



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

**UNIVERSITY UNDERGRADUATE  
STUDY PROGRAMME GUIDE**

# **Economics and Business**

Osijek, 2024





## The Dean's Word

The Faculty of Economics and Business in Osijek is one of the oldest higher education institutions in Osijek, Slavonia, Baranja, and Srijem, and was instrumental in the establishment of Josip Juraj Strossmayer University of Osijek. Founded in 1961 as a continuation of the activities of the Center for Economic Studies at the University of Zagreb, the Faculty drew strong support from the business community, the local Chamber of Commerce, and local and regional government institutions at the time. This “regional” foundation has defined the profile of the Faculty from its very inception, both in terms of scientific research, where focus was set on regional development issues, entrepreneurship, and business development, and in terms of its educational programmes with a pronounced focus on the diverse aspects and functions of management and development of businesses, as well as entrepreneurship-related issues (initiating entrepreneurial ventures and developing entrepreneurial individuals).

By developing and launching a joint university undergraduate study programme in Economics and Business, the Faculty seeks to follow global educational trends, respond to the dynamics of our contemporary times, and provide students with competences for personal and professional development aimed at boosting their employability. The proposal for the new study programme resulted from an analysis of similar university undergraduate study programmes in economics and business at Croatian, European, and American universities, our own insights regarding the need for innovation and modernization of educational content and feedback received from employers in the region and alumni.

We hope that future students will acknowledge these efforts and choose the university undergraduate study programme in Economics and Business at the Faculty of Economics and Business in Osijek as the first step in laying the foundation for their careers.

*Boris Crnković, Full Professor,  
Dean of the Faculty of Economics and Business in Osijek*

# General information

Programme	University undergraduate programme in Economics and Business
Institution	Josip Juraj Strossmayer University of Osijek Faculty of Economics and Business in Osijek Trg Ljudevita Gaja 7, 31000 Osijek
Level and type	University undergraduate programme
Degree	BA in Economics (bacc.oec.)
Duration	3 academic years (6 semesters)
Structure and ECTS credits	180 ECTS credits (154 ECTS obligatory courses, 20 ECTS elective course requirements and 6 ECTS cred-its for the BA Thesis )
Language	Croatian, courses taught in English as an option

## Programme and Objectives

The Faculty of Economics and Business in Osijek sets as its vision to be an institution recognized for its excellence, innovation, and creativity in education and scientific research in the field of economics and business, as well as for its contribution to the social community at the regional, national, and international levels.

The content of this programme contributes to the recognizability of the Faculty through its innovation and state-of-the-art educational content, as well as its engagement in the development of the local community. The results of scientific research are an integral part of the educational content of the programme. The university undergraduate study programme in Economics and Business was designed in collaboration with students and employers as a response to the dynamic environment and changes currently taking place. This programme aims to ensure high-quality educational programmes provided by the Faculty, which integrate scientific research into its teaching content, and thus enhance the Faculty's contribution to the social community in which it operates.

The study programme was designed with the following objectives:

- The study programme is tailored to students aspiring to career development and/or further education in the field of economics and business in the profit, non-profit, and public sectors.
- The Programme focuses on integrating business functions, entrepreneurial behaviour, as well as on legal and ethical principles in business.
- The Programme develops abilities to understand the national, European, and global business environment in line with contemporary technological trends.

- The Programme ensures acquisition of knowledge and competencies for analysis, planning, and action in complex business situations.
- The Programme fosters the development of personal and teamwork competences and skills in high demand in the contemporary business world.

## Learning Outcomes

After completing the study, students will be able to:

- Analyse and solve complex business challenges using fundamental knowledge and concepts from economics and business.
- Formulate and apply effective business decisions based on knowledge from the field of economics and business.
- Integrate different theories, concepts, and principles of economics and business in a broad business context.
- Apply principles of ethics, sustainability, and social responsibility in solving complex business challenges.
- Independently conduct research and/or projects to make business decisions based on data, information, and knowledge.
- Analyse new ideas and opportunities using creative and innovative strategies.
- Function efficiently in a team.
- Communicate efficiently and professionally using methods appropriate for various business contexts.

Upon Programme completion, students will acquire knowledge and skills for a wide range of jobs, including independent management of professional projects, taking ethical and social responsibility for personal and professional development, as well as team development in unpredictable conditions and situations.

# Why choose the university undergraduate study in Economics and Business?

The university undergraduate study in Economics and Business offers students numerous opportunities to acquire knowledge and pursue their interests.

