

**Sveučilište u Splitu**  
**EKONOMSKI FAKULTET**

KLASA: 602-04/19-02/06

UR.BROJ: 2181-196-02-01-19-01

Split, 02. srpnja 2019. godine

Na temelju članka 78. Zakona o znanstvenoj djelatnosti i visokom obrazovanju ("Narodne novine", broj 123/03 do 131/17), članka 16. i članka 18. Pravilnika o postupku vrjednovanja studijskih programa Sveučilišta u Splitu, te članka 42. Statuta Ekonomskog fakulteta u Splitu, Fakultetsko vijeće na svojoj 13. sjednici, održanoj dana 02. srpnja 2019. godine, donijelo je

**ODLUKU**  
**o novom izbornom predmetu na diplomskim studijima**

I.

Uvode se novi izborni predmeti na diplomskim sveučilišnim studijima Fakulteta, i to:

red. br.	Kod	Predmet	Studij	ECTS
1	EUAD02	CULTURAL STUDIES IN BUSINESS	Diplomski sveučilišni studij	Ekonomija
				Poslovna ekonomija
				Turizam i hotelijerstvo
				5

II.

Sukladno točki I. ove Odluke mijenjaju se studijski programi diplomskih sveučilišnih studija Ekonomije, Poslovne ekonomije te Turizma i hotelijerstva.

III.

Ova Odluka stupa na snagu danom donošenja, a primjenjuje se po odobrenju Povjerenstva za studije Sveučilišta u Splitu.



DEKANICA:  
*Maja Fredotović*  
Prof. dr. sc. Maja Fredotović

Dostaviti:

1. Prodekan za nastavu
2. Stručni savjetnik za nastavu
3. Studentska referada
4. Tajnik
5. Arhiva

NAZIV PREDMETA		Kulturološki studiji u poslovanju			
Kod	EUAD02	Godina studija	1		
Nositelj/i	Prof.dr.sc. Nikša Alfirević Izv.prof.dr.sc. Dario Miočević Izv.prof.dr.sc. Ivana Bilić doc.dr.sc. Paško Burnać	Bodovna vrijednost (ECTS)	5		
Suradnici	Antonija Kvasina, mag. oec.	Način izvođenja nastave (broj sati u semestru)	P	S	V
			30		30
Status predmeta	Izborni	Postotak primjene e-učenja	40%		
OPIS PREDMETA					
Ciljevi predmeta	<p>Glavni cilj predmeta je upoznati studente s konceptima kulturoloških studija kao alternativnom načinu analize i vrjednovanja ekonomskih i poslovnih procesa u suvremenom društvu.</p> <p>Pored glavnog cilja, predmet ima i specifične ciljeve:</p> <ol style="list-style-type: none"> <li>1. Korištenje interdisciplinarnog pristupa u analizi ekonomskih i poslovnih fenomena kroz prizmu ostalih društvenih i humanističkih znanosti</li> <li>2. Razvijanje kros-kulturnog sustava razmišljanja kod studenata</li> <li>3. Korištenje novih metodologija poučavanja</li> </ol>				
Uvjeti za upis predmeta i ulazne kompetencije potrebne za predmet	Preduvjeti za upis propisani su Statutom Ekonomskog fakulteta, te Pravilnikom o studiju i studiranju.				
Očekivani ishodi učenja na razini predmeta (4-10 ishoda učenja)	<ol style="list-style-type: none"> <li>1. Kritički prosuđivati doprinos heterodoksnih ekonomskih teorija razumijevanju suvremenog poslovanja.</li> <li>2. Identificirati i analizirati ulogu bihevioralne, kognitivne te ekonomije dijeljenja u suvremenom poslovnom okruženju.</li> <li>3. Vrjednovati socio-kulturološki identitet kao determinantu ponašanja tržišnih aktera.</li> <li>4. Valorizirati optimalne poslovne sustave (upravljanja) prema specifičnom kulturološkom okruženju.</li> <li>5. Prosuditi etička pitanja vezana za potrošnju, uključujući društvenu odgovornost i održivost okoliša.</li> </ol>				
Sadržaj predmeta detaljno razrađen prema satnici nastave	Predavanja		Vježbe/ Seminar		
	Teme	Sati	Teme	Sati	
	1. Uvodno predavanje i upoznavanje s predmetom	2	1. Orijentacija studenata i predstavljanje izvedbenog plana	2	
	2.Heterodoksne ekonomske teorije	2	2. Analiza studija slučaja i multimedijalnih materijala	2	
	3.Bihevioralna ekonomika	2	3. Analiza studija slučaja i multimedijalnih materijala	2	
	4.Kognitivna ekonomika	2	4. Analiza studija slučaja i multimedijalnih materijala	2	
	5.Ekonomika dijeljenja	2	5. Analiza studija slučaja i multimedijalnih materijala	2	
	6.Kultura i poslovni sustav I	2	6. Analiza studija slučaja i multimedijalnih materijala	2	
	7.Kultura i poslovni sustav II	2	7. Analiza studija slučaja i multimedijalnih materijala	2	



