



COURSE CATALOGUE

STUDY OF OPERATIONAL MANAGEMENT

University of Applied Sciences Hrvatsko zagorje Krapina

Study Coordinator
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STUDY OF OPERATIONAL
MANAGEMENT

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Study Program Operational Management

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| Study program | Operational Management |
| Degree of education | Three-year professional study |
| Duration | 3 academic years (6 semesters) |
| Mode of study | Full-time study / Part-time study |
| Professional title | Professional bachelor (baccalaureus / baccalaurea) management |
| ECTS credits | 180 |
| Teaching hours | The average weekly student workload is 22 to 23 school hours. |
| Duration of the semester | 15 teaching weeks |

Purposefulness and goal of the study

The main purpose of the study Operational Management is the training of operational managers, primarily management and middle management, for independent work in industry, trade, construction, shipping, transport and traffic, tourism, catering, utilities, health care institutions, government agencies, government agencies, etc.

The Operational Management program offers an appropriate quantum of interdisciplinary knowledge for the training of creative and operational managers in entrepreneurship and institutions. Such staff are the bearers of entrepreneurship and are trained to quickly spot problems; for independent business decision making; to manage human resources, production resources, factors and processes; for innovations and changes in the business of economic and non-economic entities, etc. Staff who complete a three-year professional study of Operational Management, can meet the propositions of all types of entrepreneurs, as well as all levels of management in economic and other organizations.

By acquiring the knowledge offered by the Operational Management program, students are trained to:

- independently establishing and running the business of one's own company, small and medium-sized enterprises and institutions, or providing services to other entrepreneurs,
- successful involvement in business related to certain business functions in large companies,
- managing the potentials and resources of the company,
- business process management,
- launching economic projects and studies,

- successful realization of good own or other people's entrepreneurial ideas
- successful implementation of business orders and realization of business ideas of the employer,
- management of smaller, medium and large work units, etc.
- Continuation of training at other scientific and professional institutions,
- acquisition and improvement of theoretical and practical knowledge in all areas of economics and entrepreneurship,
- performing activities in the field of marketing, logistics, transport, forwarding, insurance etc.

COMPULSORY COURSES

Grading: Acceptable (2) – 50; Good (3) – 70; Very Good (4) – 82; Excellent (5) – 93

Economics and Business Techniques in Trade (M019)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: III

Course objective: The aim of the course is theoretical and practical acquaintance of students with the specifics of internal trade, its role and significance in the national economy, as well as trade in modern conditions.

Learning outcomes:

After taking this course, the student will be able to:

1. Explain in detail the basic concepts related to trade business and know how to specifically apply them in practice (trade, retail trade, wholesale trade, prices, procurement, logistics, marketing in trade, calculation, sales)
2. Understand and be able to calculate basic indicators related to logistics as well as calculations in trade. Explain the importance of supply chain management, trade costs, inventories, and pricing policy making.
3. Apply marketing knowledge and propose market strategy, new concepts and formats, assortment creation methods, and customer relationship management (CRM) and category management (CM).
4. Apply principles in the field of human resource management in planning and selection of personnel, motivation and strengthening of teamwork.
5. Connect world trends with trade in Croatia, and predict the consequences of internationalization.

Required reading:

1. e-learning platform Merlin
2. Segetilja Z.: "Trgovinsko poslovanje", Ekonomski fakultet u Osijeku, Osijek, 2006.
3. Segetilja Z.: "Menadžment trgovinskog poduzeća", Ekonomski fakultet u Osijeku, Osijek, 2010.
4. Segetilja Z., Knego N., Knežević B., Dunković D.: "Ekonomika trgovine", Novi informator, Zagreb, 2010

Language: Croatian

Finance for Managers (M013)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: IV

Course objective:

To provide students with basic knowledge about the financial relations of the company with the environment, the method of inflow, use and outflow of cash flows from the company and teach them to use tools to make the three most important decisions of financial management. Financial management aims to manage cash flows that will enable the company to achieve a positive net cash flow and added value that results in a dynamic growth of the company's value. The course provides basic knowledge and use of financial management tools, and provides insight into the financial environment, especially financial markets and the related concept of risk.

