



**BUSINESS ECONOMICS – ONE-YEAR
STUDY PROGRAMME
GRADUATE UNIVERSITY
STUDY PROGRAMME
CURRICULUM**

Mostar, April 2023

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1. INTRODUCTION

The curriculum of the graduate university study programme Business Economics – one-year study programme is the result of the regular review process, which began with the Decision of the Senate at the session held on 26 February 2022 (No. 01-993-1/22). The regular revision procedure was carried out according to the *Rulebook on the procedure of adopting new and revisions of existing study programmes* (No. 01-993-1 / 22). It stipulates that the Committee coordinates a revised curriculum. The Committee also includes student representatives and external users, and the scientific-teaching/artistic-teaching council of the organizational unit submits their proposal to the University Senate for adoption.

In order to involve all stakeholders in the process of improving the study programme, a public hearing was held on March 29, 2023.

The conclusions of the public debate were taken into account during the development of the curriculum.

In addition to the conclusions of the public debate, the recommendations of the Expert Committee from the last institutional accreditation in 2020 were taken into account. The recommendations include practical work outside the University (where applicable), application of legal and internal acts on the minimum share of pre-examination obligations in the final grade of all courses, and the application of modern teaching methods with the student at the centre of the teaching process.

Also, during the development of the curriculum, all strategic tasks in the strategic area of education from the *University Development Strategy 2018 – 2023*, which relate to the curriculum and teaching process, were carried out (more in the chapter "3.1. Link to the University Development Strategy").

In addition, when making decisions on the type of changes, all relevant statistical data and survey results collected and conducted in the period since the last revision/adoption of the study programme were analysed: student surveys on quality of teaching, customer satisfaction survey, recommendation of the ISO team for certification and annual report of the Faculty of Economics.

Taking into account all the above, the following changes have been made in this revised curriculum in comparison to the existing one: removing shortcomings of existing curriculum, introduction of new obligatory and elective courses, inclusion of demands from economy and labour market regarding implementing practice in the curriculum.

Since the study programme has common courses of the study programme and courses of a study tracks, the document is structured as follows: information common to the level of study programme are given first, then specifics of a study tracks and syllabi that are divided at syllabi of common courses and syllabi of courses of a study track.

2. GENERAL INFORMATION ABOUT THE STUDY PROGRAMME

| | |
|---|--|
| Study programme: | Business economics – one-year study programme |
| Tracks: | 1) Marketing 2) Management 3) Business Informatics 4) Doing Business with EU 5) Accounting and Finance |
| Cycle: | Second (II.) |
| Type: | University study programme |
| Scientific area: | Social Sciences |
| Scientific field: | Economics |
| Scientific branch: | Marketing; Management; Finance; Business Informatics; Accounting; International Economy |
| Academic title: | Master of Economics |
| EQF qualification level: | 7 |
| Duration of the study programme: | 1 year, 2 semesters |
| ECTS: | 60 ECTS |
| Language: | Croatian |
| Mode of study: | Full-time/Part-time |
| Awarding institution: | University of Mostar |
| Institution administering study programme: | University of Mostar, Faculty of Economics |
| Study programme objectives: | It is to achieve advanced knowledges and skills in students within the field of marketing, management, finance, accounting, business informatics and doing business at foreign markets. |
| Study programme competencies: | <ul style="list-style-type: none"> • Ability to analyse, synthetize and form solutions of complex problems within the area of business economics • Explain business events and problems • Ability to divide problems and make possible solutions for that by using analytical methods and procedures • Ability to make solutions of developmental problems of companies or institutions • Ability to use resources of necessary data and/or information • Ability to produce scientific and professional achievements |
| Study programme / tracks learning outcomes: | <p>Learning outcomes for all study tracks:</p> <ul style="list-style-type: none"> • Analyse, synthetise and form solutions of complex problems within the field of business informatics (EFPEJM-IU-1) • Explain business events and problems (EFPEJM-IU-2) • Divide problems and make possible solutions for them using analytical methods and procedures (EFPEJM-IU-3) • Make solutions of developmental problems of companies or institutions (EFPEJM-IU-4) • Use resources of necessary data and/or information (EFPEJM-IU-5) |

