

**POLYTECHNIC OF RIJEKA  
BUSINESS DEPARTMENT**

**PROGRAMME OF STUDY  
PROFESSIONAL STUDY OF ENTREPRENEURSHIP**

• **LIST OF COURSES**

**Professional Study of Entrepreneurship**

1st year of study - Semester I (Winter Semester)

| Course unit no. | Title of the course unit            | Hours weekly |          |          |          | ECTS credits | Exam     |
|-----------------|-------------------------------------|--------------|----------|----------|----------|--------------|----------|
|                 |                                     | L            | S        | E        | P        |              |          |
| 1               | Basics of Entrepreneurial Economics | 2            | 2        | -        | -        | 6            | 1        |
| 2               | Economic Mathematics                | 3            | -        | 2        | -        | 6            | 1        |
| 3               | Statistics for Entrepreneurs        | 2            | -        | 2        | -        | 5            | 1        |
| 4               | Basics of Informatics               | 2            | -        | 3        | -        | 6            | 1        |
| 5               | Commercial and Entrepreneurial Law  | 2            | 1        | -        | -        | 4            | 1        |
| 6               | Foreign Language I/1                | 2            | -        | 1        | -        | 3            | -        |
| 7               | Physical Education                  | -            | -        | (2)      | -        | -            | -        |
|                 | <b>Totally per semester</b>         | <b>13</b>    | <b>3</b> | <b>8</b> | <b>-</b> | <b>30</b>    | <b>5</b> |

Note: 1) L – lecture, S – seminar, E – exercise, P – practical

2) Physical Education is performed out of time-table

3) Students can choose one of the following foreign languages: English or German

1st year of study - Semester II (Summer Semester)

| Course unit no. | Title of the course unit      | Hours weekly |          |          |          | ECTS credits | Exam     |
|-----------------|-------------------------------|--------------|----------|----------|----------|--------------|----------|
|                 |                               | L            | S        | E        | P        |              |          |
| 8               | Entrepreneurial Economics     | 3            | 2        | -        | -        | 6            | 1        |
| 9               | Logistics in Entrepreneurship | 2            | 2        | -        | -        | 5            | 1        |
| 10              | Entrepreneurship              | 2            | -        | 2        | -        | 6            | 1        |
| 11              | Business Communications       | 2            | -        | 2        | -        | 5            | 1        |
| 12              | Business Ethics               | 2            | -        | 2        | -        | 5            | 1        |
| 6               | Foreign Language I/2          | 2            | -        | 1        | -        | 3            | 1        |
| 7               | Physical Education            | -            | -        | (2)      | -        | -            | -        |
|                 | <b>Totally per semester</b>   | <b>13</b>    | <b>4</b> | <b>7</b> | <b>-</b> | <b>30</b>    | <b>6</b> |

2nd year of study – Semester III (Winter Semester)

| Course unit no. | Title of the course unit     | Hours weekly |          |          |          | ECTS credits | Exam     |
|-----------------|------------------------------|--------------|----------|----------|----------|--------------|----------|
|                 |                              | L            | S        | E        | P        |              |          |
| 13              | Accounting for Entrepreneurs | 3            | -        | 2        | -        | 6            | 1        |
| 20              | Marketing                    | 2            | -        | 2        | -        | 6            | 1        |
| 15              | Human Resources Management   | 2            | -        | 2        | -        | 6            | 1        |
| 16              | Business Language II         | 2            | -        | 1        | -        | 3            | 1        |
|                 | Elective Course A            | 2            | -        | 2        | -        | 5            | 1        |
|                 | Elective Course B            | 2            | -        | 2        | -        | 5            | 1        |
| 17              | Croatian Economy             |              |          |          |          |              |          |
| 18              | Ecology                      |              |          |          |          |              |          |
| 19              | Quality Management           |              |          |          |          |              |          |
|                 | <b>Totally per semester</b>  | <b>13</b>    | <b>2</b> | <b>9</b> | <b>-</b> | <b>31</b>    | <b>6</b> |

Note: A student chooses two elective courses i.e. between course unit 17, 18 and 19.

2nd year of study – Semester IV (Summer Semester)

| Course unit no. | Title of the course unit              | Hours weekly |          |           |          | ECTS credits | Exam     |
|-----------------|---------------------------------------|--------------|----------|-----------|----------|--------------|----------|
|                 |                                       | L            | S        | E         | P        |              |          |
| 14              | Business Organization                 | 2            | 2        | -         | -        | 5            | 1        |
| 21              | Basics of Management                  | 2            | 2        | -         | -        | 5            | 1        |
| 22              | Business Plan and Analysis            | 2            | -        | 3         | -        | 6            | 1        |
| 23              | Business Language III                 | 2            | -        | 1         | -        | 3            | 1        |
|                 | Elective Course C                     | 2            | -        | 2         |          | 5            | 1        |
|                 | Elective Course D                     | 2            | -        | 2         |          | 5            | 1        |
| 36              | <i>Psychology of Entrepreneurs</i>    |              |          |           |          |              |          |
| 24              | <i>Electronic Business Operations</i> |              |          |           |          |              |          |
| 26              | <i>Tax System</i>                     |              |          |           |          |              |          |
|                 | <b>Totally per semester</b>           | <b>12</b>    | <b>2</b> | <b>10</b> | <b>-</b> | <b>29</b>    | <b>6</b> |

Note: A student chooses two elective courses i.e. between course unit 24, 25 and 26.

