innovation views entrepreneurship as a competence everyone needs

Anamarija Delić, Full Professor
HEAD OF PROGRAMME TRACK

Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	Contemporary Trends in Entrepreneurship	Obligatory	30	0	0	3
5.	Entrepreneurial Finances	Obligatory	30	0	15	5
6.	New Venture Creation	Obligatory	30	15	0	5
7.	Critical Thinking Lab	Obligatory	0	30	0	2

Semester 2						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management*	Obligatory	30	15	0	5
2.	Controlling*	Obligatory	30	0	15	5
3.	Operational Management	Obligatory	30	15	0	5
4.	Innovation Management	Obligatory	30	0	0	5
5.	International Entrepreneurship	Obligatory	30	0	0	5
6.	Business Models	Obligatory	30	15	0	5

Semester 3						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Consultancy	Obligatory	15	15	0	3
3.	Digital Marketing	Obligatory	30	15	0	5
4.	IT Laboratory	Obligatory	0	0	30	2
5.	Organizational Behaviour	Elective	30	15	0	5
6.	Business Negotiation	Elective	15	15	0	3
7.	Business Venture Financing	Elective	15	0	15	4
8.	Entrepreneurship of Non-government Organizations	Elective	15	15	0	3
9.	Corporate Entrepreneurship	Elective	30	0	0	3
10.	Family Business Management	Elective	30	0	0	3
11.	Blockchain and Decentralized Finance	Elective	15	0	15	4

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	Digital Innovation Management	Elective	15	0	15	4
2.	Business Ethics - Master's (Management/ Entrepreneurship)	Elective	30	0	0	3
3.	Labour Market Trends	Elective	15	15	0	3
4.	Franchising	Elective	15	15	0	3
5.	Transfer of Business in Small and Medium- sized businesses	Elective	15	15	0	3
6.	Growth Strategies of Small and Medium- sized businesses	Elective	30	0	0	3
7.	Competition Law	Elective	15	15	0	3
8.	Credit Scoring	Elective	15	15	0	3
9.	Ocjenjivanje kreditne sposobnosti poduzeća	Izborni	15	0	15	3

**joint courses for all programme tracks*

***L - lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:

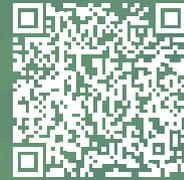
programme-
specific elective
courses

university elective
courses (only if allowed
by respective course
schedules)

courses offered through
the ERASMUS+ mobility
programme or other
forms of student
exchange

student internship
up to 15 ECTS
credits

Business Informatics



Limitless possibilities are our only constant!

The University Master's Programme in Business, Business Informatics programme track, sees students expanding and deepening their knowledge of business information systems, new and existing information and communication technologies, and becoming acquainted with new methods and tools for creating business software. Students also broaden their knowledge in the application of information technologies in specific business processes and functions, as well as in public sector business and processes. The courses provide competences for managing complex information systems, designing and managing

computer networks, creating modern management information systems based on new business intelligence, and implementing electronic business. This programme track also enables the acquisition and expansion of knowledge from other disciplines of business, which will, together with specialized knowledge in the field of information and communication technology, make students proficient in management and leadership roles, designing and strategically planning information systems, and developing new business activities based on the use of information and communication technology.

Upon completion of the University Master's Programme in Business: Business Informatics, students will be able to:

- 1 Analyze user requirements and design a model of an information system for managing organizational data, including process analysis and data visualization,
- 2 Analyze a problem requiring a software solution, design the solution, and develop applicable software,
- 3 Model a segment of the real world into a relational database model, create a relational database based on the model, and manage data within it,
- 4 Propose a machine learning model for various business problems using supervised, unsupervised, or rule-based learning techniques,
- 5 Use computer technology as a means of analyzing economic data by selecting appropriate analytical methods, draw viable conclusions, and create reports,

- 6 Analyze innovations, propose and develop optimization and non-optimization models for simulating business processes.

The Master's study of Business Informatics focuses on acquiring knowledge and skills in various segments: from managing IT projects, business analysis, software development and testing, database management, to visualizing business data and machine learning.

Dario Šebalj, Assistant Professor
HEAD OF PROGRAMME TRACK



Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	Algorithms and Programming	Obligatory	30	0	15	5
5.	Analysis and Design of Information Systems	Obligatory	30	15	0	5
6.	Support Methods in Decision- making	Obligatory	30	0	15	5

Semester 2						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management*	Obligatory	30	15	0	5
2.	Controlling*	Obligatory	30	0	15	5
3.	Relational Databases	Obligatory	30	15	15	6
4.	Business Analysis in IT Projects	Obligatory	30	0	0	5
5.	Business Simulations	Obligatory	30	0	15	5
6.	Data Management and Visualisation	Obligatory	15	0	15	4

Semester 3						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Business App Development	Obligatory	30	0	15	5
3.	Machine Learning in Business	Obligatory	30	15	0	4
4.	Innovations in Creative Industry	Obligatory	30	0	0	2
5.	Digital Marketing	Elective	30	15	0	5
6.	Econometrics	Elective	30	0	15	5
7.	Mathematics in Business Practice	Elective	15	0	15	4
8.	Blockchain and Decentralized Finance	Elective	15	0	15	4
9.	Academic Grammar and Syntax	Elective	15	0	15	3
10.	Entrepreneurial Laboratory of Creative Industry	Elective	15	15	0	3
11.	Software Testing	Elective	15	15	0	3