	8. Kolokvij I	2	8. Analiza studija slučaja i multimedijalnih materijala	2
	9. Socio-kulturološki identiteti na tržištu	2	9. Analiza studija slučaja i multimedijalnih materijala	2
	10. Kros-kulturno poslovno komuniciranje	2	10. Analiza studija slučaja i multimedijalnih materijala	2
	11. Sociologija potrošnje	2	11. Analiza studija slučaja i multimedijalnih materijala	2
	12. Poslovna etika	2	12. Analiza studija slučaja i multimedijalnih materijala	2
	13. Društvena odgovornost u poslovanju	2	13. Prezentiranje seminarskih radova	2
	14. Održivi poslovni modeli	2	14. Prezentiranje seminarskih radova	2
	15. Kolokvij II	2	15. Prezentiranje seminarskih radova	2
Vrste izvođenja nastave:	<input checked="" type="checkbox"/> predavanja <input checked="" type="checkbox"/> seminari i radionice <input checked="" type="checkbox"/> vježbe <input type="checkbox"/> <i>on line</i> u cijelosti <input checked="" type="checkbox"/> mješovito e-učenje <input type="checkbox"/> terenska nastava		<input checked="" type="checkbox"/> samostalni zadaci <input checked="" type="checkbox"/> multimedija <input type="checkbox"/> mentorski rad <input type="checkbox"/> (ostalo upisati)	
Obveze studenata	Da bi ostvario pravo na potpis redovni student mora aktivno sudjelovati u minimalno 60% nastave, odnosno 60% predavanja i 60% vježbi, izraditi, izlagati i predati grupni projektni zadatak u zadanom roku.			
Praćenje rada studenata ( <i>upisati udio u ECTS bodovima za svaku aktivnost tako da ukupni broj ECTS bodova odgovara bodovnoj vrijednosti predmeta</i> ):	Pohađanje nastave	1	Istraživanje	Praktični rad
	Eksperimentalni rad		Referat	(Ostalo upisati)
	Esej		Seminarski rad	1 (Ostalo upisati)
	Kolokviji	3	Usmeni ispit	(Ostalo upisati)
	Pismeni ispit	3*	Projekt	(Ostalo upisati)
Ocjenjivanje i vrjednovanje rada studenata tijekom nastave i na završnom ispitu	<p>Tijekom trajanja semestra održat će se dva kolokvija, koji će donositi maksimalno po 100 bodova. Struktura kolokvija obuhvaća otvorena pitanja. Ocjena iz kolokvija (ispita) nosi 60% od ukupne ocjene. Bodovni pragovi i odgovarajuće ocjene za pisane provjere znanja:</p> <p>0-59 nedovoljan (1)          60-65 dovoljan (2)          66-75 dobar (3)          76-85 vrlo dobar (4)          86-100 izvrstan (5)</p> <p>Praktični dio gradiva provjeravat će se kontinuirano tijekom vježbi u kojima će studenti proučavati aktualne studije slučaja, koristiti multimedijalne izvore na teme koje su definirane u izvedbenom planu te rješavati kvizove znanja.</p> <p>Na kraju semestra, studenti su dužni predati seminarski rad u pisanom obliku te u okviru nastave prezentirati nalaze do kojih su u radu došli. Seminarski rad nosi 40% od ukupne ocjene. Broj studenata u grupi određuje nastavnik.</p> <p>Ispit se smatra položenim ako je student:</p> <ol style="list-style-type: none"> <li>1) uspješno položio oba kolokvija (na način da je ostvario iz svakog minimalno 60% točnih odgovora),</li> <li>2) aktivno sudjelovao u izlaganju seminarskog rada, raspravama i praktičnim vježbama te</li> <li>3) predao seminarski rad na kraju semestra koji je pozitivno ocijenjen.</li> </ol> <p>Konačna ocjena se formira kao zbroj:</p>			