3rd year of study – Semester V (Winter Semester)

| Course unit no. | Title of the course unit                    | Hours weekly |          |           |          | ECTS credits | Exam     |
|-----------------|---|--------------|----------|-----------|----------|--------------|----------|
|                 |   | L            | S        | E         | P        |              |          |
| 27              | Purchase and Sales Business                 | 2            | -        | 2         | -        | 5            | 1        |
| 28              | Production and Operative Management         | 2            | -        | 2         | -        | 5            | 1        |
| 29              | Company Financing                           | 2            | -        | 2         | -        | 5            | 1        |
| 31              | Small and Middle-sized Companies Management | 2            |          | 2         |          | 5            |          |
|                 | Elective Course E                           | 2            | -        | 2         | -        | 5            | 1        |
|                 | Elective Course F                           | 2            | -        | 2         | -        | 5            | 1        |
| 31              | Information Systems                         |              |          |           |          |              |          |
| 32              | Business Decision-making                    |              |          |           |          |              |          |
| 33              | Accounting Information Systems              |              |          |           |          |              |          |
|                 | <b>Totally per semester</b>                 | <b>12</b>    | <b>-</b> | <b>12</b> | <b>-</b> | <b>30</b>    | <b>6</b> |

Note: A student chooses between two elective courses i.e. between course unit 31, 32 and 33.

3rd year of study – Semester VI (Summer Semester)

| Course unit no. | Title of the course unit    | Hours weekly |          |            |            | ECTS credits | Exam     |
|-----------------|-----------------------------|--------------|----------|------------|------------|--------------|----------|
|                 |                             | L            | S        | E          | P          |              |          |
| 34              | Semester Internship         | -            | -        | -          | (x)        | 15           | -        |
| 35              | Bachelor Paper              | -            | -        | (x)        | -          | 15           | 1        |
|                 | <b>Totally per semester</b> | <b>-</b>     | <b>-</b> | <b>(x)</b> | <b>(x)</b> | <b>30</b>    | <b>1</b> |

The complete syllabus of Professional Study of Entrepreneurship

| Semester of the study              | Hours per semester |            |            |            |             | ECTS credits | Exam      |
|------------------------------------|--------------------|------------|------------|------------|-------------|--------------|-----------|
|                                    | L                  | S          | E          | P          | Totally     |              |           |
| Semester I                         | 195                | 45         | 120        | -          | 360         | 30           | 5         |
| Semester II                        | 195                | 60         | 105        | -          | 360         | 30           | 6         |
| Semester III                       | 195                | 30         | 135        | -          | 360         | 30           | 6         |
| Semester IV                        | 180                | 30         | 150        | -          | 360         | 30           | 6         |
| Semester V                         | 180                | -          | 180        | -          | 360         | 30           | 6         |
| Semester VI                        | -                  | -          | (x)        | (x)        | (x)         | 30           | 1         |
| <b>Totally for the whole study</b> | <b>945</b>         | <b>165</b> | <b>690</b> | <b>(x)</b> | <b>1800</b> | <b>180</b>   | <b>30</b> |

During the studies a student has the total of 1800 hours of various forms of courses, and by fulfilling the requirements of the programme s/ he acquires the total of 180 ECTS credits.

## **COURSE DESCRIPTION OF PROFESSIONAL STUDY OF ENTREPRENEURSHIP**

### **BASICS OF ENTREPRENEURIAL ECONOMICS**

**Course unit number: 1**

**Hours weekly: 2+2+0+0 / I**

**ECTS credits: 6**

#### **Syllabus outline**

Introduction to entrepreneurial economics. Basic elements of supply and demand. Supply and demand on individual markets. Consumer demand and behaviour. Production and work organization. Cost analysis. Supply and price-fixing on markets of perfect competition. Marginal revenue and monopoly. Oligopoly and monopolistic competition. Revenue and price-fixing of productive agents. Wages and labour market. Consumption and investments. Basics of aggregate supply and demand. Multiplier model. Money and commercial banking. Economic cycles and unemployment. Cost of inflation. Inflation and employment. Fiscal policy, deficit and national debt.

Students individually and supervised by a mentor present topics: business environment changes under the influence of scientific and technological revolution; competition factors on world market; market globalisation and company status; flexibility and adaptability of small and middle-sized companies in EU.

#### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of basics of economy. They learn about basic economic concepts, regularity and economic difficulties in market environment. They develop ability to monitor procedures for success of company business through economic indicators, and successful performance of economic activities.

#### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **ECONOMIC MATHEMATICS**

**Course unit number: 2**

**Hours weekly: 3+0+2+0/I**

**ECTS credits: 6**

### **Syllabus outline**

Basic symbols of mathematical logic and theory of sets. Sets of numbers. Concept, way of setting functions and some of their features. Concept of a function domain. Classification of functions. Elementary functions. Graphical chart and characteristics of some elementary functions. Concept of series. Arithmetic and geometric series. Finite and infinite series. Limiting value series. Convergence and divergence. Equilibrium analysis in economy. Partial market analysis, linear and nonlinear model. General market equilibrium. Equilibrium in national income analysis. Proportionality. Average calculus. Percentage and promille calculi. Rule of three. Division calculus. Composition calculus. Recursive calculus. Interest calculus: simple and compound; discursive and anticipated. Nominal, relative and equivalent interest rate. Periodic payment and disbursement. Present and final value of periodic payment and disbursement. Loan. Fixed payment quota or fixed annuity, paying at the beginning and at the end of period. Loan conversion.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge given in the syllabus outline. The aim is to develop their capability of logical reasoning and analytic thinking when solving problem-oriented tasks and accuracy in calculating mathematical facts.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **STATISTICS FOR ENTREPRENEURS**

**Course unit number: 3**

**Hours weekly: 2+0+2+0/I**

**ECTS credits: 5**

### **Syllabus outline**

Introduction with descriptive statistical analysis. Basic terms. Statistical data. Sorting data. Tabulating. .Statistical graphics. Relative numbers. Analysis of numerical progression using the methods of descriptive statistics. Mean values. Dispersion, asymmetry measures. Basics of inferential statistics. Combinatorial skills. Basic concepts of probability. Definitions of probability. Law on large numbers. Converse probability. Total probability. Complex probability. Adding and multiplying of probability. Bayes' formula. Random variable and distribution of probability. Models of probability distribution of discrete and continual random variable. Sample methods. Parameters evaluation. Hypothesis testing. Regression and correlation analysis. The notion of regression and correlation analysis. Basic analysis of time progression. Definition of time progression. Group indexes. Trend models.

### **Developing of general and specific competence (knowledge and skills)**

Students learn statistics methods and skills. They gain knowledge of the concept of probability and its use: they master the use of statistics software products.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**BASICS OF INFORMATICS****Course unit number: 4****Hours weekly: 2+0+3+0/I****ECTS credits: 6****Syllabus outline**

Informatics. Information. Information society. Information technology. A computer. Program support. Communications. Organization and information. System concept and definition. Theory of organization, management and decision-support models. Information systems. Expert systems. Development of data processing. Computer systems and their development. Choice of computer facilities. Mathematical and logical fundamentals of a computer. Presenting and organizing data. Redundancy. Program support for computer functioning. The evaluation of software facilities. Computer networks. Multimedia. Information system security. User information systems. Windows, Word, Excel, Access and Internet.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of basic terms in informatics as well as their meaning. During the exercises students will master Windows, Word, Excel, Access and Internet.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.



## **COMMERCIAL AND ENTREPRENEURIAL LAW**

**Course unit number: 5**

**Hours weekly: 2+1+0+0 / I**

**ECTS credits: 4**

### **Syllabus outline**

Business commercial and entrepreneurial law, subjects of business law. Legal forms of entrepreneurial organization. Legal forms of commercial company organization. Organization and business of Ltd. Trade register, subject termination. International business law of European Union. Law of obligation and contract law. Banking operations and securities rights. Basic kinds of contracts. Labour relations. Resolving conflicts and market behaviour.

Students individually or in teams deal with topics related to: factors of company sales performance, sales skills and ethics, company functions that serve for sales function, elaboration of presentation methods and forms of additional services in practice in our country and abroad (advantages, disadvantages, benefits, suggestions ...), how, in what way and with what efficiency establish business communication in company practice.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of a company, appearance skills and ethics, elaboration of presentation methods and forms of services in practice, in our country and abroad, then how, in what way and with what efficiency establish business communication in company practice, and make reaching decision easier.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**ENGLISH LANGUAGE I/1****Course unit number: 6****Hours weekly:** 2+0+1+0/I, 2+0+1+0/II**ECTS credits: 3+3****Syllabus outline**

Language: Company structures. Recruitment. Retailing. Franchising. International business styles.

Business letters: Letter of application. CV. Profile.

Grammar: Parts of speech. Tenses. Short sentences (affirmative, interrogative, negative). Questions. Word order.

**Developing of general and specific competence (knowledge and skills)**

Developing understanding of English texts and expressing one's opinion using specialist vocabulary and correct grammar.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **GERMAN LANGUAGE I**

**Course unit number: 6**

**Hours weekly:** 2+0+1+0/I, 2+0+1+0/II

**ECTS credits: 3+3**

### **Syllabus outline**

Language: Company structures. Recruitment. Retailing. Franchising. International business styles.

Business letters: Letter of application. CV. Profile.