Learning outcomes:

After taking this course, the student will be able to:

1. Define the concept, goal, tasks of financial management and financial function in the company and explain the basic problems related to the three areas of financial management decision-making: investment, financing and liquidity management
2. Explain the time preference of money and specifically calculate and interpret the determination of the time value of money and financing instruments: current and future value of cash flows, the risk of their occurrence and the time dynamics of occurrence.
3. Interpret the financial relations of companies with the environment: households, the state, abroad, financial institutions and the financial market. Apply risk and non-systemic risks of changes in the value of financial instruments using risk theory.
4. Specifically calculate and interpret dynamic measures of profitability of investment projects: net present value, payback period, internal rate of return, profitability index, relative present value.
5. Define the basic indicators of financial analysis of the company and specifically calculate and interpret the financial indicators of liquidity, activity, indebtedness and profitability of the company.
6. Explain the leverage rule and its effect on the absolute and relative profitability of the company. Be able to calculate the optimal capital structure for a given earning power of a company and given market costs of capital.
7. Explain the process of liquidity management and cash budgeting and the concept of business and cash cycle of the company. By applying financial analysis, it is necessary to determine the business and cash cycle of the company and define the required cash budget

Required reading:

1. Vidučić, Lj. (2011), Financijski menadžment, VIII. izd., Zagreb: RRif
2. Van Horne, J. C. (2002), Osnove financijskog menadžmenta, MATE; Zagreb,
3. Majić, T. (2014), Vježbenica iz financijskog menadžmenta, BAK, Zaprešić

Language: Croatian, English

Economic Mathematics (M003)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: I

Course objective:

Introduce students to the concepts needed for mathematical modeling of problems in economic practice. To enable students to solve simple practical problems mathematically. To enable students to use mathematical tools in other professional subjects.

Learning outcomes:

After taking this course, the student will be able to:

1. Solve problems related to the percentage bill.
2. Distinguish the difference between simple and complex, anticipatory and decursive interest, and between relative and conformal interest rates.
3. Apply a simple interest account in the calculation of interest.

4. Apply a compound interest account in the calculation of interest, periodic payments / disbursements and the calculation of loans.
5. Apply continuous interest in the calculation of population growth.
6. Mathematically model depreciation and calculation of project profitability.
7. Apply the derivation technique to determine the extremes and elasticities of mathematical functions used in economics.
8. Apply the basics of matrix calculus and solve a system of linear equations.
9. Model economic optimization problems as problems of mathematical programming of probabilities in concrete random experiments.

Required reading:

1. e-learning platform Merlin
2. Gardijan Kedžo, M. i dr.: Financijska matematika, RRIF-plus, 2019
3. L. Neralić, B. Šego, Matematika, Element, Zagreb, 2015

Language: Croatian, English

Information Systems for Office Operations (M004)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: I

Course objective: To provide students with knowledge of information and communication technology (ICT) and enable them to use electronic computers in business, especially office business.

Learning outcomes:

After taking this course, the student will be able to:

- Determine and define the characteristics and capabilities of computers and hardware components required for business operations, especially office operations
- Define the software required for business, especially office business
- Define office operations
- Define the communication support needed for business, especially office business
- Define and implement security measures for the protection of information and communication systems used in business, especially office business
- Identify the necessary measures for the ergonomics of the workplace with the computer

Required reading:

1. Hercigonja-Szekeres, M: Informacijski sustavi u uredskom poslovanju, Priručnik za studente, Krapina, 2020. www.vhzk.hr
2. https://www.google.hr/search?q=Uredsko+poslovanje+skripta&sa=X&ved=2ahUKEwic6YOP9K_sAhVpoosKHVJGAb8Q1QIoAXoECAsQAg&biw=1536&bih=722 iz <https://Studentski.hr> (10.10.2020.)
3. <https://bib.irb.hr/datoteka/584665.UredskoPoslovanjeMatijaVargaEUCopyright.pdf> (10.10.2020.)
4. Varga, Strugar et al: Informacijski sustavi u poslovanju, Ekonomski fakultet, Sveučilište u Zagrebu, 2016
5. Program package Microsoft Office

Language: Croatian, English

Internet Marketing (M122)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: VI

Course objective:

In the modern economy, the Internet plays an important role as a medium of marketing communication, but also as a distribution channel. The aim of the Internet Marketing course is to acquaint students with the basic marketing postulates applied in the Internet environment and commercial Internet platforms used by marketing experts to gain the attention and loyalty of consumers.

Learning outcomes:

After taking this course, the student will be able to:

1. explain the basic postulates of Internet marketing and its commercial applications in the modern economy;
2. critically evaluate Internet marketing activities initiated by economic and other entities;
3. design a digital marketing plan and launch an online communication campaign using tools such as Google Ads and Facebook advertising;
4. identify the basic elements of good design (UX design) of websites and mobile applications;
5. apply the basics of effective and ethical performance on social networks and other online channels;
6. analyze the success of internet marketing campaigns and prescribe the necessary corrective measures;

Literature:

1. Ružić, D., Biloš, A. i Turkalj, D. (2014) E-marketing, III. izmijenjeno i prošireno izdanje. Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku.

Language: Croatian, English

Controlling (M029)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: I

Course objective:

The course introduces students to the philosophy and conceptual foundations of controlling as a business function. The emphasis is on international standards of controlling practice in corporate business. It starts from the system of organizing and managing human resources in controlling, and controlling instruments are developed as professional support to management: planning system, integrated business monitoring system and reporting system. The principles and methodological bases of a specialized system for monitoring business results in corporate operations are used. Finally, students are introduced to the controlling process in order to improve business efficiency.