1) prosječne ocjene ostvarene putem pisanih provjera znanja umnožene s ponderom 0.6\*

2) ocjene pisanog grupnog projekta umnožene s ponderom 0.4

Ukoliko student ne zadovolji na kolokvijima dužan je polagati završni ispit. Završni ispit se sastoji od pisanog dijela ispita. Pozitivno ocijenjeni pisani dio (potrebno je ostvariti minimum 60% točnih odgovora) uvjet je prolazne ocjene.

*\*Studenti koji polože prvi i drugi kolokvij (minimalno ostvare 60% iz oba kolokvija) izravno ostvaruju ocjenu iz ispita te se oslobađaju ispita. Ako nisu zadovoljni ostvarenom ocjenom studenti imaju mogućnost pristupiti usmenom dijelu ispita kako bi ostvarili višu ocjenu.*

	Naslov	Broj primjeraka u knjižnici	Dostupnost putem ostalih medija
Obvezna literatura (dostupna u knjižnici i putem ostalih medija)	Autorizirani materijali s predavanja		
	Lawson, T. (2005). <b>The Nature of Heterodox Economics</b> , <i>Cambridge Journal of Economics</i> , 2005, 1-23		ONLINE
	Egidi, M., Rizzello, S. (2003). <b>Cognitive economics: Foundations and historical evolution</b> , CESMEP Working Papers 200304, University of Turin		ONLINE
	Prince, M., Davies, M. A., Cleveland, M., & Palihawadana, D. (2016). <b>Here, there and everywhere: A study of consumer centrism</b> . <i>International Marketing Review</i> , 33(5), 715-754.		ONLINE
	Shankarmahesh, M. N. (2006). <b>Consumer ethnocentrism: an integrative review of its antecedents and consequences</b> . <i>International marketing review</i> , 23(2), 146-172.		ONLINE
	Habibi, M. R., Davidson, A., & Laroche, M. (2017). <b>What managers should know about the sharing economy</b> . <i>Business Horizons</i> , 60(1), 113-121.		ONLINE
	Kathan, W., Matzler, K., & Veider, V. (2016). <b>The sharing economy: Your business model's friend or foe?</b> . <i>Business Horizons</i> , 59(6), 663-672.		ONLINE
	Basselier, R., Langenus, G., Walravens, L. (2018). <b>The Rise of the Sharing Economy</b> , <i>Economic Review</i> , National Bank of Belgium, issue iii, 57-78		ONLINE
	Blue, S. (2017). <b>The Sociology of Consumption</b> . In book: <i>The Cambridge Handbook of Sociology: Volume 2: Specialty and Interdisciplinary Studies</i> , Chapter: 27, Publisher: Cambridge University Press, Editors: Kathleen Korgen, pp.265-274		ONLINE
	Warde, A. (2015). <b>The Sociology of Consumption: Its Recent Development</b> . <i>Annual Review of Sociology</i> , Vol. 41, pp.117-134		ONLINE