Grammar: Parts of speech. Tenses. Short sentences (affirmative, interrogative, negative). Questions. Word order.

### **Developing of general and specific competence (knowledge and skills)**

Developing understanding of German texts and expressing one's opinion using specialist vocabulary and correct grammar.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **PHYSICAL EDUCATION**

**Course unit number: 7**

**Hours weekly: 0+0+2+0 / I, 0+0+2+0 / II**

**ECTS credits: -**

### **Syllabus outline**

Classes are held in fitness center and as outdoor running exercises (cross country). Through exercises students become aware of the importance of regular exercising. Students also acquire basic information about physical education which has great influence on general health, on capacity for work and defence mechanisms. The above mentioned elements influence the development of functional and motoric ability as well as conative and cognitive characteristics of the human body.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills in physical education to satisfy biological and psychosocial need for movement.

### **Types of classes and methods of assessment**

**ENTREPRENEURIAL ECONOMICS****Course unit number: 8****Hours weekly: 3+2+0+0 / II****ECTS credits: 6****Syllabus outline**

Concept and content of economics. Company environment. Company, entrepreneur and entrepreneurialism. Commercial and social prerequisites for business foundation and success in a business. Company goals. Principles of business, planning and financing of a company, company resources, company business on a market and company business monitoring. Theory of costs: concept and kinds of cost, point of cost and cost holders, cost dependence on capacity utilization, kinds and methods of calculation, budget costs for different stages of capacity utilization. Theory of price-fixing and theory of cost application in price policy in different market environments. Factors of business process. Business result: accounts of business operation and company value fixing. Success and criteria of success of a company business: productivity, economy and profitability. Company business policy. Economics of business functions. Working companies data and experience are used: basic characteristics of resources for work and work objects, economics of resources for work and objects; basic indicators of efficient company business.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of company business, principles of business, planning and financing, company cost, resources and their capacity, monitoring of business operation and business company results. They master skills of business success and work efficiency calculation.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**LOGISTICS IN ENTREPRENEURSHIP****Course unit number: 9****Hours weekly: 2+2+0+0 / II****ECTS credits: 5****Syllabus outline**

Concept, definition, content and basic principles. Importance and role of integral logistics support in entrepreneurialism. Basic concepts of logistics and integral logistics support in entrepreneurial business. Logistics determination and application. Life cycle of product or service. Success indicators of logistics support. Logistics management. Development and quality management (TQM). Stock and resources management. Traffic and transportation process and distribution. Storage of goods. Norm setting and entrepreneurial business process.

Practical problems of logistics support in an entrepreneurial company are solved during exercises.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of importance, role and tasks of comprehensive logistics support in entrepreneurial business system. They develop the skills of comprehension of importance of good, timely, rational and efficient logistics support necessary for efficient realization of entrepreneurial undertaking.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**ENTREPRENEURSHIP****Course unit number: 10****Hours weekly: 2+0+2+0 / II****ECTS credits: 6****Syllabus outline**

Introduction to basic concepts of entrepreneurialism. Entrepreneurial process. Entrepreneurial idea and entrepreneurial undertaking. SWOT-analysis. Definition of entrepreneurial undertaking visions, objects and strategies. Operating plan and life cycle of business opportunity, products, technology and company. Kinds of small and middle-sized entrepreneurialism (family, farm, interior, franchise). Entrepreneurialism of special social communities. Entrepreneur in difficulties. Regional economic development and entrepreneurialism. Kinds of entrepreneurial supports. Entrepreneurialism in the Republic of Croatia. Through exercises practical problem tasks are solved.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of theoretical concepts and importance of entrepreneurial process. They develop skills based on knowledge and ability of solving problems of entrepreneurial practice. Students develop abilities of solving difficulties of business operation. They develop personal interest for entrepreneurialism.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **BUSINESS COMMUNICATIONS**

**Course unit number: 11**

**Hours weekly: 2+0+2+0 / II**

**ECTS credits: 5**

### **Syllabus outline**

Theoretical basis of business communications. Creating business communication. Words, speech. Using images in business communication. Power of persuasion: change of opinion. Forms and questionnaires. Business letters. Reports, memorandums, notes. Preparation of presentations. Meetings, teams, negotiations. Advertisements. Interviews. Technologies in communication. Ethics in business communication.

Individual or group solving of tasks oriented towards mastering techniques and skills of business communications with special accent on the preparation of presentations, speeches and public appearances, organization and chairing business meetings, conducting business talks and negotiations, interviews.

Business letter writing, using technologies in business communication, practical analysis of questions in business communication culture.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and skills for successful business operations comprising relationship and working with people in modern business environment.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.