| | |
|--|--|
| | <ul style="list-style-type: none"> • Produce scientific and professional achievements (EFPEJM-IU-6) <p>Learning outcomes for Marketing track:</p> <ul style="list-style-type: none"> • Analyse specific situations in non-profit organisations and apply applicable knowledge (EFPEMAJM-IU-1) • Organize sale function and sale management (EFPEMAJM-IU-2) • Make and use system of client relations with model solutions that can be applied in marketing practice (EFPEMAJM-IU-3) • Analyse socially responsible business of organisations in public and private sector (EFPEMAJM-IU-4) • Use integrated marketing communication in business (EFPEMAJM-IU-5) <p>Learning outcomes for Management track:</p> <ul style="list-style-type: none"> • Analyse complex relations between investors, managers and other interest groups (EFPEMEJM-IU-1) • Analyse and apply information systems as support to management and decision making in management and entrepreneurship (EFPEMEJM-IU-2) • Analyse and value business of companies, recognize risks and possibility of their management ((EFPEMEJM-IU-3) • Apply methods of optimizations and management of business procedures (EFPEMEJM-IU-4) • Make socially responsible business of organisations in public and private sector (EFPEMEJM-IU-5) <p>Learning outcomes for Business Informatics track:</p> <ul style="list-style-type: none"> • Analyse and value business of organisation and propose improvement of business system (EFPEPIJM-IU-1) • Apply methods and techniques of development of information and programming systems in modern developmental environment (EFPEPIJM-IU-2) • Value business processes and data in organisations (EFPEPIJM-IU-3) • Value and apply quality standards management within information and business systems (EFPEPIJM-IU-4) • Make solutions in application of ICT, measure economic indicators in strategic planning of information system development (EFPEPIJM-IU-5) <p>Learning outcomes for Doing Business with EU track:</p> <ul style="list-style-type: none"> • Analyse activities of institutions and joint policies of EU (EFPEEUJM-IU-1) • Analyse trend at EU single market and opportunities and threats of the environment of companies (EFPEEUJM-IU-2) • Analyse competitive capabilities of companies and raising readiness for entering EU markets (EFPEEUJM-IU-3) • Value financial opportunities for doing business in EU (EFPEEUJM-IU-4) |
|--|--|

| | |
|---------------------------------|--|
| | <ul style="list-style-type: none"> • Value possibilities for financing projects from EU and active participation in application and in implementing chosen projects (EFPEEUJM-IU-5) <p>Learning outcomes for Accounting and Finance track:</p> <ul style="list-style-type: none"> • Analyse business of financial institutions and management from the aspect of regulation and supervision (EFPERFJM-IU-1) • Apply methods of financial reporting in acquiring and merging process (EFPERFJM-IU-2) • Apply methods of valuation of securities and derivatives (EFPERFJM-IU-3) • Apply techniques of forensic accounting, budget accounting, internal control and audit (EFPERFJM-IU-4) • Calculate and compare performances of public sector (EFPERFJM-IU-5) |
| Opportunities after graduation: | Graduated bachelors in economics are trained to independently perform complex tasks within the field of economics in economy and public sector |
| Accreditation: | The University of Mostar received a Decision on institutional reaccreditation on 14 January 2020 from the competent Ministry of Education, Science, Culture and Sports of the HNŽ on the recommendation of the Agency for Development of Higher Education and Quality Assurance of BiH, after which the University was registered in the State Register of Accredited Higher Education Institutions. |

3. BASIC CHARACTERISTICS OF THE STUDY PROGRAMME

3.1. Connection with the Development strategy of the University of Mostar

In the *Development Strategy of the University of Mostar 2018 - 2023* in the strategic area of education, several strategic goals are related to the curriculum and its elements.

Objective 1 defines that the University, in cooperation with stakeholders, will develop, approve, implement and continuously monitor and improve study programmes at all levels. The following tasks arise from clearly defined learning outcomes related to labour market needs, following the European Qualifications Framework (EQF):

- Task 1: clearly define the objectives and anticipated learning outcomes of each study programme and harmonize the content of the study programme with them, following the appropriate level of the European Qualifications Framework and the qualification standard
- Task 2: Introduce a transparent and consistent process of revision and improvement of study programmes with the participation of students and other stakeholders
- Task 5: ensure realistic allocation of ECTS credits, through a defined system of ECTS coordination at all study levels
- Task 6: improve the interdisciplinarity of all study programmes by enabling elective courses at the university level.

