

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course leader	Ph.D. Sanja Gutić Martinčić	
Name of the course	Basic Management Functions	
Study program	Professional Short Study Entrepreneurship	
Course status	Compulsory	
Year	First year	
Point value and method of teaching	ECTS student load coefficient	5
	Number of hours (L+E+S)	(30+30+0)

DESCRIPTION OF THE COLLEGE
1.1. Objectives of the college
<ul style="list-style-type: none"> • <i>Getting to know the basic concepts of management and managerial functions in modern organizations, given that the course provides an overview of the central topics faced by managers today.</i> • <i>Recognition of specific managerial challenges from the real business environment with special emphasis on the adoption of useful strategies to increase the social sensitivity of the organization.</i> • <i>Gaining insight and developing awareness of the role of managers in promoting diversity in business entities.</i> • <i>By mastering the subject, students acquire basic competencies for the effective use of acquired knowledge in the business of a company or within a business function.</i>
1.2. Conditions for course enrollment
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1.3. Expected learning outcomes for the course
<p>Students should be able to:</p> <ol style="list-style-type: none"> 1. Analyze the concepts, functions and environment of management in accordance with the principles of socially responsible behavior. 2. Develop a simple business plan. 3. Propose an appropriate organizational structure. 4. Assess the importance of human resources in business organizations. 5. Identify the characteristics of individual and group behavior, motivation, leadership, and leadership styles. 6. Design a control system for a business organization or its part.

1.4. Course content

- **MANAGEMENT FUNDAMENTALS**

- *Introduction to Management*
- *Managerial Skills and Techniques*
- *Management Trends in the Modern World*
- *Functions of Management*
- *PESTLE and SWOT Analysis*
- *Socially responsible behavior*

- **PLANNING AS A MANAGEMENT FUNCTION**

- *Definition and elements of planning*
- *Process and content of planning*
- *Levels of planning*
- *Strategy and strategic management*
- *Decision-making and social sensitivity*

- **ORGANIZING AS A MANAGEMENT FUNCTION**

- *Designing the Basic Organizational Structure*
- *Types of Organizational Structure*
- *Factors Influencing Organizational Structure Selection*
- *New Models for Organizational Development*
- *Clusters*

- **HUMAN RESOURCE MANAGEMENT**

- *Fundamentals of human resources management*
- *Human resources cycle*
- *Human resources planning*
- *Acquisition and selection process*
- *Strategies for promoting diversity in organizations*

- **LEADERSHIP**

- *Managers vs. Leaders*
- *Leadership Theories*
- *Individual and Group Behavior*
- *Motivation and Motivation Theories*

- **CONTROLLING AS A MANAGEMENT FUNCTION**

- *Definition and Process of Controlling*
- *Systems and Levels of Control*
- *Quality Management*
- *Total Quality Management (TQM)*
- *Types of Standards*

1.5. Types of teaching		<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance education <input type="checkbox"/> field work		<input type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> the rest <hr/> –			
1.6. Obligations of students							
<p>The students' obligations are detailed in the Statute, the Study Regulations, and the Guidelines on Student Obligations. The key student obligations are as follows:</p> <p>ATTENDANCE: Students are required to attend classes, actively follow lectures and exercises, and participate constructively in class. To gain the right to take the exam, students must attend classes at the percentage defined in the Study Regulations. Each student's attendance is recorded through the digital student registry system, Infoeduka. The minimum requirements are:</p> <ul style="list-style-type: none"> • Full-time students must attend at least 70% of the total number of class hours to gain the right to sign. • Part-time students must attend at least 50% of the total number of class hours to gain the right to sign. <p>EXAMINATION: To achieve a passing grade in the subject, students must obtain at least 54 points from the subject, and at least 50% of the points from each learning outcome. The detailed process of exam evaluation is described in the section on grading and assessment of students' work during lectures and the final exam.</p> <p>ACTIVITY IN CLASS: Discussion, active responses to questions, solving practical examples from practice, and analyzing business cases.</p> <p>QUIZZES: Short quizzes after each covered topic/module (a total of 10 throughout the semester). Students who answer all questions in the quiz correctly receive 1 point per quiz.</p> <p>HOMEWORK: Writing homework assignments – solving business cases from practice through writing short reflections on the given topic.</p>							
1.7. Monitoring of students' work (add X next to the appropriate form of monitoring)							
Class attendance	X	Class activity	X	Seminar work		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Project		Continuous verification of knowledge	X	Report		Practical work	
Portfolio		Quizzes	X	Homework	X		
1.8. Assessment and evaluation of student work during classes and at the final exam							
<p>Assessment and evaluation of students' work during classes and at the final exam is carried out based on the Study Regulations of the EFFECTUS University.</p> <p>Lectures, exercises, continuous knowledge testing (interim exams, activity in class, quizzes, homework) and exams are conducted for more efficient progress of students in classes. In this way, students adopt smaller teaching units and master the course material more easily.</p> <p>The total number of points is distributed through the following activities:</p> <p>Evaluation and Student Engagement in the Course</p>							

The course is designed to ensure active student participation and comprehensive assessment through various activities, each contributing to the final grade. The total number of ECTS credits allocated for the course is 5, distributed across different forms of student engagement, including attendance, midterm exams, class participation, quizzes, homework assignments, and the final exam.