**BUSINESS ETHICS****Course unit number: 12****Hours weekly: 2+0+2+0 / II****ECTS credits: 5****Syllabus outline**

Definition and classification of ethics. Definition of concepts of ethics and morality. Schools of ethics and morality. Business ethics: concepts of subjects, objects. Predicates and processes. Morality, ethical principles: deduction and induction. Rights and codes: business behaviour.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills in correct attitude towards participant in a business process based on mutual respect, understanding and appreciation, and on principles of business ethics.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **ACCOUNTING FOR ENTREPRENEURS**

**Course unit number: 13**

**Hours weekly: 3+0+2+0/ III**

**ECTS credits: 6**

### **Syllabus outline**

Accounting and its role in entrepreneurialism. Bookkeeping systems and methods. Assets, debts and capital. Balance. Balance changes over assets, debts and capital. Expenses and revenue of business operation. Balance changes over expenses and revenue. Profit and loss account. Report on money flow. Notes. Report on capital change. Accounting documents and business records. Accounting in inflation conditions. Prefinal and final works. Accounting comprising business changes by accounting plan application. System of internal control in accounting. Accounting information system. Exercises are auditory and they follow lectures completely. Students individually and with assistant's help solve exercises from the course content related to: accounting equation, assets, debts and capital, owner's investment and withdrawal, balance, balance changes over assets, debts and capital; expenses and revenue; balance changes over expenses and revenue; profit and loss account; report on money flow.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills in reading and understanding financial reports. They develop ability of mastering basic accounting categories. They get acquainted with overall financial relations developed in business operation.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**BUSINESS ORGANIZATION****Course unit number: 14****Hours weekly: 2+2+0+0/ IV****ECTS credits: 5****Syllabus outline**

Concept of organization. Factors of organization forming: internal factors of organization, external factors of organization. Organizational structure. Formal and informal structure. Elements of organizational structure. Kinds – functional, divisional, matrix. Problem of centralization and decentralization. Workers' and operative management: Basic organizational roles. Delegation of authority and responsibility. Levels of supervision. Styles of supervision. Decision-making. Development of company institution. Entrepreneurialism. Company grouping. Business function organization. Organizational dynamics. Role of conflicts in organization forming. Action for resolving organizational problems. Methods of network planning. Organizational consulting.

Students' group presentations, critical discussions and debates on chosen texts and case study from Croatian and foreign literature and technical publications.

**Developing of general and specific competence (knowledge and skills)**

Students gain theoretical and practical knowledge of organization as a complex and especially important system of every entrepreneurial company. They develop skills in successful recognition and solution of different organizational problems especially through teamwork.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **HUMAN RESOURCES MANAGEMENT**

**Course unit number: 15**

**Hours weekly: 2+0+2+0/ III**

**ECTS credits: 6**

### **Syllabus outline**

Introduction to specific qualities of human resources management process. Basic denotations and demands for contemporary human resources. Human resources as the most important capital. Modern technological changes and economic development. Entrepreneurial company that learns. Manager's activities in the processes of globalisation and integration. Functions of human resources management. Analysis and planning of work process. Basic regularities of professional development. Development of business career. Importance and content of education in entrepreneurialism. System of business advancement.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of specific qualities of human resources management process. Development of value system in the process of judgment and evaluation of achievements and efficiency. Direction towards continuing education of employees during their working life.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**ENGLISH LANGUAGE II****Course unit number: 16****Hours weekly: 2+0+1+0/III****ECTS credits: 3****Syllabus outline**

Language: Banking. Business and the Environment. The stock Market. Import – Export. Company Performance.

Grammar: Passive. Conditional. Complex sentences.

**Developing of general and specific competence (knowledge and skills)**

Developing understanding of English texts and expressing one's opinion using specialist vocabulary and correct grammar.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**GERMAN LANGUAGE II****Course unit number: 16****Hours weekly: 2+0+1+0/III****ECTS credits: 3****Syllabus outline**

Language: Banking. Business and the Environment. The stock Market. Import – Export. Company Performance.

Grammar: Passive. Conditional. Complex sentences.

**Developing of general and specific competence (knowledge and skills)**

Developing understanding of German texts and expressing one's opinion using specialist vocabulary and correct grammar.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **CROATIAN ECONOMY**

**Course unit number: 17**

**Hours weekly: 2+0+2+0/ III**

**ECTS credits: 5**

### **Syllabus outline**

Population – factor of economic development, demography, demographic history, demographic statistics, demographic transition, immigrations and emigrations, age, sex and educational distributions, employment structure, working quota, social activities, natural sources of Croatian economy, natural conditions, natural resources, natural resources protection, scientific and technological capacity in the Republic of Croatia, national and regional development, inter-regional development issues, specific development issues, market restructuring and privatisation of Croatian economy, stabilization and Croatian economy growth, Croatian financial market and monetary system, educational distribution and labour market, living standards and economic development, agricultural development and agricultural policy, industrial policy, Croatian tourist market capacity, market valorisation of economic infrastructure, traffic function and Croatian economy, Croatian foreign trade economy.