Objective 3 refers to the development of a wide network of teaching bases, including organizations from different areas of activity, to establish cooperation that will enable the connection of practice, science, art, and higher education. The following tasks arise from it:

- Task 2: increase the number of hours and the share of teaching practice in study programmes and the share of ECTS credits acquired by it
- Task 3: increase the number of bachelor/master papers related to the topic and content.

3.2. Compliance with the achievements of a certain scientific/artistic area and labour market and connection with the standards of occupations/qualifications

Objectives, competencies, and learning outcomes at the level of the study programme are defined in a way that is in line with the achievements of a particular scientific/artistic area and labour market and related to the standards of occupations/qualifications.

To harmonize with the achievements of the scientific/artistic area, the representatives of teachers in the Committee for the development of the revised curriculum and other teachers who participated in the development of syllabi for each course took into account current achievements and trends in scientific area social sciences, scientific field economics.

Also, student representatives and external users were appointed to the Committee for the development of the revised curriculum to harmonize with the labour market. Public hearing was organized with the participation of experts from practice and economics (Mepas d.o.o. Široki Brijeg, FIS d.o.o. Vitez, Savez računovođa, revizora i finansijskih djelatnika F BiH i dr.), and their suggestions were taken into account in the development of the curriculum.

Since no occupational standard or qualification standard has been defined at any level in BiH, the following documents have been taken into account Decision on the standard classification of occupations in the FBiH (Official Gazette of the FBiH, Vol. XI, No. 40, No. 8, 2004), which lists occupations under the category "Gender 2. Experts and Scientists" - economist.

Jobs / competencies / learning outcomes from all the above documents are implemented in the competencies and learning outcomes at the study programme level listed in Chapter "2. General information about the study programme and are realized in core courses, in order to ensure that all students achieve them with the acquired qualification. Coverage of learning outcomes at the level of study track with learning outcomes at the level of core courses is shown by the matrix of learning outcomes.

3.3. Comparability with study programmes in the country and abroad

The study programme is comparable with study programmes of faculties of economics in the country and in the Republic of Croatia.

Comparability is reflected exclusively in the competencies and learning outcomes at the level of study programmes and in the duration of studies, while the study programme retains its specifics mainly through the structure, course names, and ECTS credits.

3.4. Openness to student mobility

Student mobility is defined by the *Rulebook on international mobility*, which refers to administrative support for students, student mobility documents, insurance, method of application, the procedure for recognizing mobility and information package. The unique recognition methodology is defined at the university level by the Senate Decision on the adoption of a single form for the *Decision on recognition of courses, ECTS credits, grades, and professional practice during student*), which is recorded in the diploma supplement. Students can find information on mobility programmes and accompanying forms on the University's website and through vice-dean for international cooperation at the Faculty of Economics that forward information from the International Relations Office to student representatives.

3.5. Conditions for enrolment in the study programme and transfer from other study programmes

The *Rulebook on study* of the University of Mostar defines the right to enrol in undergraduate, graduate, and integrated study programmes, which is done through a public competition. The Senate, at the proposal of the scientific-teaching / artistic-teaching council of the organizational unit, and with the consent of the Governing Board of the University and the competent Ministry of Education, Science, Culture and Sports of HNŽ, announces a public tender. It is published on the website and bulletin board Faculty of Economics, which contains information on the conditions for enrolment, entrance examination, tuition fees, criteria for selecting candidates, and other information.

When transferring from other study programmes, a request is submitted to the dean at the Faculty of Economics, and the appropriate committee decides on the possibilities and conditions for enrolment.

3.6. Conditions for enrolment in the next semester and year of study and graduation

Conditions for enrolment in the next semester and higher year of study are defined by the *Rulebook on study* of the University of Mostar.

The study programme ends with writing and defending Master's thesis credited with 12 ECTS.

Manner and procedure of Master's thesis defence and its methodology of writing are defined by the Rulebook on Master's thesis of the Faculty of Economics University of Mostar.

3.7. Organization of the study programme

The study programme is organized as a one-year study in two semesters. Classes are held according to the schedule through weeks.

Professional practice is organized on the manner that students have to perform 60 hours of work in solving specific practical tasks depending on student's interest in the sector of economy, public administration and non-profit organisations.

