

## DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	<b>Basics of Management</b>				
<b>Study programme</b>	<b>Professional undergraduate study Entrepreneurship</b>				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	2	<b>Semester (Winter/Summer)</b>	S	<b>ECTS credits</b>	5
<b>Goals of a course</b>					
Introducing students to basic management concepts. Acquisition of competences from individual management functions					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
<p>Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.</p> <p>Outcome 3: Identify and evaluate key performance indicators of companies for management and decision making.</p> <p>Outcome 5: Design and substantiate an entrepreneurial idea through a business plan</p> <p>Outcome 7: Analyse and evaluate financial information.</p> <p>Outcome 8: Identify and analyse different organizational solutions in business processes.</p> <p>Outcome 9: Analyse the needs and manners of acquiring, using and developing the resources of a business entity.</p> <p>Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language.</p> <p>Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language.</p> <p>Outcome 14: Apply basic environmental research methods.</p> <p>Outcome 15: Independently prepare and present professional content using information and communication tools.</p>					
<b>Expected learning outcomes on a level of a course</b>					
<ol style="list-style-type: none"> <li>1. Substantiate the link of the levels and scope of management with the roles and skills of managers</li> <li>2. Explain different types of planning and decision-making techniques</li> <li>3. Draw and comment on certain types of organizational structures</li> <li>4. Design individual elements of human resources management</li> <li>5. Critically evaluate different motivation theories and leadership styles</li> <li>6. Describe the process and methods of control</li> <li>7. Research and present specific management topics</li> </ol>					
<b>Content of a course</b>					
<p>Management definition; system approach to management; management vs. entrepreneurship, manager person and levels of management; roles and activities of managers, manager's skills. Planning - nature and purpose of planning; types of plans; SWOT analysis, Porter's model of generic strategies, BCG matrix; hierarchy and types of strategies; decision making. Organizing - organization and its contents, organization structure modelling, types of organizational structures - classical and modern forms, modern trends in organizing, organizational culture; organizational conflicts. Human resource management - prediction of needs, recruitment and selection, career management, performance appraisal, education and development, creation of excellent managers, salaries and compensations. Leadership - definition, leader, leadership skills, elements, power and authority, leadership styles, approaches to leadership, motivation theories and techniques. Control - process of control; phases of control; systems and techniques of control.</p>					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Grading, evaluation and monitoring of students' work continuously during lectures and exams</b>					

Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.