Learning outcomes:

After taking this course, the student will be able to:

1. Collect and interpret relevant data to draw conclusions that include relevant ones social, scientific and ethical topics
2. Present information, ideas, problems and their solutions to professional and general audiences
3. Develop business plans, budgets and reports to support management in business management the result
4. Prepare and analyze business indicators to facilitate the management of business decision

Required reading:

1. Osmanagić Bedenik, N.: Kontroling – Abeceda poslovnog uspjeha, 2. prošireno izdanje, Školska knjiga, Zagreb, 2004.
3. Žager, K., Žager, L.: Analiza financijskih izvještaja, Masmedia, Zagreb, 1999

Language: Croatian

Macroeconomics (M007)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: II

Course objective:

Introducing students to the functioning of the national economy and methods for evaluating its performance in the area of four basic macroeconomic goals: economic growth, full employment, price stability and balanced economic relations with foreign countries. Training students to analyze the conditions and factors of economic balance in the short, medium and long term. Acquired knowledge of macroeconomics provides a basis for independent analysis and monitoring of macroeconomic aggregates and phenomena in the national economy.

Learning outcomes:

1. Explain the composition of GDP. Explain and sketch the multiplier effect and graphically determine and interpret the establishment of an equilibrium product in the goods market. Graphically determine and interpret the balance on the money market, ie the establishment of an equilibrium interest rate. Explain the operation of central bank monetary policy.
2. Explain the model of common balance in the money market and the goods market: IS - LM model. Explain the implications for a combined monetary and fiscal policy.
3. Explain the establishment of balance in the labor market or wage prices and the method of establishing the prices of goods. Quantify the definition of the natural rate of unemployment.
4. Graph the aggregate supply (AS) and aggregate demand (AD) curve and quantitatively interpret the AS - AD model, the medium - term equilibrium model. Compare the balance in the short and medium term.
5. Explain the relationship between the unemployment rate and the inflation rate, the original and

modified Phillips curve. Quantify inflation and expected inflation. Explain the relationship between the Phillips curve and the natural rate of unemployment.

6. Explain how the relationships between output, unemployment and inflation (via Okun's law, Phillips curves and AD relations) determine the impact of nominal money supply growth on domestic product. Explain the concept of money neutrality and the path of nominal growth of the money supply.

7. Define determinants of growth in the long run. Define steady-state capital-output ratios in the long run. Define the effect of savings rates on output in the long run.

Literature:

1. Blanchard, O. (2011): Makroekonomija, 5. izdanje, Zagreb: MATE i Zagrebačka škola ekonomije i managementa
2. Mankiw, G. (2010): Macroeconomics, 7th edition, New York, Worth Publiciers, USA
3. Findlay, D. W. (2006): Vodič za učenje makroekonomija - O. Blanchard, Zagreb: Mate

Language: Croatian, English

Marketing for Managers (M135)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: VI

Course objective:

Marketing helps us understand and learn what is behind a good product, service or idea. The basic goal of marketing is to find effective and successful ways, methods and means of how a company, organization or institution satisfies the interests of consumers with its business, and not how to manipulate consumers in the interest of the company.

Learning outcomes:

After taking this course, the student will be able to:

1. Explain advanced marketing concepts, such as the development of marketing strategies and marketing mix, and their implementation and control.
2. Conduct advanced market and consumer analysis.
3. Develop an effective marketing plan for the company or entrepreneurial venture.
4. Explain the importance of marketing for the business success of a company or entrepreneurial venture.
5. Analyze and critically review the marketing activities of companies in the market, but also non-profit organizations.
6. Describe the basics of internet marketing.

Literature:

1. Pavičić, J., Gnjidić, V. i Drašković, N. (2014) Osnove strateškog marketinga, Školska knjiga i Institut za inovacije, Zagreb

Language: Croatian, English

Human Resource Management (M025)

ECTS: 6

Lectures: 30

Exercises: 15

Seminars: 15

Semester: V

Course objective:

Acquisition of basic knowledge about human resources, with emphasis on the presentation of skills in the operational function of development and use of human resources of the organization and practice some of the skills (development planning, benchmarking, education planning, career planning, performance appraisal).