3.8. Structure of the study programme

Since the graduate university study programme Business economics - one-year study programme has study tracks Marketing, Management, Business Informatics, Accounting and Finance and Doing Business with the EU, the structure regarding relation between common obligatory courses and courses of a study track will be shown in the table.

The table overview of the structure that shows relation between obligatory and elective courses and courses of a study track:

| ECTS by type of course | 1. year | |
|--|-----------------|-----------------|
| | Winter semester | Summer semester |
| ECTS credits of the common core courses | 2 | 12 |
| ECTS credits of the common elective courses | 0 | 0 |
| ECTS credits of the courses from the study track | 28 | 18 |
| IN TOTAL | 30 | 30 |

Table preview of the structure that refers to the number of hours of each type of class and classes in total, the number of hours of practice and the number of hours of independent work of a student in the total workload of a student:

Marketing track

| Year of study: I. | | | | | | | | | |
|---------------------------|------------------------------------|----------------|----|----|-----------------------|-----------------------|-----------------------|--|------|
| Winter semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEMAJM101 | Sale and Negotiations | 45 | 0 | 15 | 60 | 0 | 120 | 180 | 6 |
| EFPEMAJM102 | Integrated Marketing Communication | 30 | 30 | | 60 | 0 | 120 | 180 | 6 |
| EFPEMAJM103 | Business Markets Marketing | 60 | 0 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM101 | Professional Practice | 00 | 0 | 0 | 0 | 60 | 0 | 60 | 2 |
| In total | | 135 | 30 | 15 | 180 | 60 | 360 | 600 | 20 |
| ECTS for core courses | | | | | | | | | 20 |
| ECTS for elective courses | | | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | | | 30 |

| Year of study: I. | | | | | | | | | |
|---------------------------|----------------------------------|----------------|----|---|-----------------------|-----------------------|-----------------------|--|------|
| Summer semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEMAJM201 | Non-profit Marketing | 60 | 0 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEMAJM202 | Customer Satisfaction Management | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM201 | Master's Thesis | 0 | 0 | 0 | 0 | 0 | 360 | | 12 |
| In total | | 90 | 30 | 0 | 120 | 0 | 600 | 360 | 24 |
| ECTS for core courses | | | | | | | | | 24 |
| ECTS for elective courses | | | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | | | 30 |

Management track

| Year of study: I. | | | | | | | | | |
|---------------------------|---|----------------|---|----|-----------------------------|-----------------------------|-----------------------------|---|------|
| Winter semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEMEJM101 | Leadership | 45 | 0 | 15 | 60 | 0 | 120 | 180 | 6 |
| EFPEMEJM102 | Public Administration Management | 45 | 0 | 15 | 60 | 0 | 120 | 180 | 6 |
| EFPEMEJM103 | Organizational Behaviour Management | 30 | 0 | 30 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM101 | Professional Practice | 0 | 0 | 0 | 0 | 60 | 0 | 60 | 2 |
| In total | | 120 | 0 | 60 | 180 | 60 | 360 | 600 | 20 |
| ECTS for core courses | | | | | | | | | 20 |
| ECTS for elective courses | | | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | | | 30 |

| Year of study: I. | | | | | | | | | |
|---------------------------|-------------------------|----------------|----|----|-----------------------------|-----------------------------|-----------------------------|---|------|
| Summer semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEMEJM201 | Quality Management | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEMEJM202 | Corporate Management | 45 | 0 | 15 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM201 | Master's Thesis | 0 | 0 | 0 | 0 | 0 | 360 | 360 | 12 |
| In total | | 75 | 30 | 15 | 120 | 0 | 600 | 720 | 24 |
| ECTS for core courses | | | | | | | | | 24 |
| ECTS for elective courses | | | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | | | 30 |