Class Attendance

Attending lectures and exercises is an essential component of the course, carrying 2 ECTS credits. Through participation in lectures and practical sessions, students are expected to achieve learning outcomes 1 to 6. Attendance is recorded systematically, ensuring that students are present and engaged in the learning process. However, this activity does not contribute to the final grading, as it is solely a requirement for successful course completion.

Midterm Exams

Midterm assessments are allocated 1 ECTS credit and consist of two written exams. The first midterm assesses students on learning outcomes 1, 2, and 3, while the second midterm evaluates learning outcomes 4, 5, and 6. These exams include problem-based questions requiring students to identify and solve practical business-related problems. The grading criteria allow students to earn a maximum of 12 points per learning outcome, totaling 36 points per midterm, and a combined maximum of 72 points.

Class Participation

Active participation in class discussions is an integral part of the learning process, contributing 0.5 ECTS credits. Students are encouraged to engage in discussions, respond to questions, solve practical business-related cases, and analyze real-world business scenarios. A maximum of 6 points can be earned through active class participation, reflecting the student's involvement and contribution to the learning environment.

Quizzes

To reinforce knowledge retention, 0.5 ECTS credits are awarded through quizzes conducted after each topic or unit covered in the course. A total of 10 quizzes are administered throughout the semester, with each correct response earning 1 point per quiz. The cumulative maximum score for this activity is 10 points, rewarding students for consistent engagement with the course material.

Homework Assignments

Students are required to complete homework assignments as part of their coursework, earning 1 ECTS credit. These assignments focus on solving business-related case studies and providing written reflections on assigned topics. Each learning outcome is assessed through two assignments, with each assignment contributing 1 point. The total number of points available in this category is 12, ensuring students apply theoretical knowledge to practical scenarios.

Final Exam

The final exam is a comprehensive assessment covering all six learning outcomes. It includes a combination of different question types and evaluates students' understanding through written responses. Additionally, the submission of quizzes and homework assignments is required for eligibility. The grading criteria allocate a maximum of 94 points for this exam, making it the most significant component of the overall assessment.

Total ECTS and Grading Distribution

The cumulative weight of all activities amounts to 5 ECTS credits and a total of 100 points. Each assessment component is designed to encourage active learning, critical thinking, and problem-solving, ensuring that students acquire both theoretical knowledge and practical skills relevant to their field of study.

***FINAL EXAM-** a student who, during the continuous assessment of knowledge, did not meet the requirements for passing the exam (achieved a total of at least 54 points in the course and met the lower point threshold for acceptance of each learning outcome, i.e. a minimum of 50% points for each learning outcome), can take the learning outcomes of the course in the final exam. On the final exam, it is possible to achieve a maximum of 94 points (100 – activity in class 6 points = 94 points). The student can get additional points on the Challenge learning outcome.

The student can earn points from homework by submitting homework before the exam period, and the student can earn learning outcome points from quizzes during the exam period.

NAME OF THE LEARNING OUTCOME	INTERMEDIATE EXAM/EXAM	CLASS ACTIVITY	QUIZZES	HOMEWORK	TOTAL
OUTCOME 1	12	1	1	2	16
OUTCOME 2	12	1	2	2	17
OUTCOME 3	12	1	2	2	17
OUTCOME 4	12	1	2	2	17
OUTCOME 5	12	1	2	2	17
OUTCOME 6	12	1	1	2	16
TOTAL	75	6	22	12	100

ASSESSMENT:

To achieve a positive grade in the course, the student must cumulatively fulfill two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for acceptance of each individual learning outcome, which is 50% of the total points of the learning outcome.

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	GRADE
0,00 – 53,90	Unsufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90,00 i više	Excellent (5)

The assessment is carried out in a transparent manner by collecting points. The subject is evaluated with 100.00 points (with the possibility of obtaining an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student through the Challenge learning outcome has the opportunity to obtain an additional maximum of 8 points; the student independently chooses one of the activities proposed in the first lesson, and has the option to independently propose an activity with which he wants to increase the number of points and, with the consent of the subject holder, achieves them according to the criteria of the subject. The points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved constitutes an additional number of points to the total number of points achieved according to the learning outcomes.

Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically coded permit to take the exam.

1.9. Mandatory literature and the number of copies in relation to the number of students currently attending classes in the course

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
<i>Horvat, Đuro (editor): Fundamental functions of management - second amended and expanded edition, Effectus University, Zagreb, 2015.</i>	<i>50</i>	<i>50</i>

1.10. Supplementary literature

Certo, S.C.; Trevis Certo, S. : „Modern management“, 10. edition, Mate, Zagreb, 2008.g. (selected chapters)

Sikavica, P., Bahtijarević-Šiber, F., Pološki-Vokić, N.: „Foundations of management“, Školska knjiga, Zagreb, 2008.g. (selected chapters)

Business cases, which will be assigned in class, coordinated according to the lecture schedule

1.11. Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences

- Statistical processing and analysis of exam results (checking for Gaussian curve/normal distribution of success, comparing and tracking exam results across different cohorts, analyzing understanding of individual modules/questions on the exam, etc.),*
- Conducting surveys among students,*
- Evaluation and self-assessment of instructors,*
- Achieved results and level of knowledge demonstrated during the preparation and defense of the final thesis (for students who choose a thesis in this subject),*
- Analysis of quality center manager reports,*
- Feedback from graduates on the usefulness of the content of this subject in their professional activities.*