

Entrepreneurship Economics learning outcomes

Course	Learning outcomes
BUSINESS INFORMATICS	<ol style="list-style-type: none"> 1. Describe the computer system, its basic characteristics and different configurations . 2. Use basic office applications . 3. Use collaborative internet tools. 4. Explain the role of computer networks and network applications. 5. Describe the parts functions of information communication system of a small business. 6. Explain the role and impact of ICT in modern business. 7. Create a functional specification of a small enterprise information system.
LIVING BALANCE SHEET – ENTREPRENEURIAL ACCOUNTING	<ol style="list-style-type: none"> 1. Explain the main features of the legal and regulatory arrangement of entrepreneurial accounting in the Republic of Croatia. 2. Create the financial statements and the elements of the financial statements of the enterprise. 3. Create initial and final financial statements on the basis of the initial starting positions of the elements and points of financial statements and bookkeeping changes arising in the accounting period. 4. Identify the elements of cash flow for entrepreneurs with regard to operational, investment and financial activities.
ENTREPRENEURSHIP	<ol style="list-style-type: none"> 1. Explain types of entrepreneurship, basic theories and entrepreneurship schools. 2. Identify the necessary entrepreneurial skills with respect to the entrepreneurial idea and the basic characteristics of entrepreneurs. 3. Identify the possibilities of starting an enterprise. 4. Create the necessary business elements considering the features of the assessed business opportunity. 5. Analyze the company's life cycle. 6. Distinguish the company's development strategies.
ECONOMICS I	<ol style="list-style-type: none"> 1. Explain the notion of economy, its legality, its types, its fundamental economic problems and its economic organization. 2. Describe the role and importance of the market, its fundamental legality, types, functions and deficiencies and the role of the state in eliminating market failures. 3. Analyze production and technological possibilities of the society and graphical presentation of the boundaries of production possibilities and its advancement.

	<ol style="list-style-type: none"> 4. Analyze supply and demand, their legality, graphic representations, elasticity, elements influencing them and occurring changes. 5. Differentiate certain types of consumer behavior, their legality and graphs. 6. Differentiate production functions, their legality and graphs, as well as production costs, their graphs and calculations.
ECONOMICS II	<ol style="list-style-type: none"> 1. Explain the underlying macroeconomic goals, indicators of their realization and macroeconomic instruments. 2. Analyze the aggregate supply and demand, the elements that affect them, the graphs and the theories that explain them. 3. Define aggregate depletion indicators, their graphs, and their impact on the national economy. 4. Explain the model of multipliers and the principle of accelerator. 5. Explain the money, banking and money multiplication process. 6. Analyze inflation and unemployment.
BUSINESS ENGLISH I	<ol style="list-style-type: none"> 1. Plan and prepare meetings, collect and manage information. 2. Communicate in a structured way, apply appropriate forms of written communication depending on the circumstances (formal /informal). 3. Present the products/services, distinguish the structural parts of the presentation and design the presentation appropriately. 4. Manage a meeting, manage assigned tasks and monitor their implementation. 5. Formulate suggestions and counter-proposals, provide arguments for and against during negotiations.
MATHEMATICAL ECONOMICS	<ol style="list-style-type: none"> 1. Evaluate suggestions and arguments of associates by applying mathematical methods on the basis research and comparative financial products of banks in the Republic of Croatia. 2. Determine the market price and analyze the market situation in relation to price changes and control the business activity of an enterprise by using mathematical methods. 3. Apply a percentage, chain and division calculation, and compound proportion calculation to solve practical problems: decrease /increase in price, VAT calculation, margin etc. 4. Apply a simple interest rate calculation regarding bill exchange payment in economic practice and manage the business process with the help of estimates obtained through mathematical methods. 5. Apply a complex interest rate calculation to calculate the final and initial money value, determine more favorable business deals and make target business decisions based on the use of mathematical methods.