	<p>Schaltegger, S., Hansen, E.G., Lüdeke-Freund, F. (2016) <b>Business Models for Sustainability: Origins, Present Research, and Future Avenues.</b> <i>Organization &amp; Environment</i>, Vol. 29(1) 3–10</p> <p>Kims, S. (2019) <b>The Process Model of Corporate Social Responsibility Communication: CSR Communication and its Relationship with Consumers' CSR Knowledge, Trust, and Corporate Reputation Perception</b>, <i>Journal of Business Ethics</i>, Vol. 154 (4) 1143-1159</p>		<p>ONLINE</p> <p>ONLINE</p>
Dopunska literatura	<p><i>Knjige i poglavlja u knjigama:</i></p> <p>Samson, A. (Ed.) (2019): <b>The Behavioral Economics Guide 2019</b>, part I and part II (<a href="https://www.behavioraleconomics.com/the-be-guide/the-behavioral-economics-guide-2019/">https://www.behavioraleconomics.com/the-be-guide/the-behavioral-economics-guide-2019/</a>)</p> <p>Cannon, T. (2012): <b>Corporate Responsibility: governance, compliance and ethics in a sustainable environment</b>, Pearson, 2nd ed.</p> <p>Cateora, P., Gilly, M., Graham, J. (2011): <b>International Marketing</b>, McGraw-Hill; 15th edition; Chapter 5: Culture Management Style and Business Systems, pp. 124-157</p> <p>Gesteland, R. R. (2005): <b>Cros-Cultural Business Behaviour: Negotiating, Selling, Sourcing and Managing Across Cultures</b>, Copenhagen Business School Press, Abingdon</p> <p><i>Ostali izvori:</i></p> <p>TED TALK: Dan Ariely- Are we in control of our decisions? (<a href="https://www.youtube.com/watch?v=9X68dm92HVI">https://www.youtube.com/watch?v=9X68dm92HVI</a>)</p> <p>World Economic Forum: What's next for sharing economy (<a href="https://www.youtube.com/watch?v=DNBY8yNXGoA">https://www.youtube.com/watch?v=DNBY8yNXGoA</a>)</p> <p>World Economic Forum: When is sharing not really sharing (<a href="https://www.weforum.org/agenda/2017/12/when-is-sharing-not-really-sharing/">https://www.weforum.org/agenda/2017/12/when-is-sharing-not-really-sharing/</a>)</p> <p>Harvard Business Review: The sharing economy isn't about sharing at all (<a href="https://hbr.org/2015/01/the-sharing-economy-isnt-about-sharing-at-all">https://hbr.org/2015/01/the-sharing-economy-isnt-about-sharing-at-all</a>)</p> <p>TEDxWWF - Mike Barry: A Manifesto for a Sustainable Business Revolution (<a href="https://www.youtube.com/watch?v=xUDVDh8ktHw">https://www.youtube.com/watch?v=xUDVDh8ktHw</a>)</p> <p>Unilever: A Sustainable Business Model - Business for Peace speech, Paul Polman (<a href="https://www.youtube.com/watch?v=ONj7T6VWgx8">https://www.youtube.com/watch?v=ONj7T6VWgx8</a>)</p> <p>Ethical consumerism and the power of having a choice / voice : Jason Garman at TEDxTeAro (<a href="https://www.youtube.com/watch?v=GAG-t-kXcqE">https://www.youtube.com/watch?v=GAG-t-kXcqE</a>)</p> <p>Responsible consumption -- the soft power of story telling: Guido Palazzo at TEDxLausanne (<a href="https://www.youtube.com/watch?v=j7c9b9A2AHc">https://www.youtube.com/watch?v=j7c9b9A2AHc</a>)</p> <p>The Naked Brand (<a href="https://www.youtube.com/watch?v=JZtcOmFK-rk">https://www.youtube.com/watch?v=JZtcOmFK-rk</a>)</p>		

