

NAME OF THE COURSE		Business Planning			
Code	EUBA01	Level of study	undergraduate		
Course teacher	Srećko Goić, PhD, Full Professor Assoc. prof. dr.sc. Ivana Tadić	Credits (ECTS)	4		
Associate teachers		Type of instruction (number of hours)	L	S	E
			26		26
Status of the course	elective	Percentage of application of e-learning	30%		
COURSE DESCRIPTION					
Course objectives	The primary objective of this course is to introduce students with the role, content, forms, and techniques of business planning, with particular emphasis on planning in small businesses. The operational goal is to enable (especially through exercises) students to work independently on planning basic business activities in companies of different sizes and activities.				
Course enrolment requirements and entry competences required for the course	Course signature requirements: as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes. Entry competencies: English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).				
Learning outcomes expected at the level of the course	GENERAL OUTCOME: Through the studying of this course, students will learn to understand and design a complete enterprise planning process and to participate in the process of preparing and developing business plans in general and in particular segments. SPECIFIC LEARNING OUTCOMES: <ol style="list-style-type: none"> 1. To analyze the characteristics of business and general environments as a basis for setting up enterprise business plans. 2. To conceive the basic elements of a company's strategy. 3. To design and develop tactical and operational plans for business operations. 4. Efficiently and expediently use modern methods and techniques of business planning. 5. To prepare independently a medium-complex business plan (entrepreneurial project). 				

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	6. To participate in project planning using network planning techniques.			
	7. To use basic computer software for business and projects planning.			
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises	
	Topic	Hrs.	Topic	Grs.
	Introduction: - Objectives of the course and links with other courses within the study - course contents - Literature and modes of literature use - the method of teaching and examining	2	<i>Getting acquainted with the way and content of work on exercises.</i>	
	Basics of business planning (1): 1. The need, goals and tasks of business planning in a modern company 2. Defining and delineating business planning 3. Business planning hierarchy. 4. Types of plans	2	Exercise 1: Planning and Management Relationships	2
	Basics of business planning (2): 5. Planning process (Phases of the planning process). 6. Actors and levels of planning 7. Planning time frames. 8. Characteristics of business planning. 9. Goals in planning	2	Exercise 2: Mission and Vision of an Enterprise	2
Strategic planning: - strategy vs. policy - types and contents of strategic plan - methodology and strategic planning process - strategic planning methods (Opportunities and threats analysis matrix, SWOT Matrix, Portfolio concept, Cost and benefit analysis).	2	Exercise 3: Enterprise Goals	2	
Methods and techniques of planning (1) 1. Forecasting and characteristics of forecasting 2. Forecasting and planning methods - Qualitative methods of planning and forecasting - targets and target definition methods	2	Exercise 5, 6: - Vj. 5-1 or 5-2 or 5-3 Exercise 6 - Delphi Forecast	2	

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	- forecasting methods (Delphi method, Scenario method, Utopia method)			
	Methods and techniques of planning (2) - Investment evaluation methods - static methods (Payback method, Investment profitability method, Enterprise profitability method) - dynamic methods (Net present value method, Internal rate of return method, Annuity method) - Quantitative methods for planning support - Queueing theory (method)	2	Exercise 7: Cost-Benefit Analysis Exercise 8: Queueing theory (method)	2
	Planning business functions: - Planning of R&D activities - Planning of marketing activities - Planning of production - Planning of material resources development - Planning of human resources development - Planning of financial resources development - Planning of organization development - Budgeting	2	Seminar 4-1: Presentations of students on the subject of specific areas of business planning	2
	Business plan (1): 1. Purpose and use of a Business Plan 2. Elements and phases of business plan design - drafting the entrepreneurial idea market analysis - technical aspects, location and premises - organization and management	2	Seminar 4-2: Presentations of students on the subject of specific areas of business planning	2
	Business plan (2): - financing - business results forecasting (revenue, expenditure, and profit/loss)	2	Business-Plan Exercises: - projection of labor costs - projection of	2