	6. Develop and explain the loan repayment plan.
ENTREPRENEURIAL ACCOUNTING	<ol style="list-style-type: none"> 1. Plan the accounting tracking of short-term entrepreneurial assets. 2. Plan cost accounting of business expenses. 3. Create accounting of business results with an impact on the balance (financial position) at the end of a business period. 4. Create a condensed profit and loss account (short format) balance sheet (for small and medium-sized enterprises), cash flow statement by direct or indirect methods.
INTEGRAL BUSINESS MANAGEMENT I	<ol style="list-style-type: none"> 1. Assess a sustainable business opportunity. 2. Distinguish business subjects and concepts of establishing a company. 3. Show steps during company registration. 4. Compare strategy for entering into entrepreneurship. 5. Write a short business plan. 6. Present a developed entrepreneurial idea.
MANAGEMENT	<ol style="list-style-type: none"> 1. Analyze hierarchy and scope of management activities (management levels, managerial roles, functions and skills), resources, organizational and competitive abilities of a successful manager and leader. 2. Assess the impact of organizational culture on the business of the selected company. 3. Apply the process of planning, organizing, managing and monitoring the development, implementation and control of the business task. 4. Create a personal career management plan. 5. Explain the most important theoretical determinants of management, models and tools in the planning, organization, staffing, management and control process.
COMMERCIAL LAW	<ol style="list-style-type: none"> 1. Define the legal norms of the relevant law sources. 2. Describe the basic legal terms of commercial law. 3. Distinguish the individual subjects of business (business forms) and their structure. 4. Describe the emergence, assumptions of validity, change and termination of mandatory relationships. 5. Explain certain mandatory legal relationships (contracts, liability for damages and securities). 6. Distinguish the rights and obligations of the counterparties in the most common trade agreements.
BUSINESS ENGLISH II	<ol style="list-style-type: none"> 1. Compare different aspects of management; distinguish the characteristics of good and bad managers; argue the selection of managers. 2. Describe the importance of employee motivation; understand and compare different motivation

	<p>theories to analyze appropriate methods of motivating workers in specific situations.</p> <ol style="list-style-type: none"> 3. Distinguish different types of business organization; understand differences and potential conflicts between individual sectors within a business organization; analyze and compare the differences between small and large companies. 4. Describe the implications of cultural differences in the international business environment. 5. Assess the need for employment in the organization; compare good and bad practices when creating a resume and a motivational letter; understand and describe the employment phases.
BUSINESS STATISTICS	<ol style="list-style-type: none"> 1. Define key business terminology. 2. Generate targeted business decisions based on calculations obtained using statistical methods. 3. Manage business processes with the help of estimates obtained through statistical methods. 4. Control the business activity of an enterprise by using statistical methods. 5. Create a statistical table and graphically present it. 6. Calculate the mean and dispersion of statistical characteristics from statistical databases. 7. Make an estimate of the mean and random sample variants and first and second order errors. 8. Calculate the statistical connectedness of statistical characteristics from statistical databases. 9. Evaluate collaborative suggestions and arguments using statistical methods. 10. Develop and explain the prognosis based on the trend.
INTEGRAL BUSINESS MANAGEMENT II	<ol style="list-style-type: none"> 1. Analyze business processes and approaches to their improvement. 2. Evaluate the opportunity to use ESI services. 3. Establish a visual enterprise identity and develop a brand company. 4. Create content for website and social network company webages. 5. Compare one's own business activities with the ones that are leaders in the activities of the chosen company.
MARKETING BASICS	<ol style="list-style-type: none"> 1. Understand the underlying marketing concepts. 2. Explain the role of marketing in society and in organizations. 3. Apply marketing knowledge and techniques to address specific marketing issues. 4. Link aspects of psychology and marketing to a promotional message. 5. Create a marketing plan.
ENTERPRISE ECONOMICS	<ol style="list-style-type: none"> 1. Identify the key issues of the company's functioning. 2. Create a plan of employment activities and staff development.