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	Customer Relationship Management	Elective	15	15	0	3
2.	Labour Market Trends	Elective	15	15	0	3
3.	Data Grouping	Elective	15	0	15	3
4.	Information Security	Elective	30	0	0	3
5.	Sales in the IT Sector	Elective	15	15	0	3
6.	Web App Development	Elective	15	0	15	3
7.	Modern Data Repositories	Elective	15	0	15	3
8.	ICT Project Management	Elective	15	0	15	3
9.	Web Analytics	Elective	15	0	15	3
10.	Business Networking	Elective	0	15	0	1
11.	Automatic Programming	Elective	15	0	15	3

**joint courses for all programme tracks*

***L - lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:

programme-
specific elective
courses

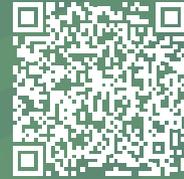
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BUSINESS

Supply Chain Management



In the right place, at the right time.

The Supply Chain Management programme track of the University Master's Programme in Business offers students contemporary theoretical and practical knowledge and skills in the field of logistics, supply chain management, and trade from several perspectives, ranging from marketing to managerial, financial, operational, international, digital-technological, ethical, and legal viewpoints. Although this programme track offers specialist knowl-

edge, its interdisciplinary coverage guarantees students who complete it ample employment opportunities in a wide range of positions in both private and public sector, primarily in the field of commodity trading, with a clear emphasis on achieving readiness for the challenges of international business (primarily within the European Union, but also beyond).

Upon completion of the University Master's Programme in Business: Supply Chain Management, students will be able to:

- 1 Analyze the costs and level of service provided by differently structured supply chains and networks,
- 2 Assess the potential economic and legal risks of various supply chain management activities,
- 3 Propose appropriate methods for managing storage and transportation in domestic and international supply chains,
- 4 Advocate positions in sales and negotiation situations within the supply chain,
- 5 Propose appropriate technologies in specific areas of supply chain management,
- 6 Plan and manage demand and inventory at different levels of the supply chain.



All content is created and delivered in line with international educational and professional standards, as the programme itself is certified by the European Logistics Association.

Davor Dujak, Full Professor
HEAD OF PROGRAMME TRACK

Programme structure

Semester 1						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Managerial Economics*	Obligatory	30	0	0	5
2.	Research Methodology*	Obligatory	30	15	0	5
3.	Leadership*	Obligatory	30	0	0	5
4.	Transport and Warehousing	Obligatory	30	15	0	5
5.	Supply Chain Design	Obligatory	30	15	0	5
6.	Sourcing and Customer Services	Obligatory	30	0	0	5

Semester 2						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Project Management*	Obligatory	30	15	0	5
2.	Controlling*	Obligatory	30	0	15	5
3.	International Business Logistics	Obligatory	30	0	0	5
4.	Transport Law and Forwarding	Obligatory	30	0	0	4
5.	E-logistics	Obligatory	30	0	0	3
6.	Sustainable Supply Chain Management	Obligatory	30	0	0	3
7.	Quality Management	Obligatory	30	0	0	5

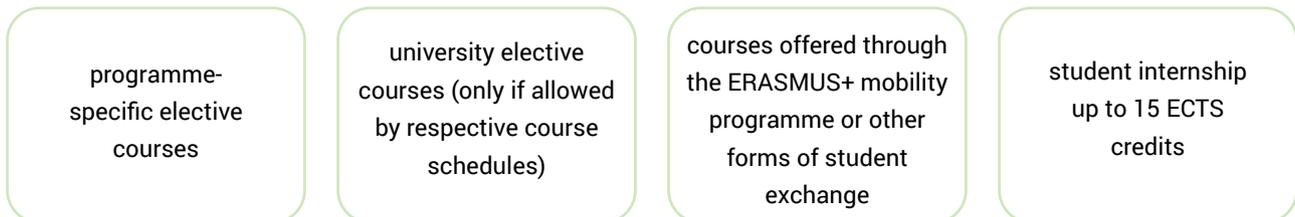
Semester 3						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	Strategic Management*	Obligatory	30	0	0	5
2.	Supply Chain Planning	Obligatory	30	0	15	5
3.	Supply Chain Risk Management	Obligatory	30	0	0	5
4.	E-commerce	Obligatory	30	0	0	5
5.	Sales and Negotiations	Obligatory	15	15	0	5
6.	Retail Logistics	Obligatory	30	0	0	5

Semester 4						
No.	Course	Obligatory/ Elective	L	S	P	ECTS
1.	MA Thesis	Obligatory	0	0	0	15
2.	Elective course requirements					15
Elective courses:						
1.	Customer Relationship Management	Elective	15	15	0	3
2.	Brand Management	Elective	30	0	0	4
3.	Product Category Management	Elective	30	0	0	3
4.	Financial Data for Decision Making	Elective	15	15	0	4
5.	Data Management and Visualization	Elective	15	0	15	4
6.	Business Simulations	Elective	30	0	15	5
7.	Business English for Logistics	Elective	15	0	15	3
8.	Pricing Strategies	Elective	30	0	0	4
9.	Economics of Commerce	Elective	30	0	0	4

**joint courses for all programme tracks*

***L - lectures, S - seminars, P - practical work*

Elective course requirements in Semester 4 can be met through:



Contact us and inquire about the possibilities

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www.efos.unios.hr

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