

# CURRICULUM OF A SPECIALIST GRADUATE PROFESSIONAL STUDY DIGITAL ECONOMY

LIST OF MODULES / COURSES							
<b>Year of study: 1. YEAR</b>							
<b>Semester: SEMESTER 1 - COMPULSORY COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU
DIGITAL ECONOMY	System and Technology of Asset Management	Mladen Mauher, PhD, college professor Sanja Bračun, M.Sc., lecturer	30	30		6	172858
	Digital Economy and New Economy Models	Joško Lozić, PhD, senior lecturer	30	30		6	172859
	New Economy Entrepreneurship	Dalija Kuvačić, PhD, college professor	30	30		6	172860
	Quantitative Methods in Economy	Maja Pauković, lecturer	30	30		6	172861
	Motivation and Teamwork	Lucija Bačić, M.Sc., senior lecturer	30	30		6	172862
<b>Year of study: 1. YEAR</b>							
<b>Semester: SEMESTER 2 - COMPULSORY COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU
DIGITAL ECONOMY	Financial analysis	Joško Lozić, PhD, senior lecturer	30	30		6	172863
	Business Law	Ljiljana Matuško Antonić, PhD, senior lecturer	30	30		6	172864
	Human Resource Management	Lucija Bačić, M.Sc., senior lecturer	30	30		6	172865
	Operational and Tactical Information Systems	Marinko Žagar, M.Sc., senior lecturer Marta Alić, lecturer	30	30		6	172867
	Operational Research	Maja Pauković, lecturer	30	30		6	172867
<b>Year of study: 2. YEAR</b>							
<b>Semester: SEMESTER 3 - COMPULSORY COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU
	Standards and Systems for Project Management	Mladen Mauher, PhD, college professor	30	15		5	
	Methodology of Professional Research	Žarko Nožica, PhD, college professor	30	15		5	
<b>Year of study: 2. YEAR</b>							
<b>Semester: SEMESTER 3 – MODULE 1 – ELECTIVE COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU

DIGITAL TRANSFORMATION	Economic and Industrial Transformation	Mladen Mauher, PhD, college professor	30	15		5	
	Digital Economy Innovations	Mladen Sokele, PhD, lecturer Sanja Bračun, M.Sc., lecturer	30	15		5	
	Business Intelligence	Goran Klepac, PhD, college professor	30	15		5	
	Technology and Business Management Systems	Mladen Mauher, PhD, college professor	30	15		5	
	Intellectual Capital	Lucija Bačić, M.Sc., senior lecturer	30	15		5	
<b>Year of study: 2. YEAR</b>							
<b>Semester: SEMESTER 3 – MODULE 2 - ELECTIVE COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU
ENTREPRENEURIALSHIP IN DIGITAL ECONOMY	Strategic Technological Entrepreneurship	Sergej Lugović, M.Sc., senior lecturer	30	15		5	
	Entrepreneurial Infrastructure	Dalija Kuvačić, PhD, college professor	30	15		5	
	Crisis Management	Joško Lozić, PhD, senior lecturer	30	15		5	
	Family Business	Dalija Kuvačić, PhD, college professor	30	15		5	
	Strategies and Forms of Smart Specialization	Mladen Mauher, PhD, college professor	30	15		5	
	Asset Value Management	Željko Uhlir, M.Sc., lecturer	30	15		5	
<b>Year of study: 2. YEAR</b>							
<b>Semester: SEMESTER 3 – MODULE 3 - ELECTIVE COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU
DIGITAL MARKETING	Digital Marketing	Dalija Kuvačić, PhD, college professor	30	15		5	
	Contextual Integrated Marketing Communication	Lucija Bačić, M.Sc., senior lecturer	30	15		5	
	Brand Management	Joško Lozić, PhD, senior lecturer	30	15		5	
	Business ethics	Ljiljana Matuško Antonić, PhD, senior lecturer	30	15		5	
	Applied Statistics	Maja Pauković, lecturer	30	15		5	
<b>Year of study: 2. YEAR</b>							
<b>Semester: SEMESTER 4 - COMPULSORY COURSES</b>							
MODULE	COURSE	LECTURER	P	V	S	ECTS	ISVU
	Internship	Chosen Mentor		120		5	
	Specialist Graduation Thesis	Chosen Mentor		700		25	