	<ol style="list-style-type: none"> 3. Analyze the functioning of the production system. 4. Calculate and interpret business performance indicators. 5. Make cost calculation (CC) and selling price (SP) in the production company.
BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. Define the communication process, types of communication, communication barriers and communication patterns, communication flow. 2. Identify and analyze verbal and nonverbal communication, apply communication skills. 3. Apply the rules of business behavior and performance in the business environment. 4. Apply protocol rules in organizing business meetings or outings, flagging rules on certain occasions. 5. Apply the rules of business communication in a global environment, respecting cultural diversity.
BUSINESS ENGLISH III	<ol style="list-style-type: none"> 1. Discuss the role of women in the business world by using the appropriate terminology in English. 2. Comment on the texts on different sectors of the economy and use the appropriate vocabulary. 3. Comment on the terms related to industrial production. 4. Describe the push and pull strategies of inventory control and processes within supply chain. 5. Interpret TQM system and use basic quality terms.
INTRODUCTION TO PROFESSIONAL AND SCIENTIFIC WORK	<ol style="list-style-type: none"> 1. Explain the concept, role, significance, characteristics, values of science and scientific research work as well as the historical development of science. 2. Interpret the relationship between science and individual scientific disciplines. 3. Apply appropriate scientific methods to research a specific scientific problem. 4. Identify scientific and professional categories of papers. 5. Apply the principles and rules of writing professional papers, apply the gained knowledge to collect the documents and literature for writing the papers. 6. Explain the difference between higher education institutions, teaching, scientific and scientific-teaching professions and scientific institutes and academies.
BUSINESS ANALYSIS	<ol style="list-style-type: none"> 1. Based on the analysis of available data, explain situations and business opportunities in each macroeconomic environment in the national and regional framework. 2. Interpret the characteristics of a business situation in the market that is related to realized interest rates and rents. 3. Identify opportunities for a particular business ventures by using extended coverage points tools and calculating the annuity of credit sources. 4. Show the overall market position of a particular selected company, perform its in-depth analysis with

	the help of indicators of business performance, horizontal and vertical analysis and working capital account, and compile a study.
ENTREPRENEURIAL PLANNING	<ol style="list-style-type: none"> 1. Formulate the idea of entrepreneurship by using the model: Death Valley, Window of Opportunity, and analyze market potentials to implement business ideas using the SWOT and PEST analyses. 2. Critically evaluate the purpose of the investment project/business plan. 3. Evaluate the sales and procurement market, products or services and projections of revenues, expenses and required investments. 4. Create the planning financial statements. 5. Assess the justification of an investment. 6. Analyze possible risks in realization.
FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. Assess the importance and role of financial management in enterprises. 2. Calculate the time value of money at a given point in time by using financial tables. 3. Calculate the value of regular bonds and zero coupon bonds and shares with default basic parameters. 4. Assess the profitability of investments with default basic parameters using the various generally accepted capital budgeting techniques. 5. Analyze the essential features that need to be taken into account in managing the working capital. 6. Determine the optimal structure of an enterprise capital by default basic parameters.
INTEGRAL BUSINESS MANAGEMENT III	<ol style="list-style-type: none"> 1. Plan a new business venture within the framework of social entrepreneurship. 2. Develop a staffing and employee motivation plan. 3. Compare employee selection process methods and techniques. 4. Conduct business communication with internal and external stakeholders. 5. Develop an ethical code and code of corporate social business conduct.
E-BUSINESS BASICS	<ol style="list-style-type: none"> 1. Describe the definitions and classifications of the basic concepts related to electronic business and highlight its advantages and disadvantages. 2. Explain the possibilities and importance of e-business administration in public administration. 3. Use the most important competencies needed to initiate e-commerce and/or e-sales. 4. Implement e-business operations in an enterprise.
BUSINESS ENGLISH IV	<ol style="list-style-type: none"> 1. Argue the importance of product-related research and produce a report by dividing the facts and attitudes. 2. Distinguish and describe individual market segments, market shares; structured access to market