- **The Programme provides relevant and current knowledge needed to navigate the global environment**

The curriculum of the university undergraduate study of Economics and Business is constantly innovated in line with changes in the immediate environment. Modern teaching methods are used to encourage active student participation in the educational process and to facilitate faster acquisition of necessary knowledge.

- **The Programme ensures student mobility – within Croatia, the European Union, and worldwide**

In the sixth semester, students earn 20 ECTS credits through elective requirements that can be met by choosing some of the elective courses offered within the study programme (at the Faculty), by completing student internships, choosing elective courses from other undergraduate programs offered at Josip Juraj Strossmayer University faculties, choosing courses from other universities or courses from other European universities selected through the ERASMUS + mobility program, in line with the Erasmus student's approved study plan.

- **The Programme is oriented towards developing students' skills**

According to the World Economic Forum, the ten most sought-after skills by employers include problem-solving, critical thinking, creativity, human resource management, emotional intelligence, decision-making, negotiation skills, cognitive flexibility, among others. All these skills are integral parts of

the learning outcomes of a large number of courses in the new undergraduate programme in Economics and Business and their importance is integrated and emphasized in the learning outcomes of the Programme.

- **The programme allows students to take courses in a foreign language**

All courses in the study programme can be taught in English. Some of the lecturers have completed the seminar Academic Teaching Excellence – English as the Medium of Instruction, which was organised in collaboration with the British Council.





## Admission Requirements

### ▪ Collaboration with stakeholders in the area

Since its inception, the Faculty of Economics and Business in Osijek has fostered well-developed relations with all stakeholders and the local community, especially with the business community, which employs the majority of the Faculty's graduates. Constant communication is kept with the local community, their needs are considered, study programmes are revised accordingly, and some of them participate in teaching a number of courses within the study programme as guest lecturers.

### ▪ Extracurricular activities

The Faculty offers students numerous opportunities to satisfy their interests, or pursue additional development in the field. The Faculty is home to several student associations, founded and managed by students gathered around common interests (EFOS Student Sports Association, AIESEC, the Financial Impulse Association, the EdIT Association, the ERUDIO Association, the EWOB Association, the META Association). Additionally, the Faculty regularly hosts events such as the Science Festival, European EFOS Week, Global Entrepreneurship Week, Creative Treasury, and others. Students can also participate in the Legal-Economic Clinic, where they have the opportunity to tackle specific business problems in interdisciplinary teams. Students can also take advantage of various volunteering opportunities.

### ▪ Support during studies

The Faculty provides academic and professional support through continuous work of professional services, student representatives such as the student ombudsman, through students serving in university/faculty bodies, and through a mentoring system. Activities such as orientation lectures for freshmen and meetings with the Faculty's management are held regularly.

The university undergraduate programme at the Faculty of Economics and Business in Osijek is open to individuals who have completed a four-year high school education and passed the state graduation exam. B-level state graduation exam scores in mandatory subjects (Croatian, Mathematics, and Foreign language) are considered as components relevant in admission rankings. In addition to these scores, the overall high school grade point average (GPA) also plays an equally significant role in the ranking for admission into the programmes offered at the Faculty of Economics and Business.

The components of the state graduation exam are eliminatory, meaning that if a candidate fails to achieve the minimum number of points in these components, they will not appear on the admission rankings for the Faculty of Economics and Business in Osijek.



High school GPA is not an eliminatory component. A candidate with a GPA lower than 3.5, shall receive 0 points for this component, but they will still be listed in the rankings for admis-

sion to the Faculty of Economics and Business in Osijek. The required number of points for admission can be compensated by the points earned on the state graduation exam.

Students can enrol in the university undergraduate programme in Economics and Business as full-time or part-time students. Full-time students are those who study according to the curriculum based on full-time contact hours. The tuition for full-time students from Croatia or EU may be partially or fully financed from the state budget, in line with the decision of the Senate of the University of Josip Juraj Strossmayer of Osijek on the

conditions for admission of students to higher years of study. The tuition fee for full-time students outside of the EU is determined by Faculty of Economics and Business in Osijek and approved by the University Josip Juraj Strossmayer in Osijek. Part-time students are those who attend the educational programme while working or engaging in other activities that require specially adapted schedules and methods of study in accordance with the curriculum. The cost of such programme is fully borne by the student. The decision on the amount of tuition fees is made by the University Senate.