Learning outcomes:

After taking this course, the student will be able to:

1. Interpret new forms of business management that improve the company's operations
2. Choose the style of management of the organization in accordance with the elements of organizational structure and external factors that affect the organization
- 3 Evaluate factors influencing the company's operations
4. Argue the importance or significance of human potential as a necessary element of competitiveness and advantage of the company
5. Assess and critically evaluate the characteristics of current and future managers

Required reading:

1. Bahtijarević-Šiber F. (2002) Menadžment ljudskih potencijala. Zagreb: Golden Marketing
2. Marušić, S. (2001). Upravljanje ljudskim potencijalima. Zagreb: ADECO EIZ

Language: Croatian

Methodology of Writing Professional and Scientific Papers

ECTS: 6

Lectures: 30

Exercises: 30

Semester: V

Course objective:

Acquiring knowledge of the methodology of writing professional and scientific papers.

Learning outcomes:

After taking this course, the student will be able to:

1. Apply the basics of scientific knowledge for quality management
2. Through knowledge of the types of professional and scientific works, they will define their characteristics and classify them
3. Apply logic, methods, methodology and methodology in professional and scientific research
4. Model the knowledge on the conducted research in order to acquire planning and management

skills in operational management

5. Will be able to determine the correct composition of writing professional and scientific papers

6. Use the achievements of information technology for strategic logistics process management

Required reading:

1. Zelenika, R.: Metodologija i tehnologija izrade znanstvenog i stručnog rada, Ekonomski fakultet Sveučilišta u Rijeci, Rijeka, 1998.

2. Žugaj, M.: Metodologija znanstvenoistraživačkog rada, Fakultet organizacije i informatike Sveučilišta u Zagrebu, Varaždin 1997.

Language: Croatian

Microeconomics (M001)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: I

Course objective:

Introduce students to the basic economic categories and problems in the field of microeconomics, primarily the law of supply and demand, market mechanism, production laws and costs, conditions for maximizing profits in all forms of market and consumer behavior and balance. To enable students to recognize and successfully solve microeconomic balance problems, the so-called Pareto optimum, in the context of scarce resources and opportunity cost. The acquired knowledge of microeconomics provides a significant basis for the study of a number of economic subjects that are partly part of the business and development policy of the company.

Learning outcomes:

Students will be able to apply the acquired knowledge and skills to address economic decision-making from the position of business and consumers. They will also be trained:

1. explain the basic economic concepts: scarcity, opportunity cost and Pareto optimum
2. explain the functioning of the market mechanism and the role of the state
3. determine supply and demand and their elasticities and market equilibrium in a specific market
4. define and graphically and graphically determine how the consumer makes a decision about consumption
5. define the stages of production and graphically and graphically determine the optimal decision of the company on the combination of production costs that minimize cost, and the path of expansion of the company
6. compare the movement of cost curves in the short term and explain their impact on decision making
7. calculate the coverage point and the impact of the decision on initial costs on its amount
8. Define the impact of the learning curve, economies of scale, economies of scale and yield on production in the long run
9. calculate and graphically determine the amount of production that the company ensures maximum profit

10. Compare different market structures

Required reading:

1. Pindyck, R. S., Rubinfeld, D. K. (2008), Mikroekonomija, 6. izdanje, Zagreb: Mate 2010.
2. Pavić, I., Benić, Đ., Hashi, I. (2006), Mikroekonomija, Split: Ekonomski fakultet
3. Pervan, M. (2008), Mikroekonomija: zbirka zadataka / 2. dopunjeno izd. Split: Ekonomski fakultet Sveučilišta u Splitu

Language: Croatian, English

Enterprise Organization and Economics (M015)

ECTS: 6

Lectures: 30

Exercises: 15

Seminars: 15

Semester: II

Course objective:

The aim of the course is to acquaint students with the basic economic laws, the problem of costs and business results. Introduction to classical and modern organizational structures, as well as external and internal factors of the organization.

Learning outcomes:

After taking this course, the student will be able to:

1. define and explain the basic concepts of organization and economics of the company as a business system and evaluate the business of the company in the market as well as understand cost management
2. assess the possibilities of designing the organizational structure and make, describe and interpret calculations and application of cost theory in pricing policy and different market situations
3. recognize and explain organizational changes, explain basic management styles and valorize business results and propose and predict the success and performance measures of the company
4. apply the organization of business functions and compare the economics of business, resources, work process and functions and examine on simpler examples the economics of means of work and objects of work as basic indicators of business efficiency
5. apply techniques for solving organizational problems and formulate the economics of investments and devise planning and development of investment projects

Required reading:

1. Sikavica P., : "Organizacija", Školska knjiga, Zagreb, 2011.
2. Karić M.,: "Ekonomika poduzeća", Ekonomski fakultet u Osijeku, Osijek, 2009

Language: Croatian

Basics of Marketing (M014)

ECTS: 3

Lectures: 30

Exercises: 30

Semester: III

Course objective:

The aim of the course Basics of Marketing is to get acquainted with the basic concepts of marketing and marketing theory, understand the basic context of marketing approach to the market, and understand the logic of marketing in the context of business.