	<p>Cross cultural communication   Pellegrino Riccardi   TEDxBergen  <a href="https://youtu.be/YMyofREc5Jk">https://youtu.be/YMyofREc5Jk</a></p>
<p>Načini praćenja kvalitete koji osiguravaju stjecanje utvrđenih ishoda učenja</p>	<ul style="list-style-type: none"> <li>• Praćenje pohađanja nastave i izvršenja ostalih obveza studenata (nastavnik)</li> <li>• Nadzor izvođenja nastave (prodekan za nastavu)</li> <li>• Analiza uspješnosti studiranja po svim predmetima studija (prodekan za nastavu)</li> <li>• Studentska anketa o kvaliteti nastavnika i nastave za svaki predmet studija (UNIST, Centar za unaprjeđenje kvalitete)</li> <li>• Ispitom koji provodi predmetni nastavnik provjeravaju se svi ishodi učenja predmeta. Periodično se vrši provjera sadržaja ispita, temeljem koje se utvrđuje primjerenost načina provjeravanja ishoda učenja (prodekan za nastavu)</li> </ul>
<p>Ostalo (prema mišljenju predlagatelja)</p>	



NAME OF THE COURSE		CULTURAL STUDIES IN BUSINESS																																															
Code	EUAD02	Year of study	1																																														
Course teacher	Prof.dr.sc. Nikša Alfrević Izv.prof.dr.sc. Dario Miočević Izv.prof.dr.sc. Ivana Bilić doc.dr.sc. Paško Burnać	Credits (ECTS)	5																																														
Associate teachers	Antonija Kvasina, mag. oec.	Type of instruction (number of hours)	L	S	E	F																																											
			30		30																																												
Status of the course	Elective	Percentage of application of e-learning	40%																																														
COURSE DESCRIPTION																																																	
Course objectives	<p>The main objective of the course is to introduce students to concepts of cultural studies as an alternative way of analysing and evaluating economic and business processes in contemporary society.</p> <p>In addition to the main objective, the course also has specific objectives:</p> <ol style="list-style-type: none"> <li>1. Using an interdisciplinary approach (through the prism of other social and human sciences) in analysing economic and business phenomena</li> <li>2. Development of a cross-cultural mind-set among students</li> <li>3. Using new methodologies of teaching</li> </ol>																																																
Course enrolment requirements and entry competences required for the course	Entry requirements are defined by the Statute of the Faculty of Economics and Study Regulations.																																																
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<ol style="list-style-type: none"> <li>1. Critically evaluate the contribution of heterodox economic theories to understanding modern business.</li> <li>2. Analyse the role of behavioural, cognitive and economics of sharing in a modern business environment.</li> <li>3. Identify socio-cultural identity as a determinant of the behaviour of market constituents.</li> <li>4. Valorise optimal business systems according to a specific cultural environment.</li> <li>5. Review ethical issues related to consumption including social responsibility and sustainability.</li> </ol>																																																
