

Project Management learning outcomes

Course	Learning outcomes
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.
PROJECT MANAGEMENT BASICS	<ol style="list-style-type: none"> 1. Evaluate the basic concepts of project management. 2. Review the role of project manager, project team and interest-influential groups on the project. 3. Analyze the initial phase of the project and create a project plan. 4. Evaluate the implementation phase of the project and outline project management examples - communication, change, risks. 5. Plan the project conclusion stage and evaluate key factors of successful completion of projects.
BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. Define the basic principles and terms of business communication. 2. Explain the types and relationships of communication within a business organization. 3. Differentiate, define and explain the fundamental importance of intercultural business communication. 4. Identify and analyze the noise and difficulty in business communication. 5. Analyze written business communication.
PROJECT PLANNING	<ol style="list-style-type: none"> 1. Critically evaluate the underlying project planning processes. 2. Identify project management planning processes. 3. Evaluate tools and techniques in project planning. 4. Develop project management project components. 5. Create management auxiliary management plans into a single management plan.
ENTREPRENEURIAL PHILOSOPHY	<ol style="list-style-type: none"> 1. Explain the key aspects of entrepreneurial phenomenon, compare basic entrepreneurial theories and link them to today's perception of entrepreneurship. 2. Determine personal characteristics of entrepreneurs, their motivation for entrepreneurial ventures and necessary competences and skills within the entrepreneurial process. 3. Analyze various factors of intellectual capital and creativity in examples and identify categories of

	<p>intellectual property protection.</p> <ol style="list-style-type: none"> 4. Explain the underlying characteristics of business ethics and organizational culture, critically evaluate ethical topics and principles of business. 5. Integrate acquired knowledge in writing the ethics code. 6. Evaluate the entrepreneurial eco system in the Republic of Croatia and the social importance of entrepreneurship as well as entrepreneurship education in the Republic of Croatia. 7. Introduce arguments and conclusions in oral and written form. 8. Develop the skills needed for lifelong learning.
PROJECT TEAM MANAGEMENT	<ol style="list-style-type: none"> 1. Critically evaluate selected motivation theories. 2. Manage project team conflicts. 3. Design processes that will enable project time management. 4. Develop human resource and communication management system on a project. 5. Review the possibilities of applying tools and techniques to team management and team work on a project.
MANAGERIAL ACCOUNTING	<ol style="list-style-type: none"> 1. Differentiate the underlying forms and the classification of costs that appear in business operations. 2. Compare the absorption approach and access to marginal costs for the allocation of general production costs to cost bearers and the process of calculating the business outcomes. 3. Use the basic accounting techniques used to make short-term business decisions and apply them in the examples (CVP analysis method, identification of relevant costs, decisions under resource constraints) 4. Apply the activity-based costing as an instrument of strategic accounting in the process of absorption of general production costs (GPCs).
PROJECT IMPLEMENTATION	<ol style="list-style-type: none"> 1. Create a project implementation plan. 2. Prepare tools for prioritizing and balancing project constraints. 3. Manage the scope, time, cost, communication and human resources in a project implementation process. 4. Developing risk identification and response plan. 5. Recommend quality management plan. 6. Create basic project reports.
MANAGERIAL ECONOMICS	<ol style="list-style-type: none"> 1. Evaluate elements of managerial economics and related concepts useful for running a business.

	<ol style="list-style-type: none"> 2. Review key theory and demand estimates terminology. 3. Align cost theory, cost estimation, and expense-based cost estimation. 4. Evaluate monopoly situations and customer discrimination as well as appropriate ways to regulate monopoly. 5. Compare the theory of oligopoly and interactive price determination. 6. Create business simulations for a previous analysis of an entrepreneurial idea.
MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. Review the notion and concept of marketing management. 2. Evaluate strategic marketing environment analysis. 3. Critically evaluate ways to formulate a successful marketing strategy. 4. Valorize competitive marketing strategies. 5. Design a strategic marketing plan and defend the stand for the choice of strategies envisaged in it.
PROJECT RISK MANAGEMENT	<ol style="list-style-type: none"> 1. Create risk management plan. 2. Identify risks, their sources and consequences and create risk register. 3. Create qualitative and quantitative risk analysis and assess risks. 4. Determine priorities within identified risks and create responses for risks with high priority. 5. Track and monitor existing and other undetected risks, and choose the appropriate risk response.
EU POLICY AND FINANCE MODELS	<ol style="list-style-type: none"> 1. Critically evaluate key EU policies and financial instruments of Cohesion Policy of the European Union. 2. Evaluate the implementation system of European Structural and Investment Funds in the Republic of Croatia. 3. Manage the processes of drafting and implementing projects funded from EU funds. 4. Evaluate the possibility of submitting a project through analysis of operational programs and cross-border cooperation programs.
INTEGRAL BUSINESS MANAGEMENT	<ol style="list-style-type: none"> 1. Distinguish business entities and concepts of setting up a company. 2. Estimate the possibility of using ESI services. 3. Establish a visual identity of a company and develop the company's brand. 4. Plan a new business venture within social entrepreneurship. 5. Develop a staffing and employee motivation plan.
LEGAL ENVIRONMENT OF BUSINESS	<ol style="list-style-type: none"> 1. Interpret legal norms of the relevant sources of law. 2. Differentiate certain forms of business accountability. 3. Conduct negotiations on contracting the means to ensure the fulfillment of obligations.

	<ol style="list-style-type: none"> 4. Choose appropriate means of funding. 5. Suggest the means of payment and performance. 6. Check the flow of proceedings before the competent authorities (tax procedure, market competition, pre-trade settlement, bankruptcy and foreclosure).
QUALITY MANAGEMENT	<ol style="list-style-type: none"> 1. Classify international quality management regulations. 2. Develop total quality management systems (TQMs). 3. Establish requirements for international standards for quality management. 4. Generate quality management systems, tools and methods. 5. Standardize ISO Quality Management System 9000 in an enterprise. 6. Formulate the required quality documents.
STRATEGIC MANAGEMENT	<ol style="list-style-type: none"> 1. Synthesise the key external factors (PESTEL, industry, share, competition) and the internal (resource capability) environment of the selected enterprise in the form of a SWOT matrix. 2. Evaluate the mission and vision of enterprises that guide the company's values and short-term and long-term goals. 3. Create a TOWS matrix with strategy proposals (marketing, research and development, production, finance, human resources). 4. Integrate action plans into a practical framework for strategy implementation. 5. Explain the most important strategic theoretic determinants, models and tools in the process of strategic positioning, strategic choice, strategy in action and strategic control.