Learning outcomes:

After taking this course, the student will be able to:

1. Distinguish basic marketing concepts and identify stages of the marketing process
2. Distinguish basic marketing research techniques and critically evaluate research results
3. Assess the possibilities of applying the elements of strategic marketing in the business of the company
4. Assess the possibilities of adapting and applying tactical marketing tools in the context of the company's market performance
5. Design and implement marketing activities that create value in accordance with the needs and desires of consumers in the traditional and digital environment and implement their control
6. Develop a marketing plan independently

Required reading:

1. Kotler, P., Keller, K.L. i Martinović, M. (2014) Upravljanje marketingom, 14. izdanje, Mate, Zagreb

Language: Croatian, English

Basics of Management (M008)

ECTS: 6

Lectures: 30

Seminars: 30

Semester: III

Course objective:

A quality management structure is key to the success of any company. The aim of the Basics of Management course is to introduce students to the basic concepts of management, theories and managerial functions (planning, organizing, staffing, leading and controlling) and the specifics of the manager's work, his responsibilities through all management functions. The goal is also to train students to solve situations and problems in the management system in the organization.

Learning outcomes:

After taking this course, students will be able to:

1. interpret the concepts of management and managerial functions, organization and its environment
2. distinguish, describe, identify, interpret and analyze basic functions (planning, organizing, leading,
3. human resource management and control), and management roles
4. categorize the functions and tasks of management.

5. understand the structure of the organization and the stages of its formation; define centers of responsibility; understand and know how to apply
6. the appropriate form of organizational structure for each company
7. recommend models of leadership, motivation, empowerment and management of interpersonal processes

Required reading:

1. Buble, M.: Menadžment, Ekonomski fakultet u Splitu, Split, 2006.
2. Sikavica, P., Bahtijarević-Šiber, F., Pološki Vokić, N. Temelji menadžmenta, Školska knjiga, Zagreb, 2008.
3. e-learning Merlin

Language: Croatian

Basics of Entrepreneurship (M002)

ECTS: 6

Lectures: 30

Seminars: 30

Semester: I

Course objective: The aim of the course is to acquaint students with the concept of entrepreneurship and its basic components, managerial, technical, marketing, financial skills of managing human resources necessary for entrepreneurial success. Learn strategies for starting your own business and choosing the legal form of starting a business. Recognize entrepreneurial potential in yourself and develop skills of entrepreneurial thinking and action because they are needed today in most life situations.

Learning outcomes:

After taking this course, the student will be able to:

1. explain the basic determinants of entrepreneurship
2. describe the concept and meaning of entrepreneurs, entrepreneurship and managers
3. Recognize the need for institutional support for small and medium-sized enterprises
4. identify the legal forms of starting an entrepreneurial venture and compare starting an entrepreneurial one
- undertakings with regard to the different legal forms of establishment
5. analyze the business functions of the business organization
6. check the applicability of the entrepreneurial idea through the template of the business plan

Required reading:

1. Kolaković, M.: Poduzetništvo u ekonomiji znanja, Sinergija, Zagreb, 2006.
2. Škrtić, M.: Poduzetništvo, Sinergija nakladništvo, Zagreb, 2006.
3. Siropolis, N. C.: Menadžment malog poduzeća: Vodič u poduzetništvo, Mate d.o.o., Zagreb, 1995. (odabrana poglavlja)

Language: Croatian

Basics of Accounting (M106)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: I

Course objective:

Introducing students to basic accounting categories, processes, accounting regulations and standards, and basic financial statements as the final product of the accounting process. Understanding the impact of business changes on the underlying financial statements and the ability to analyze financial statements and draw conclusions about the financial position and performance of business entities.

Learning outcomes:

After taking this course, the student will be able to:

1. explain the place and role of accounting in theory and practice
2. explain the basic accounting categories and the impact of business events on them
3. record common business changes in the double-entry bookkeeping system
4. interpret financial statements
5. by implementing different methods of financial analysis (horizontal, vertical, indicators) to make a conclusion about the financial position and performance of the observed business entity

Required reading:

1. K. Žager, B. Tušek, I. Mamić Sačer, S. Sever Mališ, L. Žager (redakcija L. Žager), Računovodstvo I, Računovodstvo za neračunovođe, HZRIFD, Zagreb, 2016.
2. I. Dražić Lutilsky, D. Gulin, I. Mamić Sačer, S. Tadijančević, B. Tušek, V. Vašiček, K. Žager. L. Žager (redakcija D. Gulin, L. Žager): Računovodstvo, treće izmijenjeno izdanje, HZRIFD, Zagreb, 2010.

Language: Croatian

Tax Aystem and Application (M020)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: IV

Course objective:

To acquaint students with taxes as the most important instrument of revenue collection, tax terminology, goals and effects of taxation and the basics of the tax system and tax policy in the Republic of Croatia.