Course content broken down in detail by weekly class schedule (syllabus)	<table border="1"> <thead> <tr> <th colspan="2">Lectures</th> <th colspan="2">Exercises</th> </tr> <tr> <th>Topics</th> <th>Hours</th> <th>Topics</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>1. Introduction to cultural studies in business</td> <td>2</td> <td>1. Student orientation and syllabus presentation</td> <td>2</td> </tr> <tr> <td>2. Heterodox economic theories</td> <td>2</td> <td>2. Case study analysis</td> <td>2</td> </tr> <tr> <td>3. Behavioural economics</td> <td>2</td> <td>3. Case study analysis</td> <td>2</td> </tr> <tr> <td>4. Cognitive economics</td> <td>2</td> <td>4. Case study analysis</td> <td>2</td> </tr> <tr> <td>5. Sharing economy</td> <td>2</td> <td>5. Case study analysis</td> <td>2</td> </tr> <tr> <td>6. Culture and business system I</td> <td>2</td> <td>6. Case study analysis</td> <td>2</td> </tr> <tr> <td>7. Culture and business system II</td> <td>2</td> <td>7. Case study analysis</td> <td>2</td> </tr> <tr> <td>8. Midterm exam</td> <td>2</td> <td>8. Case study analysis</td> <td>2</td> </tr> <tr> <td>9. Socio-cultural identities in the marketplace</td> <td>2</td> <td>9. Case study analysis</td> <td>2</td> </tr> </tbody> </table>		Lectures		Exercises		Topics	Hours	Topics	Hours	1. Introduction to cultural studies in business	2	1. Student orientation and syllabus presentation	2	2. Heterodox economic theories	2	2. Case study analysis	2	3. Behavioural economics	2	3. Case study analysis	2	4. Cognitive economics	2	4. Case study analysis	2	5. Sharing economy	2	5. Case study analysis	2	6. Culture and business system I	2	6. Case study analysis	2	7. Culture and business system II	2	7. Case study analysis	2	8. Midterm exam	2	8. Case study analysis	2	9. Socio-cultural identities in the marketplace	2	9. Case study analysis	2			
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	10. Cross-cultural business communications	2	10. Case study analysis	2
	11. Sociology of consumption	2	11. Case study analysis	2
	12. Business ethics	2	12. Case study analysis	2
	13. Social responsibility in business	2	13. Presentation of group work assignments	2
	14. Sustainable business models	2	14. Presentation of group work assignments	2
	15. Final exam	2	15. Presentation of group work assignments	2
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)	
Student responsibilities	In order to qualify for the signature, a regular student must actively participate in a minimum of 60% of classes, i.e. 60% of lectures and 60% of exercises and needs to write and submit a group project assignment within the given time frame.			
Screening student work ( <i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i> )	Class attendance	1	Research	Practical training
	Experimental work		Report	(Other)
	Essay		Seminar essay	1 (Other)
	Tests	3	Oral exam	(Other)
	Written exam	3*	Project	(Other)
Grading and evaluating student work in class and at the final exam	<p>During the semester, midterm and final exam will be held, which comprise maximum of 100 points each. The exams bring 60% of the total grade. The following grading system will be applicable when deciding on exam grade:</p> <p>0-59 inadequate (1)          60-65 sufficient (2)          66-75 good (3)          76-85 very good (4)          86-100 excellent (5)</p> <p>The practical part of the exam will be continuously tested during the semester in which students will analyse current case studies, watch multimedia resources on topics defined in the week-by-week itinerary and take quizzes.</p> <p>At the end of the semester, students are required to submit a written group assignment and present the findings of the assignment during the exercise sessions. Group work assignment carries 40% of the total grade. The number of students in the group is determined by the teacher.</p> <p>The exam is deemed to be passed if the student has:</p> <ol style="list-style-type: none"> <li>1) successfully passed midterm and final exams (in a way that has achieved minimum of 60% of correct answers in each),</li> <li>2) actively participated in discussions and practical exercises and in the presentation of group work assignment</li> <li>3) submitted a written group project assignment at the end of the semester which was graded positively by the teacher.</li> </ol>			