			financing (loan repayment plan)	
	Business plan (3): - project efficiency analysis - sensitivity analysis 3. Technical aspects of business planning 4. Business plan implementation	2	Business-Plan Exercises: - profit and loss account - projection of economic and financial flows - payback period, yield rate	2
	Project planning: - Basic characteristics of projects - Project management - Lifecycle of the project - Methods and techniques of project planning	2	Business-Plan Exercises: - net present value, internal rate of return - sensitivity analysis	2
	Software packages for project management (1): - basic MS Project options - designing network plans in MS Project - creating specific activities	2	Exercises Network Plan	2
	Software packages for project management (2): - linking activities - creating and allocating resources - analysis and balancing of the project	2	Exercises Network Plan	2
	Decision making and Controlling: - Types (types) of decisions - Decision-making process (models and decision-making strategies) - Control process and control systems - Financial indicators as a control instrument	2	Exercises budgeting and controlling:	2
Format of instruction	X lectures X seminars and workshops X exercises	X independent assignments X multimedia <input type="checkbox"/> laboratory		

	<input type="checkbox"/> on line in entirety X partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	Attending classes regularly: lectures min. 50%; exercises and seminars min. 70%.					
Student responsibilities Screening student work (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)	Class attendance		Research		Practical training	
	Experimental work		Report		Assignments	2,0
	Essay		Seminar essay			
	Tests	2,0	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>During the semester there will be two tests (theoretical material), which will bring a maximum of 60 points. The practical part of the exam will be checked through four assignments, which will give students maximum of 100 points. Based on direct activities in exercises and active participation in self-evaluation activities, students can achieve up to 20 points.</p> <p>A student who earned at least 130 points during the semester, with at least 3 assignments (and at least 60 points from the exercises) and achieved a total of at least 60 points from the tests (and at least 25 points in each particular test) will be considered that he passed the exam and will be offered an appropriate grade.</p> <p>The rating scale and the corresponding ratings are as follows: 130-140 points = sufficient (2) 141-160 points = good (3) 161-180 points = very good (4) 181-240 points = excellent (5)</p> <p>* If a student does not collect 130 points during the course (or does not meet any of the other criteria required for taking the exam in the pre-session), he then accesses a written exam consisting of a theoretical part (maximum 60 points) and a practical part with two</p>					

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	<p>assignments (maximum 60 points) - the practical part of the exam is taken on the computer. To pass the exam, the student must achieve at least 30 points from the theoretical part and at least 30 points from the practical part.</p> <p>The score is multiplied by a weight of 2 and the grade is calculated according to the following scale: 120-140 points = sufficient (2) 141-160 points = good (3) 161-180 points = very good (4) 181-240 points = excellent (5)</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy: Management: people, performance, change ; Boston [etc.] : McGraw-Hill, 2008	1	
	Electronic course materials (Moodle)		Web
	<u>Kepeczynski, R., Jandhyala, R., Sankaran, G., Dimofte, A.: Integrated Business Planning. Springer International Publishing AG, 2018.</u>		
Optional literature (at the time of submission of study programme proposal)	<p>Chandler, J.: Practical business planning, McGraw-Hill, London 1987.</p> <p>Khan, A. (2020). <u>Business Plan Guide Book</u>.</p> <p>McKeever, M.: How to Write a Business Plan, Nolo © 1999.</p> <p>Quinn, S.: Management Basics, Ventus Publishing ApS, 2010.</p> <p>Tonnquist, B.: Project Management: A Complete Guide, Academica, Aarhus, 2009.</p>		
Quality assurance methods that ensure the acquisition of exit competences	<p>Registering students' participation and success in carrying out of their duties (lecturer).</p> <p>Monitoring lectures and practice sessions (Vice Dean for Education).</p> <p>Students' Performance analysis in each course (Vice Dean for Education).</p> <p>Student questionnaire on the quality of lecturers and lessons for each course</p>		

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	(University of Split, Quality Assurance Centre) Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.
Other (as the proposer wishes to add)	The course is taught in Croatian and English.