Business Informatics track

| Year of study: I. | | | | | | | | | |
|---------------------------|--------------------------------------|----------------|----|---|-----------------------|-----------------------|-----------------------|--|------|
| Winter semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEIJM101 | Development of Business Applications | 30 | 15 | 0 | 45 | 0 | 135 | 180 | 6 |
| EFPEIJM102 | Data Storage | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEIJM103 | IT Management | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM101 | Professional Practice | 0 | 0 | 0 | 0 | 60 | 0 | 60 | 2 |
| In total | | 90 | 75 | 0 | 165 | 60 | 375 | 600 | 20 |
| ECTS for core courses | | | | | | | | | 20 |
| ECTS for elective courses | | | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | | | 30 |

| Year of study: I. | | | | | | | | | |
|---------------------------|----------------------------------|----------------|----|---|-----------------------|-----------------------|-----------------------|--|------|
| Summer semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEIJM201 | Knowledge Discovery in Databases | 60 | 0 | 0 | 60 | | 120 | 180 | 6 |
| EFPEIJM202 | Business Intelligence | 30 | 30 | 0 | 60 | | 120 | 180 | 6 |
| EFPEJM201 | Master's Thesis | | | | | | | | 12 |
| In total | | 90 | 30 | 0 | 120 | | 240 | 360 | 24 |
| ECTS for core courses | | | | | | | | | 24 |
| ECTS for elective courses | | | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | | | 30 |

Doing Business with EU track

| Year of study: I. | | | | | | | | | |
|---------------------------|---|----------------|----|---|-----------------------|-----------------------|-----------------------|--|------|
| Winter semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEEUJM101 | Institutional Alingement of BiH with EU | 45 | 15 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEEUJM102 | Financial Aspects of Doing Business with EU | 45 | 15 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEEUJM103 | EU Projects and Funds | 45 | 15 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM101 | Professional Practice | 0 | 00 | 0 | 0 | 60 | 0 | 60 | 2 |
| In total | | 135 | 45 | 0 | 180 | 60 | 360 | 600 | 20 |
| ECTS for core courses | | | | | | | | | 20 |
| ECTS for elective courses | | | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | | | 30 |

| Year of study: I. | | | | | | | | | |
|---------------------------|--|----------------|----|---|-----------------------|-----------------------|-----------------------|--|------|
| Summer semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEEUJM201 | Business Aspects of Internal EU Policies | 45 | 15 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEEUJM202 | Competitiveness Analysis of BiH at EU Market | 45 | 15 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM201 | Master's Thesis | 0 | 0 | 0 | 0 | 0 | 360 | 360 | 12 |
| In total | | 90 | 30 | 0 | 120 | 0 | 240 | 720 | 24 |
| ECTS for core courses | | | | | | | | | 24 |
| ECTS for elective courses | | | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | | | 30 |

Accounting and Finance track

| Year of study: I. | | | | | | | | | |
|---------------------------|--------------------------------------|----------------|----|---|-----------------------------|-----------------------------|-----------------------------|---|------|
| Winter semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEFRJM101 | Accounting of Financial Institutions | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEFRJM102 | Comparative Fiscal Systems | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEFRJM103 | Advanced Financial Reporting | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM101 | Professional Practice | 0 | 0 | 0 | 0 | 60 | 0 | 60 | 2 |
| In total | | 90 | 90 | 0 | 180 | 60 | 360 | 600 | 20 |
| ECTS for core courses | | | | | | | | | 20 |
| ECTS for elective courses | | | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | | | 30 |

| Year of study: I. | | | | | | | | | |
|---------------------------|------------------------------------|----------------|----|---|-----------------------------|-----------------------------|-----------------------------|---|------|
| Summer semester | | | | | | | | | |
| Course code | Course title | Teaching hours | | | I. Teaching, in total | II. Hours of practice | III. Independent work | Workload hours, in total (I.+II.+III.) | ECTS |
| | | L | T | S | | | | | |
| EFPEFRJM201 | Company Valuation | 60 | 0 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEFRJM202 | International Financial Management | 30 | 30 | 0 | 60 | 0 | 120 | 180 | 6 |
| EFPEJM201 | Master's Thesis | 0 | 0 | 0 | 0 | 0 | 360 | 360 | 12 |
| In total | | 90 | 30 | 0 | 120 | | 240 | 720 | 24 |
| ECTS for core courses | | | | | | | | | 24 |
| ECTS for elective courses | | | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | | | 30 |

3.9. The optimal number of enrolled students concerning space, equipment, and number of teachers

Enrolment quotas before the beginning of each academic year are adopted by the Governing Board of the University, at the proposal of the Senate, and with the consent of the competent ministry.