The final grade is formed as a sum of:

- 1) average grades obtained through written midterm and final exams multiplied by the weight 0.6 \*
- 2) grade of a written group project assignment multiplied by the weight 0.4

If a student does not meet the standards of a passing grade, he or she is required to take the final exam. The final exam consists of a written part of the exam. A positively graded written exam (a minimum of 60% of correct answers is required) is a requirement for a passing grade in this course.

*\* Students who achieve at least 60% of correct answers in both midterm and final exams earn directly a passing grade. If they are not satisfied with the grade, students have the opportunity to attend the additional oral exam in order to achieve a higher grade.*

	Title	Number of copies in the library	Availability via other media
Required literature (available in the library and via other media)	Authorized lectures and powerpoint slides.		
	Lawson, T. (2005). <b>The Nature of Heterodox Economics</b> , <i>Cambridge Journal of Economics</i> , 2005, 1-23		ONLINE
	Egidi, M., Rizzello, S. (2003). <b>Cognitive economics: Foundations and historical evolution</b> , CESMEP Working Papers 200304, University of Turin		ONLINE
	Prince, M., Davies, M. A., Cleveland, M., & Paliwadana, D. (2016). <b>Here, there and everywhere: A study of consumer centrisim</b> . <i>International Marketing Review</i> , 33(5), 715-754.		ONLINE
	Shankarmahesh, M. N. (2006). <b>Consumer ethnocentrism: an integrative review of its antecedents and consequences</b> . <i>International marketing review</i> , 23(2), 146-172.		ONLINE
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<p>Optional literature (at the time of submission of study programme proposal)</p>	<p><i>Books:</i></p> <p>Samson, A. (Ed.) (2019): <b>The Behavioral Economics Guide 2019</b>, part I and part II  <a href="https://www.behavioraleconomics.com/the-be-guide/the-behavioral-economics-guide-2019/">(https://www.behavioraleconomics.com/the-be-guide/the-behavioral-economics-guide-2019/)</a></p> <p>Cannon, T. (2012): <b>Corporate Responsibility: governance, compliance and ethics in a sustainable environment</b>, Pearson, 2nd ed.</p> <p>Cateora, P., Gilly, M., Graham, J. (2011): <b>International Marketing</b>, McGraw-Hill; 15th edition; Chapter 5: Culture Management Style and Business Systems, pp. 124-157</p> <p>Gesteland, R. R. (2005): <b>Cros-Cultural Business Behaviour: Negotiating, Selling, Sourcing and Managing Across Cultures</b>, Copenhagen Business School Press, Abingdon</p> <p><i>Other sources:</i></p> <p>TED TALK: Dan Ariely- Are we in control of our decisions?  <a href="https://www.youtube.com/watch?v=9X68dm92HVI">https://www.youtube.com/watch?v=9X68dm92HVI</a></p> <p>World Economic Forum: What's next for sharing economy  <a href="https://www.youtube.com/watch?v=DNBY8yNXGoA">https://www.youtube.com/watch?v=DNBY8yNXGoA</a></p> <p>World Economic Forum: When is sharing not really sharing  <a href="https://www.weforum.org/agenda/2017/12/when-is-sharing-not-really-sharing/">https://www.weforum.org/agenda/2017/12/when-is-sharing-not-really-sharing/</a></p> <p>Harvard Business Review: The sharing economy isn't about sharing at all  <a href="https://hbr.org/2015/01/the-sharing-economy-isnt-about-sharing-at-all">https://hbr.org/2015/01/the-sharing-economy-isnt-about-sharing-at-all</a></p>		



	<p>TEDxWWF - Mike Barry: A Manifesto for a Sustainable Business Revolution (<a href="https://www.youtube.com/watch?v=xUDVDh8ktHw">https://www.youtube.com/watch?v=xUDVDh8ktHw</a>)</p> <p>Unilever: A Sustainable Business Model - Business for Peace speech, Paul Polman (<a href="https://www.youtube.com/watch?v=ONj7T6VWgx8">https://www.youtube.com/watch?v=ONj7T6VWgx8</a>)</p> <p>Ethical consumerism and the power of having a choice / voice : Jason Garman at TEDxTeAro (<a href="https://www.youtube.com/watch?v=GAG-t-kXcqE">https://www.youtube.com/watch?v=GAG-t-kXcqE</a>)</p> <p>Responsible consumption -- the soft power of story telling: Guido Palazzo at TEDxLausanne (<a href="https://www.youtube.com/watch?v=j7c9b9A2AHc">https://www.youtube.com/watch?v=j7c9b9A2AHc</a>)</p> <p>The Naked Brand (<a href="https://www.youtube.com/watch?v=JZtcOmFK-rk">https://www.youtube.com/watch?v=JZtcOmFK-rk</a>)</p> <p>Cross cultural communication   Pellegrino Riccardi   TEDxBergen (<a href="https://youtu.be/YMyofREc5Jk">https://youtu.be/YMyofREc5Jk</a>)</p>
<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<ul style="list-style-type: none"> <li>• Monitoring the attendance and execution of other student's obligations (teacher)</li> <li>• Teaching Supervision (Vice Dean for Education)</li> <li>• Analysis of the success of studies in all subject studies (Vice Dean for Education)</li> <li>• Student survey on the quality of teachers and teaching for each subject of the study (UNIST, Centre for Quality Improvement)</li> <li>• The examination conducted by the subject teacher all learning outcomes of the subject are examined. Periodic examination of the content of the exam is conducted in order to verify the appropriateness of the method of validating the learning outcomes (Vice Dean for Education)</li> </ul>
<p>Other (as the proposer wishes to add)</p>	