# Programme Structure

The teaching process in the university undergraduate programme in Economics and Business at the Faculty of Economics and Business in Osijek spans 6 semesters and consists of a total of 38 obligatory courses worth 154 ECTS credits, 20 ECTS credits allocated to elective courses, and a final thesis worth 6 ECTS credits.

Students can meet their elective course requirements, totaling a minimum of 20 ECTS credits, through:

- elective courses from the list of courses offered within the programme,
- university elective courses,
- completing an internship bringing in 5 ECTS credits, and
- recognition of part or all of the ECTS credits based on student exchange programmes (within the university, within Croatia, or internationally).



## Semester 1:

No.	Course	L	S	P	ECTS
1	Mathematics for Economists	30	0	30	6
2	Information and Communication Technologies in Business	30	0	30	6
3	Economics and Society	30	0	0	5
4	Croatian and European Economy	30	0	0	5
5	Research Methodology and Academic Writing	15	15	0	3
6	Public Speaking Skills	15	0	15	2
7	Foreign Language for Business	15	0	15	2
8	Physical Education	0	0	30	1

**Semester 2:**

No.	Course	L	S	P	ECTS
1	Statistics	30	15	15	6
2	Microeconomics	30	0	30	6
3	Marketing	30	15	0	6
4	Organisation	30	15	0	6
5	Personal Development Management	15	15	0	3
6	Foreign Language for Business	15	0	15	2
7	Physical Education	0	0	30	1

**Semester 3:**

No.	Course	L	S	P	ECTS
1	Statistical Analysis	30	15	0	4
2	Macroeconomics	30	0	30	6
3	Accounting	30	0	30	6
4	Entrepreneurship	30	0	0	4
5	Financial Markets and Institutions	30	0	0	5
6	Financial Mathematics	15	0	15	2
7	Foreign Language for Business	15	0	15	2
8	Physical Education	0	0	30	1

**Semester 4:**

No.	Course	L	S	P	ECTS
1	Management	30	15	0	6
2	Financial Management	30	0	30	6
3	International Economics	30	0	0	5
4	Public Finances	30	0	0	5
5	Human Resource Management	30	15	0	5
6	Foreign Language for Business	15	0	15	2
7	Physical Education	0	0	30	1

**Semester 5:**

No.	Course	L	S	P	ECTS
1	Quantitative Methods for Business Decisions	30	0	30	6
2	Supply Chain Management	30	0	0	5
3	Business Information Systems	30	15	0	6
4	E – business	30	15	0	6
5	Business Law	30	15	0	5
6	Foreign Language for Business	15	0	15	2

**Semester 6:**

No.	Course	L	S	P	ECTS
1	Elective courses requirements				20
2	Business Communication	10	0	10	2
3	Foreign Language for Business	15	0	15	2
4	BA Thesis				6

**Elective courses:**

No.	Course	L	S	P	ECTS
1	Circular Economics	30	0	0	5
2	Elementary Algorithms and Computer's Programming	30	0	0	5
3	Financial Accounting	30	0	0	5
4	Global Economy	30	0	0	5
5	Market Research	30	0	0	5
6	Managerial Accounting	30	0	0	5
7	Monetary Finance	30	0	0	5
8	Object-oriented Programming	30	0	0	5
9	Mark-up Languages	30	0	0	5
10	Entrepreneurial Management	30	0	0	5
11	Consumer Behaviour	30	0	0	5
12	Business in Agriculture	30	0	0	5
13	Business in Tourism	30	0	0	5
14	Business Ethics	20	10	10	3
15	Business Databases	30	0	0	5
16	EU Project Development	30	0	0	2
17	Regional Economics	30	0	0	5
18	Laboratory of Business Ideas	30	0	0	5
19	Analysis of Company Operations	30	0	0	5
20	Project Management	30	0	0	5
21	Urban Economy	30	0	0	5
22	Internship	6	0	120	5

## Continuation of studies at EFOS

After completing university undergraduate studies, students can continue their education in one of the master's programmes at the Faculty of Economics and Business in Osijek.

### Master's study in Business



Financial  
Management



Marketing



Management



Entrepreneurship  
and Innovativeness



Business  
Informatics



Supply Chain  
Management

### Master's study in Applied Economics



Applied  
Economics



## Additional contact information

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Information and news on the study programme and the Faculty is available and regularly updated at the Faculty's official web page:

<http://www.efos.unios.hr/>

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