Students can study as full-time or part-time students. Full-time students are those who study according to the programme with a full teaching schedule. Full-time students pay their costs by themselves. Part-time students are students who attend the study programme in addition to work or other activities.

3.10. Resources required to conduct the study programme

Teachers from the University and teachers from reference higher education institutions in academic ranks from the relevant scientific area, field, and branch participate in the implementation of the study programme. Data on the structure of teaching staff by rank and education, gender and age structure, scientific research productivity, mobility, and project activities of teaching staff are regularly monitored through the bodies from the quality assurance system. These data are processed at the level of the study programme and organizational unit, and are published in annual reports.

Physical resources for study programme at the Faculty of Economics are classrooms with classical and modern audio and visual equipment, IT equipment with two students the most at one computer, library – IT centre.

3.11. Study programme quality assurance system

The purpose, goal, structure, operation and areas of evaluation of the quality assurance system of the University of Mostar are defined by the *Rulebook on the structure and operation of the quality assurance system of the University of Mostar*.

According to the *Rulebook*, the quality assurance system at the University of Mostar consists of permanent bodies of the quality assurance system at the university level: the Quality Assurance and Improvement Committee and the Quality Assurance and Improvement Office. The Faculty of Economics includes the Quality Assurance and Improvement Committee, which consists of the Vice-Dean for academic affairs, the Quality Coordinator, the representative of the teaching staff, the student representative, and the representative of the administrative and technical staff. The Quality Coordinator at the Faculty of Economics is also a member of the Quality Assurance and Improvement Committee.

The *Rulebook* defines the competencies and activities of each body from the quality assurance system. Bodies from the quality assurance system carry out regular activities defined by the *University Quality Assurance Manual at the University of Mostar*, which relate to conducting surveys and monitoring and data processing. Based on the implemented activities, annual reports are prepared at the level of the study programme, organizational unit, and the University.

3.12. Matrix of learning outcomes

Table 1. Matrix of learning outcomes of Marketing track

| IU-EFPEJM IU-predmet | EFPEJM- 1 | EFPEJM - 2 | EFPEJM - 3 | EFPEJM - 4 | EFPEJM - 5 | EFPEJM - 6 | EFPEMAJM - 1 | EFPEMAJM - 2 | EFPEMAJM - 3 | EFPEMAJM - 4 | EFPEMAJM - 5 |
|-------------------------|-----------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|
| | EFPEJM101 | x | X | x | x | X | x | | | | |
| EFPEJM201 | x | X | x | x | X | x | x | x | x | x | x |
| EFPEMAJM101 | | | | | X | | | x | x | | |
| EFPEMAJM102 | x | | | | | | | x | | | x |
| EFPEMAJM103 | | X | x | | X | | | | | | |
| EFPEMAJM201 | | | | | | | x | | | | x |
| EFPEMAJM202 | x | | | | | | | | x | | |

Table 2. Matrix of learning outcomes of Management track

| IU-EFPEJM IU-predmet | EFPEJM- 1 | EFPEJM - 2 | EFPEJM - 3 | EFPEJM - 4 | EFPEJM - 5 | EFPEJM - 6 | EFPEMEJM - 1 | EFPEMEJM - 2 | EFPEMEJM - 3 | EFPEMEJM - 4 | EFPEMEJM - 5 |
|-------------------------|-----------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|
| | EFPEJM101 | x | X | x | x | X | x | | | | |
| EFPEJM201 | x | X | x | x | X | x | x | x | x | x | x |
| EFPEMEJM101 | | | x | x | | | x | x | | | |
| EFPEMEJM102 | | | | x | | | | | | x | x |
| EFPEMEJM103 | | | | | | | x | | | | |
| EFPEMEJM201 | x | | | | X | | x | x | x | | |
| EFPEMEJM202 | | | | x | | | x | | x | | x |

Table 3. Matrix of learning outcomes of Business Informatics track

| IU-EFPEJM IU-predmet | EFPEJM- 1 | EFPEJM - 2 | EFPEJM - 3 | EFPEJM - 4 | EFPEJM - 5 | EFPEJM - 6 | EFPEPIJM - 1 | EFPEPIJM - 2 | EFPEPIJM - 3 | EFPEPIJM - 4 | EFPEPIJM - 5 |
|-------------------------|-----------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|
| | EFPEJM101 | x | X | x | x | x | x | | | | |
| EFPEJM201 | x | X | x | x | x | x | X | x | x | x | x |
| EFPEPIJM101 | x | | | | | | X | | | | |
| EFPEPIJM102 | | | | | | | X | x | x | | x |
| EFPEPIJM103 | | | | | | | | | | x | |
| EFPEPIJM201 | x | | | | | | X | | | | |
| EFPEPIJM202 | | | | | | | X | x | x | | x |

