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| STUDY PROGRAMME: Study of sociology | | |
| Level and Year[[1]](#footnote-1): GRADUATE, ALL | | |
| Course Title: Sociology of Business Decision Making | | |
| Course Description:  The Sociology of business decision making aims to enable students to analyze the social importance of making business decisions which are based on business information converted to knowledge. Business information and society are interdependent and business decisions based on business information turned into knowledge affect social change and social development. The main goal of the course is to understand the business management process, specifically the business intelligence (competitive intelligence) model and the use of its end products (business analysis), as well as its role in managing national economies and business systems. | | |
| Semester[[2]](#footnote-2): winter | | |
| Lecturer(s)/Teacher(s): Assist. Prof. Danijela Lucić | | |
| Teaching Language (regular)[[3]](#footnote-3): Croatian | | |
| Teaching Methods (regular):[[4]](#footnote-4) lectures + seminars | | |
| Teaching: | Weekly (hours) | Semester (hours) |
| Lectures: | 2 | 30 |
| Exercises: |  |  |
| Seminars: | 2 | 30 |
| ECTS: | | |
| Teaching language and level[[5]](#footnote-5) for guest (exchange) students: English (B2) | | |
| Teaching Methods[[6]](#footnote-6) for guest (exchange) students: L1 | | |
| Evaluation Methods[[7]](#footnote-7) and Grading[[8]](#footnote-8): Essay, C+ | | |
| Learning Outcomes:   * enabling students to understand the process of making business decisions based on business information (especially information from a wider and external social environment) * acquire the skills needed to analyze and manage the business information process * the recognition of social significance and the social dimensions of business decision making | | |
| Literature:   * Bernhardt, D. Competitive Intelligence: How to acquire and use corporate intelligence and counter-intelligence, Prentice Hall Financial Times, London, 2003. * Boni, W.; Kovacich, L.G. Netspionage: The Global Threat to Information, Butterworth Heinemann, Boston/Oxford, 2000. * Dedijer, S.; Jequier, N. (eds.) Intelligence for Economic Development: An Inquiry into the Role of the Knowledge Industry, BERG, Oxford/New York, 1987. * Fehringer, D; Hohhof, B. (eds.) Competitive Intelligence Ethics: Navigating the Gray Zone, Competitive Intelligence Foundation, Alexandria, Virginia, 2006. * Gilad, B. Early Warning: using competitive intelligence to anticipate market shifts, control risk and create powerful strategies, Amacom, New York, 2004. * Guy, F. The Global Environment of Business, Oxford University Press, New York, 2009. * Heuer, J. R. Psychology of Intelligence Analysis, Center for the Study of Intelligence,Central Intelligence Agency, 1999. | | |

1. BA, MA, PhD; 2nd year … [↑](#footnote-ref-1)
2. Winter, Summer, Academic Year [↑](#footnote-ref-2)
3. Teaching language according to the regular programme (e.g. Croatian, French, Slovenian…) [↑](#footnote-ref-3)
4. Direct instructions: teaching through lectures/seminars/exercises and teacher-led demonstrations in the classroom; Presentations; Classroom discussion; E-Learning (Omega, etc.); Fieldwork; Other (specify) [↑](#footnote-ref-4)
5. According to CEFR (e.g. English B2, German C1…) [↑](#footnote-ref-5)
6. **Language options for guest (exchange) students):**

   L1 - All teaching activities will be held in regular teaching language. However, guest (exchange) students will have the opportunity to attend additional consultations with the lecturer and teaching assistants in foreign language (indicated as teaching language for guest (exchange) students), to help master the course materials. Additionally, the lecturer will refer guest (exchange) students to the corresponding literature in foreign language, as well as give them the possibility of taking the associated exams in foreign language.

   L2 - All teaching activities will be held in regular teaching language only. [↑](#footnote-ref-6)
7. Class attendance, Essay, Preliminary exam, Seminar paper, Practical work, Written exam, Oral Exam, Other (specify) [↑](#footnote-ref-7)
8. Standard - the institutional grading system (5 Excellent; 4 Very good; 3 Good; 2 Sufficient; 1 Fail)

   Additional:

   RA - Regular Attendance (No ECTS credits awarded for course attendance only)

   C - Completed (Student has completed proscribed obligations/no ECTS credits awarded)

   C+ – Completed + ECTS (Student has completed proscribed obligations + ECTS credits awarded) [↑](#footnote-ref-8)