### **Developing of general and specific competence (knowledge and skills)**

Students develop awareness of contemporary economic environment complexity, gain an insight into business operations in the Republic of Croatia and get theoretical basis for defining comparative advantages with emphasis on the place of entrepreneurialism in the environment.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **ECOLOGY**

**Course unit number: 18**

**Hours weekly: 2+0+2+0/ III**

**ECTS credits: 5**

### **Syllabus outline**

Environmental protection economics-science in function of environmental protection. Ecological crisis–modern phenomenon of global proportions. Principal causes of environmental pollution and degradation. Endangered environmental goods. Economic aspects of environmental protection. Policy of environmental protection. International policy of environmental protection. Policy of environmental protection in developed countries and in transition countries .Students elaborate topics: making assessment of facilities' effects on environment (Risk Analysis),assessment of ecological damages using monetary method, using cost-benefit method the justifiability of environment protection investments is proved, calculation of cost for achieving ecological targets using cost-effectiveness analysis, environment assessment and its inclusion in the national accounting worth, ecological externalities and ecological taxes are calculated and the selection of ecological instruments in environmental protection policy is made using comparative analysis. Ecological standard analysis.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of ecology and different solutions to practical problems of entrepreneurialism. They develop skills in efficient solutions to ecological protection problems.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.



## **QUALITY MANAGEMENT**

**Course unit number: 19**

**Hours weekly: 2+0+2+0/ III**

**ECTS credits: 5**

### **Syllabus outline**

Concept definition: importance of quality, factors, quality management... Quality as a strategic goal. Economic quality observations. Complete quality management: basic conception, benchmarking, strategy. System of complete quality management and changes: organizational, cultural, personnel. Stages of development and establishment of TQM system. Methods and techniques of quality management: development methods, quality management. Quality management as complex and continuous process. Solving of practical, problem situations from entrepreneurial practice.

### **Developing of general and specific competence (knowledge and skills)**

Students develop awareness and notion of importance, place and role of product quality and worth in business goal achievement. They develop skills in evaluating and solving practical entrepreneurial problems in a process of quality establishment and management.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **MARKETING**

**Course unit number: 20**

**Hours weekly: 2+0+2+0/ III**

**ECTS credits: 6**

### **Syllabus outline**

Market understanding, its characteristics, kinds and structure. Business components on a market: product, buyer, seller, exchange and activity systems. Evolution of business orientation. News basic for marketing decisions. Formal/informal information, process and methods of market research. Methods of demand forecast. Situation analysis. Portfolio analysis. Market analysis and powers of competitive environment. Market segmentation: characteristics and process of segmentation. Alternative strategies. Development strategies for market/product. Strategies of vertical pooling. Product policy: kinds of products, characteristics of products, making of new products. Distribution policy: functions and selection of channel of distribution, kinds of distribution, physical distribution. Promotion policy: advertising, personal sales, sales promotion, public relations. Planning, organization and control of market activities.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of basic facts of marketing activities and structures and they master marketing functions necessary for successful development of entrepreneurialism. They develop skills in individual marketing plan making for entrepreneurial undertaking.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**BASICS OF MANAGEMENT****Course unit number: 21****Hours weekly: 2+2+0+0 / IV****ECTS credits: 5****Syllabus outline**

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.

**Developing of general and specific competence (knowledge and skills)**

Development of general competences reference to managing of companies and/or other organization in general. Usage abilities of methods and techniques of management.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**BUSINESS PLAN AND ANALYSIS****Course unit number: 22****Hours weekly: 2+0+3+0/ IV****ECTS credits: 6****Syllabus outline**

Business system and environment. Company as a financial system: business conduct, financial decisions, investment decisions. Relation between operational and strategic decisions. Introduction to planning and forecasting. Kinds of plans. Operational and strategic plans. Business plan – financing. Content of pre-investment project analysis (feasibility study). Information system: external information from global and uniform environment, internal information – accounting and other operational and statistical data, characteristics of annual statements. Analysis methods and importance of indicators. Analysis of economic results and investments. Cash flow and financial forecasting. Evaluation of liquidity, stability, indebtedness and efficiency. Evaluation of entrepreneur soundness. Content of exercises: Content and form of annual business statements. Financial information relevant for evaluation of business operation soundness. Calculation of business result and influence of quantity and prices on revenue and influence of revenue and costs on profit. Data deflation and reduction on real price, analysis example of capital assets volume and structure.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills in efficient, correct and professionally argued articulation and judgment of important factors of entrepreneurial business as well as in individual entrepreneurial business plan and analysis making.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**ENGLISH LANGUAGE III****Course unit number: 23****Hours weekly: 2+0+1+0/IV****ECTS credits: 3****Syllabus outline**

Language: Setting up a Business. Marketing. Advertising. The Business Media.

Grammar: Connecting sentences grammatically into a text.

**Developing of general and specific competence (knowledge and skills)**

Developing understanding of English texts and expressing one's opinion using specialist vocabulary and correct grammar.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**GERMAN LANGUAGE III****Course unit number: 23****Hours weekly: 2+0+1+0/IV****ECTS credits: 3****Syllabus outline**

Language: Setting up a Business. Marketing. Advertising. The Business Media.

