



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Daniel Dragičević, Ph.D., Assistant Professor	
Name of the course	Managerial Economics	
Study programme	Management of Sustainable Development	
Status of the course	Elective	
Year of study	4 th	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
Understanding basic managerial economics theory terms with application in tourism and hospitality. Implementing theory knowledge within practical problems of the hotel industry. Students will apply theoretical knowledge in HOTS (Hotel Operations, Tactics and Strategies) web browser simulator.		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
After passing the exam it is expected that the student will be able to:		
<ol style="list-style-type: none"> 1. Interpret properly basic terms of managerial economy in tourism 2. Define, describe and interpret methods for forecasting tourism demand 3. Analyze operation of hotel companies 4. Differentiate basic integration processes in hotel industry 5. General instrumental competencies (capacity to implement analysis and synthesis, basic general knowledge, oral and written communication in English, managing of information) 6. Interpersonal competencies (teamwork, interpersonal skills) 7. General system competencies (ability to implement learned in practice, research skills, ability to learn, ability to work by itself) 		
4. Course content		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other
6. Comments		
7. Student responsibilities		
Class attendance, final exam.		
8. Monitoring of student work¹		

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1.2	Class participation		Seminar paper	0.3	Experimental work	
Written exam	0.5	Oral exam		Essay		Research	0.1
Project		Continuous assessment	0.9	Report		Practical work	
Portfolio							

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

10. Mandatory literature (at the time of submission of study programme proposal)

- Vrtiprah, V., Pavlić, I.: Menadžerska ekonomija u hotelijerstvu, Sveučilište u Dubrovniku, 2005.

11. Optional/additional literature (at the time of submission of the study programme proposal)

- Hirschey, M., Bentzen, E.: Managerial Economics, 14th Edition, Cengage Learning, 2016.
- Thomas, C. R., Maurice, S. C.: Managerial Economics: Foundations of Business Analysis and Strategy, 12th Edition, McGraw Hill, 2016.
- Salvatore, D.: Managerial Economics: Principles and Worldwide Applications, International 8th Edition, Oxford University Press, 2015.
- Perloff, J. M., Brander, J. A.: Managerial Economics and Strategy, Pearson, 2014.
- Baye, M. R., Prince, J. T.: Managerial Economics and Business Strategy, 8th Edition, McGraw Hill, 2014.

12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.