Learning outcomes:

After taking this course, the student will be able to:

1. define basic concepts related to taxes
2. describe and explain the objectives and effects of taxation
3. list and explain all types of tax forms and explain their historical development
4. calculate the main types of taxes applicable in Croatia

5. use sources to monitor changes in the Croatian tax system

Required reading:

1. B. Jelčić, Javne financije, RRIF, Zagreb, 2001.
2. Z. Jančiev, J. Supić, Hrvatski porezni sustav, MFRH, Porezna uprava, Zagreb, 2015

Language: Croatian

Business English I (M010)

ECTS: 4

Lectures: 15

Exercises: 30

Semester: I

Course objective:

To enable students for written and oral communication in English with a native speaker in the profession. Develop language skills: listening, speaking, writing and reading. Introduce students to basic professional terminology and train them for independent speech production in various business situations. Awareness of socio-cultural differences and transfer basic knowledge of geographical, historical, political and economic characteristics of English-speaking countries.

Learning outcomes:

After taking this course, students will be able to:

1. recognize the sociolinguistic context of the language of the profession
2. conduct a more advanced level of analysis of language structures within the language of the profession
3. communicate orally and in writing independently in English
4. independently use professional literature, use professional terminology and grammatical structures in the context of the language of the profession; raising the level of acquisition of basic language skills, in the context of the language of the profession
5. assess the quality of English language content on the Internet

Required reading:

1. Gjukić, N.; Kranjski Hršak, V.; Liszt, V.; Špiljak, V.: English for Business I i II, Mikrorad, Zagreb , 2000

Language: English

Business German I (M011)

ECTS: 2

Lectures: 15

Exercises: 30

Semester: I

Course objective:

Developing language skills in the context of the profession. Systematization and deepening of knowledge in the general language field and language laws; improving skills: listening comprehension, reading comprehension, writing and speaking (independent presentation or interaction); training students for written and oral communication in German with native speakers; intercultural sensitization and promotion of tolerance. Acquisition of competencies that enable successful translation of simpler original professional texts.

Learning outcomes:

After taking this course, the student will be able to:

1. conduct basic oral and written communication,
2. write short business letters, notes and messages,
3. understand and translate simple professional texts,
4. integrate known linguistic laws into a new simple context,
5. distinguish established stereotypes from intercultural peculiarities,
6. independently use dictionaries and other manuals (classic as well as mediated electronic media),
7. recognize the similarities and differences between the language structures of the mother tongue and the foreign language

Required reading:

1. Selection of texts for students of transport logistics at VHZK (internal script in electronic form, prepared by A. Puović, prof.) - Texts (Verkehrslogistik I)
2. Basics of grammar with exercises (internal script in electronic form, prepared by A. Puović, prof.)
Grundrisse der Grammatik mit Übungen

Language: German

Business German II (M017)

ECTS: 4

Lectures: 30

Exercises: 30

Semester: IV

Course objective:

Developing language skills in the context of the profession and business environment. Systematization and deepening of knowledge in the general language field and language laws; improving skills: listening comprehension, reading comprehension, writing and speaking (independent presentation or interaction); training students for written and oral communication in German with native speakers; intercultural sensitization and promotion of tolerance. Acquisition of competencies that enable successful translation of simpler original professional texts.

Learning outcomes:

After taking this course, the student will be able to:

1. conduct basic oral and written communication,
2. write business letters, notes and messages,
3. understand and translate simple professional texts,

4. integrate known linguistic laws into a new simple context,
5. use terms of the language of the profession,
6. distinguish established stereotypes from intercultural peculiarities,
7. independently use dictionaries and other manuals (classic as well as mediated electronic media),
8. recognize the similarities and differences of language structures of the mother tongue and foreign language

Required reading:

1. Selection of texts for students of transport logistics at VHZK (internal script in electronic form, prepared by A. Puović, prof.) - Texts (Verkehrslogistik)
2. Basics of grammar with exercises (internal script in electronic form, prepared by A. Puović, prof.) - Grundrisse der Grammatik mit Übungen

Language: German

Business Communication (M012)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: III

Course objective:

Acquiring the basic knowledge and skills needed to communicate in the workplace.

Learning outcomes:

After taking this course, the student will be able to:

1. Give an independent speech and oral presentation
2. Conduct business meetings and negotiate
3. Introduce yourself to the employer
4. Explain communication models
5. Manage communication in a business environment

Required reading:

1. Plenković, M: Poslovna komunikologija: Kultura poslovnog komuniciranja, HKD & Nonacom, Zagreb, 2003.
2. Bebek, B., Kolumbić, A., Poslovna etika, Sinergija, Zagreb, 2003.
3. Marković, M: Poslovna komunikacija, Clio & HKD, Zagreb, 2005.
4. Bovee, C.L., Thill, J.V. Suvremena poslovna komunikacija, Mate, Zagreb, 2012

Language: Croatian, English

Knowledge of Goods and Quality Management (M021)

ECTS: 5

Lectures: 30

Exercises: 15

Seminars: 15

Semester: IV

Course objective:

Introduce students to the principles and methods of quality management in all business segments with special emphasis on knowledge of the essential characteristics of goods in the technological process of production, classification, declaration, storage, distribution, transport and consumption.