Table 4. Matrix of learning outcomes of Doing Business with EU track

| IU-EFPEJM IU-predmet | EFPEJM- 1 | EFPEJM - 2 | EFPEJM - 3 | EFPEJM - 4 | EFPEJM - 5 | EFPEJM - 6 | EFPEEUJM - 1 | EFPEEUJM - 2 | EFPEEUJM - 3 | EFPEEUJM - 4 | EFPEEUJM - 5 |
|-------------------------|-----------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|
| EFPEJM101 | x | X | x | x | x | x | | | | | |
| EFPEJM201 | x | X | x | x | x | x | x | X | x | x | x |
| EFPEEUJM101 | | | | | | | x | X | | | |
| EFPEEUJM102 | | | | | | | x | X | | | |
| EFPEEUJM103 | | | | | | | | | | x | x |
| EFPEEUJM201 | | | | | | | x | X | | | |
| EFPEEUJM202 | | | | | | | | | x | | |

Table 5. Matrix of learning outcomes of Accounting and Finance track

| IU-EFPEJM IU-predmet | EFPEJM- 1 | EFPEJM - 2 | EFPEJM - 3 | EFPEJM - 4 | EFPEJM - 5 | EFPEJM - 6 | EFPERFJM - 1 | EFPERFJM - 2 | EFPERFJM - 3 | EFPERFJM - 4 | EFPERFJM - 5 |
|-------------------------|-----------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|
| EFPEJM101 | x | X | x | x | x | x | | | | | |
| EFPEJM201 | x | X | x | x | x | x | X | x | x | x | x |
| EFPERFJM101 | | | | | | | X | | | | |
| EFPERFJM102 | x | | | | | x | | | | | x |
| EFPERFJM103 | x | X | | | x | | | x | x | | |
| EFPERFJM201 | | | x | | | | | | x | | |
| EFPERFJM202 | x | | x | | x | | | x | x | | |

4. STUDY PLAN

Marketing track

| Year of study: I | | | | | | | |
|----------------------------------|------------------------------------|---------------|----------------|----|----|-------------------|------|
| Winter semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEMAJM101 | Sale and Negotiations | Core | 45 | 0 | 15 | 0 | 6 |
| EFPEMAJM102 | Integrated Marketing Communication | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEMAJM103 | Business Markets Marketing | Core | 60 | | 0 | 0 | 6 |
| EFPEJM101 | Professional Practice | Core | 0 | 0 | 0 | 60 | 2 |
| ECTS for common core courses | | | | | | | 20 |
| ECTS for common elective courses | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | 30 |

| Year of study: I | | | | | | | |
|----------------------------------|----------------------------------|---------------|----------------|----|---|-------------------|------|
| Summer semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEMAJM201 | Non-profit Marketing | Core | 60 | 0 | 0 | 0 | 6 |
| EFPEMAJM202 | Customer Satisfaction Management | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEJM201 | Master's Thesis | Core | 0 | 0 | 0 | 0 | 12 |
| ECTS for common core courses | | | | | | | 24 |
| ECTS for common elective courses | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | 30 |

Management track

| Year of study: I | | | | | | | |
|----------------------------------|-------------------------------------|---------------|----------------|---|----|-------------------|------|
| Winter semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEMEJM101 | Leadership | Core | 45 | 0 | 15 | 0 | 6 |
| EFPEMEJM102 | Public Administration Management | Core | 45 | 0 | 15 | 0 | 6 |
| EFPEMEJM103 | Organizational Behaviour Management | Core | 30 | 0 | 30 | 0 | 6 |
| EFPEJM101 | Professional Practice | Core | 0 | 0 | 0 | 60 | 2 |
| ECTS for common core courses | | | | | | | 20 |
| ECTS for common elective courses | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | 30 |

| Year of study: I | | | | | | | |
|----------------------------------|------------------------|---------------|----------------|----|----|-------------------|------|
| Summer semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEMEJM201 | Quality Management | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEMEJM202 | Corporative Management | Core | 45 | 0 | 15 | 0 | 6 |
| EFPEJM201 | Master's Thesis | Core | 0 | 0 | 0 | 0 | 12 |
| ECTS for common core courses | | | | | | | 24 |
| ECTS for common elective courses | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | 30 |