	<p>opportunities; argue the use of certain distribution channels.</p> <p>3. Argue the importance of advertising broadly, describe the way of cooperation between business entities and marketing agencies, understand and analyze media plans and different marketing techniques.</p> <p>4. Compare different types of banks and banking business.</p> <p>5. Analyze and differentiate elements of a business plan, argue the choice of a particular type of investment.</p>
INTEGRAL BUSINESS MANAGEMENT IV	<p>1. Select the optimal negotiating tactics.</p> <p>2. Plan the development of new products and services in the context of innovation management</p> <p>3. Explain the underlying concept of start-up entrepreneurship</p> <p>4. Use innovative methods and business planning techniques</p> <p>5. Identify the possibilities of financing entrepreneurial projects</p> <p>6. Analyze strategies of international entrepreneurship activity.</p>
MARKETING PLANNING	<p>1. Identify the concepts of marketing and marketing planning.</p> <p>2. Assess processes, meaning, goals, and application of marketing planning.</p> <p>3. Analyze the company and the competition and conduct marketing audits.</p> <p>4. Recommend competitive strategies in line with company marketing goals.</p> <p>5. Plan marketing communications and promotional links and ways to control marketing plans.</p>
BUSINESS ENGLISH V	<p>1. Compare different types of bonds, explain who issues them and why invest in bonds.</p> <p>2. Differentiate and describe types of stocks and business shares as well as types of derivatives and explain their role in the financial market.</p> <p>3. Analyze basic financial statements.</p> <p>4. Describe and analyze the standard market structure and argue for the potential creation of a cluster</p> <p>5. Describe the reasons for taking over and merging companies and the impact of competition law legislation</p>
FAMILY ENTREPRENEURSHIP	<p>1. Argue the role and importance of family entrepreneurship in personal, social and economic progress.</p> <p>2. Define stakeholder interests in a family enterprise.</p> <p>3. Explain family and enterprise life cycle phases and causes of sustainability and failure of family businesses.</p> <p>4. Identify typical family management problems and recommend solutions.</p> <p>5. Develop a family business management professionalism plan.</p>

INSURANCE BASICS	<ol style="list-style-type: none"> 1. Explain the concept of insurance and its features. 2. Identify the features of the insurance market in the Republic of Croatia. 3. Identify the types of insurance, the division of life insurance and non-life insurance. 4. Apply the insurance claims settlement technique. 5. Classify the reinsurance business and the type of reinsurance contract.
BUSINESS ORGANIZATION AND MANAGEMENT	<ol style="list-style-type: none"> 1. Explain the organization of the company in the context of organizational factors affecting the growth and development of the organization. 2. Explain the factors affecting the organizational structure of an organization. 3. Analyze all aspects of organizational culture in the enterprise/organization. 4. Classify the key aspects of the enterprise organization and their connectivity for sustainable competitive advantages. 5. Demonstrate the research potential and skills of written communication in the preparation and presentation of work assignments, seminar papers, business projects, critical presentations etc.
RISK MANAGEMENT	<ol style="list-style-type: none"> 1. Explain the underlying concepts related to risks and risk management and identify and describe the main types of risks in the business of a company. 2. Explain key terminology related to risk assessment. 3. Carry out a simple risk assessment. 4. Identify management activities that need to be applied after risk assessment. 5. Explain the research potential and skills of written communication in the presentation of identified risks and management.
BUSINESS ENGLISH VI	<ol style="list-style-type: none"> 1. Describe and compare different types of taxes. 2. Analyze the business cycle and its causes and consequences. 3. Compare different business practices from the aspect of corporate social responsibility. 4. Analyze the relationship between business efficiency and employment, describe cases of rationalization and restructuring of business entities. 5. Analyze the interdependence between economy and ecological changes, describe the impact of global warming on countries of varying degrees of economic development.
PRACTICAL WORK	<ol style="list-style-type: none"> 1. Explain the business processes, the manner and the conditions of their implementation in the institution, company or the enterprise where one performs practical work. 2. Apply acquired theoretical and administrative knowledge in practice.

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| | <ol style="list-style-type: none">3. Synthesis of the key external and internal factors in the form of SWOT and TOWS matrix on the example of the enterprise where one performs practical work.4. Assess the impact of professional practice on student management and entrepreneurial career development.5. Demonstrate research potential and critical thinking skills through analysis and interpretation of the documentation content of the enterprise where one performs practical work. |
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