Learning outcomes:

After taking this course, the student will be able to:

1. explain the basic characteristics of quality and quality management and the impact of quality on business results
2. explain the role of quality managers and ISO standards with the creation of quality rules in the company
3. create a system of complete management and introduction into the organizational culture of the company with the establishment of documents and records of the process
4. apply the basics of knowledge of goods, identification and classification of products in trade and standardization and standardization of products with the application of the Customs Tariff
5. apply knowledge of packaging and packaging systems of goods with costs to the preparation of goods for distribution in business practice
6. explain the system of warehouse operation and inventory management with inventory implementation techniques in business practice
7. explain the ways of dealing with dangerous and perishable goods in the framework of environmentally sustainable development and environmental management systems

Required reading:

1. Lazibat, T. : "Poznavanje robe i upravljanje kvalitetom", Sinergija, Zagreb, 2005.
2. Lazibat T.: " Upravljanje kvalitetom" Znanstvena knjiga d.o.o., Zagreb, 2009

Language: Croatian

Applied Statistics for Managers (M009)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: II

Course objective:

To enable students, using the computer program MS Excel, to apply basic statistical techniques and methods in grouping, tabular and graphical presentation, analysis and interpretation of statistical data

Learning outcomes:

The student will be able to take this course

1. Determine and define the statistical set and its characteristics and conduct statistical analyzes in defined phases
2. Analyze statistical sets by tabulation and graphical display in MS Excel
3. Calculate the mean values, asymmetry and dispersion measures in MS Excel and interpret them
4. Calculate Pearson's and Spearman's correlation coefficient in MS Excel and interpret them
5. Determine the linear regression equation in MS Excel and interpret them
6. Calculate individual and group indices of time series and interpretation.

Required reading:

1. Hercigonja-Szekeres, Mira: Primijenjena statistika za menadžere, Bilješke za studente, 2020. www.vhzhk.hr
2. Papić, Milan: Primijenjena statistika u MS Excelu, ZORO, 2014.
3. Internet: <http://www.tonimilun.com/>

Language: Croatian

Computer Business Intelligence (M028)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: VI

Course objective:

The aim of the course is for students to realize the importance of information in general and in the business process, to learn to collect, use and store it, and to gain knowledge about Business Intelligence, all in the interest of business success and security of business organization, its people and society. Training for effective communication and lifelong learning.

Learning outcomes:

Students will:

1. observe, recognize and evaluate business values of data and information,
2. collect the necessary business information using Business Intelligence (BI) methods and include it in the business entity's own database and business information system,
3. prepare visualizations, dashboards and key performance indicators,
4. carry out analytical-synthetic data processing in accordance with business needs,
5. use data and information in business competitions and successful placement of products and services of your organization on the market,
6. keep and protect data and information (especially those of a confidential nature) from various sources of threat,
7. create a business information system, ie a BI system and manage business information

Required reading:

1. G. Klepac, L. Mršić, Poslovna inteligencija kroz poslovne slučajeve, Lider, Tim Press, Zagreb, 2006.
2. Ž. Panian, G. Klepac, Poslovna inteligencija, Masmedia, Zagreb, 2003.

Language: Croatian

Business Risk Management Techniques (M030)

ECTS: 5

Lectures: 15

Exercises: 30

Semester: II

Course objective:

The main goal of this course is to enable students to understand and apply the basic assumptions risk management. This material offers:

- radical emphasis on financial intermediaries and the way they operate,
- necessary theoretical knowledge and statistical tools for measuring different types of risks,
- comprehensive analysis of techniques and instruments used in risk management.

The course provides a good understanding of different areas of finance in the organization and the use of quantitative analysis. All this together enables the understanding and analysis of strategies, techniques and tools for corporate risk management. The course is highly participatory and with a high proportion of case studies in risk measurement and management.