Business Informatics track

| Year of study: I | | | | | | | |
|----------------------------------|--------------------------------------|---------------|----------------|----|---|-------------------|------|
| Winter semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEPOJM101 | Development of Business Applications | Core | 30 | 15 | 0 | 0 | 6 |
| EFPEPOJM102 | Data Storage | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEPOJM103 | IT Management | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEJM101 | Professional Practice | Core | 0 | 0 | 0 | 60 | 2 |
| ECTS for common core courses | | | | | | | 20 |
| ECTS for common elective courses | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | 30 |

| Year of study: I | | | | | | | |
|----------------------------------|----------------------------------|---------------|----------------|----|---|-------------------|------|
| Summer semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEPOJM201 | Knowledge Discovery in Databases | Core | 60 | 0 | 0 | 0 | 6 |
| EFPEPOJM202 | Business Intelligence | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEJM201 | Master's Thesis | Core | 0 | 0 | 0 | 0 | 12 |
| ECTS for common core courses | | | | | | | 24 |
| ECTS for common elective courses | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | 30 |

Doing Business with EU track

| Year of study: I | | | | | | | |
|----------------------------------|---|---------------|----------------|----|----|-------------------|------|
| Winter semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEEUJM101 | Institutional Alingement of BiH with EU | Core | 45 | 15 | 00 | 0 | 6 |
| EFPEEUJM102 | Financial Aspects of Doing Business with EU | Core | 45 | 15 | 0 | 0 | 6 |
| EFPEEUJM103 | EU Projects and Funds | Core | 45 | 15 | 0 | 0 | 6 |
| EFPEJM101 | Professional Practice | Core | 0 | 0 | 0 | 60 | 2 |
| ECTS for common core courses | | | | | | | 20 |
| ECTS for common elective courses | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | 30 |

| Year of study: I | | | | | | | |
|----------------------------------|--|---------------|----------------|----|---|-------------------|------|
| Summer semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEEUJM201 | Business Aspects of Internal EU Policies | Core | 45 | 15 | 0 | 0 | 6 |
| EFPEEUJM202 | Competitiveness Analysis of BiH at EU Market | Core | 45 | 15 | 0 | 0 | 6 |
| EFPEJM201 | Master's Thesis | Core | 0 | 0 | 0 | 0 | 12 |
| ECTS for common core courses | | | | | | | 24 |
| ECTS for common elective courses | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | 30 |

Accounting and Finance track

| Year of study: I | | | | | | | |
|----------------------------------|--------------------------------------|---------------|----------------|----|---|-------------------|------|
| Winter semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEFRJM101 | Accounting of Financial Institutions | Core | 30 | 15 | 0 | 0 | 6 |
| EFPEFRJM102 | Comparative Fiscal Systems | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEFRJM103 | Advanced Financial Reporting | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEJM101 | Professional Practice | Core | 0 | 0 | 0 | 60 | 2 |
| ECTS for common core courses | | | | | | | 20 |
| ECTS for common elective courses | | | | | | | 10 |
| ECTS IN TOTAL | | | | | | | 30 |

| Year of study: I | | | | | | | |
|----------------------------------|------------------------------------|---------------|----------------|----|---|-------------------|------|
| Summer semester | | | | | | | |
| Course code | Course title | Course status | Teaching hours | | | Hours of practice | ECTS |
| | | | l | t | s | | |
| EFPEFRJM201 | Company Valuation | Core | 60 | 0 | 0 | 0 | 6 |
| EFPEFRJM202 | International Financial Management | Core | 30 | 30 | 0 | 0 | 6 |
| EFPEJM201 | Master's Thesis | Core | 0 | 0 | 0 | 0 | 12 |
| ECTS for common core courses | | | | | | | 24 |
| ECTS for common elective courses | | | | | | | 6 |
| ECTS IN TOTAL | | | | | | | 30 |