Grammar: Connecting sentences grammatically into a text.

**Developing of general and specific competence (knowledge and skills)**

Developing understanding of German texts and expressing one's opinion using specialist vocabulary and correct grammar.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**PSYCHOLOGY OF ENTREPRENEURSHIP****Course unit number: 24****Hours weekly: 2+0+2+0 / IV****ECTS credits: 5****Syllabus outline**

The course deals with the following topics: the role of psychology in generating company's profits, the interference between the area of work of an entrepreneur and psychology, the area of interpersonal relations in a company, the root of the problem among employees and ways of resolving conflict situations, new trends in the psychology of entrepreneurship that explore the selection of the best personnel, psychological portraits of the senior management and the evaluation of organizational climate.

**Developing of general and specific competence (knowledge and skills)**

Development of abilities and skills of recognizing defensive mechanisms in conflict situations and finding an appropriate solution with the aim of improving work climate and achieving better results.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**ELECTRONIC BUSINESS OPERATIONS****Course unit number: 25****Hours weekly: 2+0+2+0 / IV****ECTS credits: 5****Syllabus outline**

Electronic business operations, electronic economy, Internet economy, types of electronic business (B2B, B2C, G2C and the like). Network organizations and electronic business. Electronic data exchange. Electronic business in small and middle-sized companies, business models of electronic business. Electronic marketing. Electronic markets. Electronic payment system. Safety of electronic business. Legal aspects of electronic business. Transaction costs and other economic aspects of electronic business. Virtual companies. Internet technology. Electronic economy standards. Case study.

**Developing of general and specific competence (knowledge and skills)**

Students get acquainted with advantages and disadvantages of e-business. They gain knowledge of successful application of e-business and develop skills for its usage. Through exercises students' wish for involvement in different types of entrepreneurialism in electronic environment is developed and stimulated.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.



**TAX SYSTEM****Course unit number: 26****Hours weekly: 2+0+2+0 / IV****ECTS credits: 5****Syllabus outline**

Content and function of economic-fiscal policy and policy of taxation. Definition of public sector. Public revenues: concept, kinds, development, public revenues sharing, taxes, taxation targets, tax avoidance, tax shifting, customs duty, fees and contributions. Public expenditure: concept of characteristic, principle, structure, division and efficiency of public expenditure, financing system of public expenditure in Croatia. Tax system of the Republic of Croatia: forms of taxes in Croatia. Analysis of income tax, profits tax, value added tax, excise tax and local tax.

Tax importance in company financial assets management. Taxable income of a company – structure and functions. Taxation of craftsmen. Tax management in development functions. Taxation of multinational companies.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of tax system, ways of monitoring tax costs and other expenditure based on public sector financing law. They develop skills in company taxation. The course qualifies them to operate with practical tax work in a company and a craft and to consider company taxation system in Croatia.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**PURCHASE AND SALES BUSINESS****Course unit number: 27****Hours weekly: 2+0+2+0 / V****ECTS credits: 5****Syllabus outline**

The term, meaning, purpose, position and aims of procurement management. The terms: procurement, acquisition, materials management, procurement logistics and marketing in supply chain management. The position of procurement in a company. The significance of procurement. The purpose of procurement. Decision-making in procurement. Cost management in supply chains. Leadership in procurement and human resources. The politics of procurement and strategies of a supply source. Operational procurement planning. Procurement systems. Planning the stock of items necessary to conduct business – stock regulation. Procurement organization. The position of procurement in the organizational structure of a company. Organization of procurement – running a procurement process. The techniques of representing a business process. Operational procurement. Electronic procurement. Ethics and corruption in procurement. Procurement control. Procurement controlling. Strategic supply management. Strategic tasks of procurement. ABC and XYZ Analyses in procurement: an information system of procurement.

**Developing of general and specific competence (knowledge and skills)**

Students develop theoretical and practical knowledge and skills in company purchase business in contemporary market environment. The special accent is put on actual trends of using modern information technologies.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **PRODUCTION AND OPERATIVE MANAGEMENT**

**Course unit number:** 28

**Hours weekly:** 2+0+2+0 / V

**ECTS credits:** 5

### **Syllabus outline**

Production function and strategy of a company. Product design. Quality management. Control and improvement of quality. Selection of processes and technologies. Analysis of a process course. Planning and scheduling of capacity. Kinds of capacity. Decision on instruments of labour. Scheduling of production. Stocks management. Planning of requisite material. Work management – supervision of labour force in production. Work forming. Measurement and advancement of performances. International production.