Learning outcomes:

After taking this course, the student will be able to:

1. Define and evaluate the basic concepts of risk management
2. Identify basic types of risk horizontally and vertically by structure and apply measurement / analysis methods risk
3. Analyze the process and organization of business risk management and risk management plan
4. Explain the importance and role of the basic concept of business risk management in organizations
5. Explain the current state of the Croatian economy and the importance of business risk management techniques in organizations

Required reading:

1. Andrijanić, I., Gregurek, M., Merkaš, Z.: Upravljanje poslovnim rizicima. Libertas, 2016
2. Ljubić, D.: Modeli upravljanja rizicima naplate potraživanja u uvjetima smanjene likvidnosti. Sveučilište u Dubrovniku, 2013

Language: Croatian

Transport and Forwarding (M026)

ECTS: 5

Lectures: 30

Exercises: 15

Semester: III

Course objective:

Educate and teach students the basic concepts of forwarding business, and the acquisition of knowledge related to the organization and processes in transport, storage, and techniques and

methods of communication with various entities in the implementation of forwarding business. By listening to and mastering the course through lectures and exercises, students are trained for forwarding business, as well as forwarding business techniques in the economic system.

Learning outcomes:

After taking this course, the student will be able to:

1. Explain and define the basic concepts of traffic through history.
2. Explain and define basic shipping terms.
3. Describe the processes of forwarding business, as well as the techniques of forwarding business in the economic system of the Republic of Croatia.
4. Describe the processes of processing, preparation and dispatch of goods in the special operations of the shipper.
5. Familiarize yourself with international trade rules.
6. Get acquainted with the shipping business system.
7. Independently analyze transport insurance and co-insurance and reinsurance procedures.
8. Critically evaluate the advantages and disadvantages of shipping and logistics
9. Familiarization with customs affairs and responsibilities of forwarding business

Required reading:

1. R. Zelenika: Međunarodna špedicija, Rijeka 2006.
2. M. Šafran, R. Stanković: Tehnika špedicije – vježbe, FPZ 2002.
3. Andrijanić I., Aržek Z. Prebežac D., Zelenika R., Transportno i špeditersko poslovanje, Nikrorad, Zagreb, 2001.
4. Hrvatski časopis za osiguranje, Hrvatsku ured za osiguranje, Zagreb, 2020.

Language: Croatian

Commercial and Labor Law (M005)

ECTS: 4

Lectures: 30

Exercises: 30

Semester: II

Course objective:

Introduce students to selected legal areas of commercial and company law and labor law, by choosing the most important legal concepts, institutes and norms necessary as theoretical and practical basis for knowledge of the most important areas of commercial and labor law.

Learning outcomes:

1. identify basic institutes in the field of commercial law and company law
2. distinguish between legal forms of business management (companies and crafts)
3. explain the characteristics, advantages and specifics of all forms of companies
4. apply elements relevant to the negotiation and conclusion of contracts
5. describe the characteristics of the most important contracts of obligatory and commercial law
6. know the basic types of securities
7. use the rules of labor law on employment, rights and obligations of employees and employers, termination of employment

Required reading:

1. Mario Vukelić: Trgovačko pravo za poduzetnike i menadžere, VERN, Zagreb 2016.
(selected chapters)

2. Ivana Vrcić, nastavni materijali Radno pravo, 2020

Language: Croatian

Management of Small and Medium Enterprises (M024)

ECTS: 6

Lectures: 30

Seminars: 30

Semester: V

Course objective:

To enable students to run small and medium enterprises with an understanding of the logic of management as a complete business process from the point of view of configuration and situational approach. Introduce students to the content and techniques of basic managerial functions in small and medium-sized entrepreneurial companies.

Learning outcomes:

After taking this course, students will be able to:

1. define organizational performance and differentiate small business from other economic categories,
2. recognize the processes, techniques and methods of making plans, identify market niches and know the strategic positioning in niches,
3. use methods of individual and group decision-making,
4. select and apply human resources management methods,
5. identify the specifics of the control process in small business, and control techniques and methods suitable for small business.

Required reading:

1. Siropolis, N.C.: Menadžment malog poduzeća, Mate, Zagreb, 1995.
2. Dostić, M.: Menadžment malih i srednjih poduzeća, Sarajevo, 2002.
3. Rebernik, M. : Podjetništvo in Management malih podjetij, Univerza u Mariboru, Ekonomsko-poslovna fakulteta, Fakulteta za strojništvo, Maribor, 2000.

Language: Croatian

Entrepreneurial Planning (M018)

ECTS: 6

Lectures: 30

Exercises: 30

Semester: IV

Course objective:

Prepare and train students to use business planning tools and independently create business plans.

Learning outcomes:

After taking this course, the student will be able to:

1. perform an assessment of market opportunities

2. make a business plan
3. perform financial and market evaluation of the project
4. make suggestions for increasing business performance

Required reading:

1. Cingula, M., Hunjak, T., Ređep, M.: Poslovno planiranje s primjerima za investitore, 2. izd., RRIF Plus, Zagreb, 2004.
2. Gulin, D., Perčević, H., Tušek, B., Žager, L.: Poslovno planiranje, kontrola i analiza, RRiF, Zagreb 2012.
3. Nastavni materijali i zabilježbe s predavanja i s vježbi

Language: Croatian