



EFFECTUS
University of Applied Sciences



Erasmus+

**Professional Undergraduate Study - Finance and Business Law
Syllabus**

Economics and Business Analysis

This syllabus informs students about the content of the course " Economics and Business Analysis," the teaching methodology, student obligations, and the exam format.

1. Basic Course Information Course Objectives

Introduce students to the fundamentals of business economics and business analysis. This course covers the entirety of a company's operations and, as such, is essential for students who aim to use analysis to diagnose a company's overall performance and formulate recommendations for future business activities.

In business economics, define the subject, objectives, and tasks of business economics. By mastering the course material, students will become familiar with all relevant aspects of business economics and business analysis. They will be equipped to independently analyze a company's performance.

2. Learning Outcomes

Learning outcomes represent the knowledge, skills, and competencies acquired by the student upon fulfilling the course requirements and passing the exam in Economics and Business Analysis. After completing the course, students will be able to:

- (1) Highlight the features of a company and business analysis.**
- (2) Describe the interdependence between a company's goals and results, as well as the fundamental principles of operational business.**
- (3) Diagnose the performance of operational business activities.**
- (4) Analyze the financial situation of the company.**
- (5) Analyze earning power.**
- (6) Analyze the company's creditworthiness.**

(1) Duration and Delivery Method

The course 'Business Economics and Analysis' is a mandatory course and carries 6 ECTS credits. The classes are conducted as a combination of lectures and exercises. Classes are scheduled according to the timetable published in the digital student portal and on the school notice board. The total duration is 60 hours, consisting of 30 hours of lectures and 30 hours of exercises.

(2) Instructors and Communication Methods

Ratka Jurković – ratka@svanconsulting.com

(3) Literature and Other Sources

Mandatory Literature

Kopal, R., Korkut, D., *Analytical Management*, EFFECTUS, 2020.

Jurković et al., *Analysis of the External Environment through the Analysis of National Cultures*, FIP, 9(2), pp. 41-64, 2021.

Jurković, R., *Internal Script*

Materials from lectures and exercises

Supplementary Literature

Kopal, R., Korkut, D., *Techniques of Competitive Analysis*, 3rd unchanged edition, EFFECTUS, 2019.

Batarelo, A. Ž., *Introduction to Business Analysis*, TEB, 2008.

Professional articles (RRIF, TEB, RiPuP databases)

(4) Code of Conduct

In addition to general rules of proper behavior, students are expected to:

- Actively and attentively follow the lessons
- Arrive to class on time, prepared, and with the necessary materials

During written exams:

- Students may only have writing materials and an identification document with them. No other personal belongings are allowed, especially mobile phones.
- Leaving the room is not permitted.
- Communication with other students in any form is not allowed.

Students and lecturers are also expected to adhere to ethical principles, which require compliance with the following instructions: In order to maintain a high standard of quality and the school's reputation, we would like to emphasize the school's official position on misconduct during exams.

The use of unauthorized materials (cheat sheets) during exams, as well as any form of communication between students, is prohibited and ethically unacceptable. Lecturers are expected to sanction such behavior. To prevent this, students must be reminded before each exam that cheating will not be tolerated. Measures should be taken to prevent cheating, such as instructing students to leave their personal belongings in designated areas (coat racks),

spreading students apart, etc. During exams, the use of mobile phones is strictly prohibited, even for calculations! Students must identify themselves with their student ID card during the exam.

If students engage in unacceptable behavior, the materials they used for cheating must be confiscated, the exam must be taken away and annulled, and the student's name and surname recorded.

Lecturers are expected to ensure that exam grades reflect the students' actual knowledge, not their cleverness, as their competencies will ultimately be assessed by the job market, which is crucial for maintaining the school's reputation.

(5) Activity Calendar

Classes

Classes are held according to the academic year activity calendar, which is published on the School's website, in the digital student service system, and on the notice board.

Deadlines and Submission of Seminar and Other Papers

Seminar papers and other assignments are to be submitted during the class of the subject lecturer or course leader, or during consultation hours.

(6) Tips and Recommendations for Students

As an additional form of support for mastering the material, students are advised to attend consultations at times that will be specified later.

We especially want to emphasize the necessity of continuous independent work, as this will allow you to meet the relatively high exam criteria by taking full advantage of this teaching concept. The material is such that failure to keep up with the ongoing content can seriously hinder a student's ability to follow the further course of instruction. Difficulties in following the material may lead to demotivation and, ultimately, various undesirable outcomes. Therefore, we suggest a serious approach from the very beginning and throughout the entire course.

In case of any uncertainties, problems, or unforeseen situations, we recommend contacting the lecturer and course leader in a timely manner.