Exercises content: analysis of production function through practical examples. Forecasting methods, production planning. Degree of capacity utilization. Planning and coefficient of stock turnover. Measurement of productivity.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills in correct production and operative decision-making, production management and realization of an adequate operative planning followed by analysis and achievement control of indicators and results.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**COMPANY FINANCING****Course unit number: 29****Hours weekly: 2+0+2+0 / V****ECTS credits: 5****Syllabus outline**

Goals of financial management, financial concept. Financial equilibrium. Contemporary and future money worth. Temporary, medium-term and long-term financing. Financing with temporary and long-term securities issue. Market value and rate of return from stock and bond investments. Optional financing. Financing cost. Methods of selection for temporary and long-term sources of financing. Capital structure and company value. Optimal capital structure. Temporary and long-term investments in material and financial assets. Methods of selection for investment projects. Investment and optimal management of liquid assets and solvency. Financing of small and middle-sized companies. Policy of dividend, retained profit and reserves. Company reconstruction and expansion. Computer application in financial management. Exercises include: elements of temporary and long-term investments, kinds of securities, structure of financing sources, coordination of financing assets and sources, settlement methods for company value, kinds of investments in material and financial assets, financial plan making.

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills in correct financial decision-making in connection with temporary and long-term investments, management of liquid assets and solvency, and optimum investments for realization of financial result and company success.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **SMALL AND MIDDLE-SIZED COMPANIES MANAGEMENT**

**Course unit number: 30**

**Hours weekly:** 2+0+2+0/ V

**ECTS credits: 5**

### **Syllabus outline**

Concept definition of small and middle-sized companies. Management functions and conduct in small and middle-sized companies. Small and middle-sized companies – definition, strengths and weaknesses. Management founders' team. Business aims of small and middle-sized companies – definition, structure, hierarchy and management. Planning. Organization. Changes management. Conduct of small and middle-sized companies. Realization of supervision in small and middle-sized companies. Management of risk and insurance.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of basic concepts and functions of management and conduct of small and middle-sized companies. They develop skills based on managers' knowledge necessary for recognition and solving of problem situations in small and middle-sized enterprises.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

**BUSINESS DECISION-MAKING****Course unit number: 32****Hours weekly: 2+0+2+0/ V****ECTS credits: 5****Syllabus outline**

Basic importance of business decision-making process. Decision theory – classical and modern (quantitative, psychological, normative). Development phases of business decision-making. Decision-making types (programmed – non-programmed, individual-group, intuitive-judgmental, rational, under uncertainty and conflict conditions), models and techniques of business decision-making. Information system support of decision-making process (management information system, DSS systems, Expert system).

**Developing of general and specific competence (knowledge and skills)**

Students gain knowledge of basic theory basis process of business decision-making. They develop skills in solving practical examples from entrepreneurial practice, quick and correct business decision-making.

**Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **INFORMATION SYSTEMS**

**Course unit number: 31**

**Hours weekly: 2+0+2+0/ V**

**ECTS credits: 5**

### **Syllabus outline**

Introduction into information systems. Information systems in business operations (their aim, resources, strategies, parts). Need for developing information system. Information system as a model of a business system. Managing information systems. Information system efficiency.

Information system in particular areas of business. Presentation of particular subsystems. Developing information system in a business system. (Development approaches; development phases; problems of development).

Information system computer support. Information system safety problems.

Students prepare and present certain topics chosen from practice - from a magazine. Every presentation is marked.

### **Developing of general and specific competence (knowledge and skills)**

Students learn about practical business applications. They develop skills of using relational databases.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.

## **SEMESTER INTERNSHIP**

**Course unit number: 34**

**Hours weekly: (x) Semester VI**

**ECTS credits: 15**

### **Syllabus outline**

With the goal of successful carrying out of educational syllabus and introducing students to specific practical problems from working companies, the Business Department organizes specialist internship of 300 hours supervised by a mentor. Before starting internship, a student prepares the practical part working on a special assignment (50 hours). Following the specially defined assignment the student writes a paper which in its final version represents the specialist final paper.

1. Preparations are carried out under the supervision of a professor,
2. Recording of necessary information in a company,
3. Information system project design or similar,
4. Designing a computer program,
5. Processing of specified data,
6. Note on the accomplished results.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills working on practical problems taken from working companies. They also test their theoretical and practical knowledge when preparing and taking the exams.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.



## **BACHELOR PAPER**

**Course unit number: 35**

**Hours weekly: (x) Semester VI**

**ECTS credits: 15**

### **Syllabus outline**

Professional study of Entrepreneurship has as its final goal preparation and presentation of the bachelor paper. This final paper represents technical elaboration of a specific problem. The student is expected to demonstrate his ability to use methods and techniques of analysing and presenting business and market situations.

When elaborating the selected theme the student applies the acquired knowledge and expertise.

The choice of the theme is in line with the syllabus of the professional study of Entrepreneurship. The student works on the theme supervised by his mentor. The paper has to contain between 30 and 50 pages and has to be handed in four copies. Through presentation of the final paper before a Board, the student's knowledge and presentation of the specific problem is tested as well as his overall knowledge gained during the studies.

### **Developing of general and specific competence (knowledge and skills)**

Students gain knowledge and develop skills working on practical problems taken from working companies. They present their final paper before a Board.

### **Types of classes and methods of assessment**

The course is carried out weekly, in the form of consultancy.