

DESCRIPTION OF THE COLLEGE

| GENERAL INFORMATION | | |
|------------------------------------|---|-----------|
| Course leader | Ph.D. Željka Zavišić | |
| Name of the course | Business Planning | |
| 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 |
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| 1.1. Objectives of the college |
| <ul style="list-style-type: none"> • Enable students to acquire knowledge and skills regarding the application and role of accounting information in the decision-making process. • Through teaching and course content, facilitate understanding and mastery of the fundamental activities of the planning process, as well as acquiring basic knowledge for assessing projects aimed at improving the company's business performance. • Learn to apply socially responsible business and sustainable development within business planning, developing the ability to create and implement business plans that effectively contribute to long-term sustainability. |
| 1.2. Conditions for course enrollment |
| - |
| 1.3. Expected learning outcomes for the course |
| <p>Students should be able to:</p> <ol style="list-style-type: none"> 1. Determine fundamental concepts in the field of business planning. 2. Sequence the process of developing a business plan in different types of activities. 3. Prepare a cash budget in managing the company's liquidity using accounting information systems. 4. Develop the ability to create and implement business plans that effectively allocate resources, maximize profitability through strategies of socially responsible business and sustainable development. 5. Apply accounting information in making business plans. 6. Integrate the business plan into achieving the company's strategic objectives. |

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| 1.4. Course content | | |
| <p>CONCEPT AND PURPOSE OF BUSINESS PLANNING</p> <ul style="list-style-type: none"> • <i>Concept and purpose of business planning.</i> • <i>Planning as a managerial activity.</i> • <i>Key planning activities.</i> <p>TYPES OF PLANS</p> <ul style="list-style-type: none"> • <i>Content of a business plan.</i> • <i>Basic characteristics of business plans.</i> • <i>Business plan as a set of business policies.</i> • <i>Business plans and organizational development.</i> <p>PLANNING TECHNIQUES</p> <ul style="list-style-type: none"> • <i>Technique for developing a long-term business plan for a company.</i> • <i>Technique for developing a short-term (annual) business plan for a company.</i> • <i>Technique for developing operational business plans.</i> <p>BUSINESS STRATEGIES</p> <ul style="list-style-type: none"> • <i>Business strategy.</i> • <i>Differentiation between strategy and operational activities.</i> • <i>Financial indicators.</i> • <i>Determining the financial success of investments.</i> <p>PLANNED FINANCIAL REPORTS</p> <ul style="list-style-type: none"> • <i>Preparation of a projected balance sheet.</i> • <i>Preparation of a projected income statement.</i> • <i>Preparation of a projected cash flow statement.</i> • <i>Preparation of a long-term investment plan.</i> • <i>Budget revision.</i> <p>BUSINESS PLAN DEVELOPMENT AND INVESTMENT STUDIES</p> <ul style="list-style-type: none"> • <i>Content of a business plan.</i> • <i>Business performance.</i> • <i>Project summary.</i> • <i>Market opportunity assessment.</i> • <i>Strategy for corporate social responsibility and sustainable development.</i> • <i>Planned financial elements of business operations.</i> <p>FINANCIAL ELEMENTS OF INVESTMENT</p> <ul style="list-style-type: none"> • <i>Calculation of permanent working capital.</i> • <i>Value and structure of investments.</i> <p>SOURCES OF FINANCING</p> <ul style="list-style-type: none"> • <i>Liabilities related to investment sources.</i> • <i>Revenue estimation.</i> • <i>Cost estimation.</i> | | |
| 1.5. Types of teaching | <input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops | <input checked="" type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network |

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| | <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance education <input type="checkbox"/> field work | <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> the rest <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> | | | | | |
| 1.6. Obligations of students | | | | | | | |
| <p><i>Student obligations are explicitly defined by the Statute, the Study Regulations, and the Guidelines on Student Obligations. The key student obligations include:</i></p> <p><i>ATTENDANCE: Students are required to attend classes, actively follow lectures and exercises, and participate constructively in the teaching process. To be eligible to take the exam, students must attend classes in the percentage prescribed by the Study Regulations. Attendance is recorded for each student through the Infoeduka digital student service system. The minimum attendance requirements are:</i></p> <ul style="list-style-type: none"> • <i>Full-time students must attend at least 70% of the total number of class hours to obtain the instructor's signature.</i> • <i>Part-time students must attend at least 50% of the total number of class hours to obtain the instructor's signature.</i> <p><i>EXAMINATION REQUIREMENTS: To achieve a passing grade in a subject, students must earn at least 54 points in the course, with a minimum of 50% of points in each learning outcome. The detailed examination process is described in the section Assessment and Evaluation of Student Work During Classes and in the Final Exam.</i></p> <p><i>PRACTICAL WORK: Students must write and present a business plan based on a selected case study, using appropriate software.</i></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 | X |
| Portfolio | | | | | | | |
| <p><i>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. Lectures, exercises, continuous knowledge testing (interim exams), practical work and exams are conducted to improve students' progress in classes. In this way, students adopt smaller teaching units and master the course material more easily</i></p> <p><i>*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 outcome of the course in the final exam. It is possible to get 100 points on the final exam. The student can get additional points on the Challenge learning outcome.</i></p> <p><i>The prerequisite for taking the final exam in the Business Planning course is the delivery of the Business Plan before the exam deadline.</i></p> <p><i>Assessment and Student Engagement in the Course</i></p> <p><i>The course structure is designed to ensure active student participation and a comprehensive evaluation of their knowledge and skills. The total ECTS credit allocation for the course is 5, distributed across</i></p> | | | | | | | |

different academic activities, including class attendance, midterm exams, practical work, and the final exam. Each activity contributes to the overall learning process, ensuring that students develop both theoretical knowledge and practical competencies.

Class Attendance

Class attendance is an essential part of the course, carrying 2 ECTS credits. Students are expected to actively participate in lectures and exercises, covering learning outcomes 1 to 6. Attendance is systematically recorded; however, it does not contribute to the final grade, as it serves as a fundamental prerequisite for completing the course.

Midterm Exams

Midterm exams play a crucial role in student assessment and are allocated 2 ECTS credits. The first midterm exam evaluates learning outcomes 1, 2, and 3, while the second midterm exam assesses learning outcomes 4 and 5. These written exams include various question types: each learning outcome is tested with two essay-type questions and one problem-solving question, where students are required to propose an appropriate business strategy. The grading criteria allow students to earn up to 16 points per learning outcome, with a maximum of 48 points for the first midterm and 32 points for the second midterm, resulting in a total of 80 points.

Practical Work

To develop practical skills, 1 ECTS credit is allocated for the creation and presentation of a business plan, corresponding to learning outcome 6. Students are required to prepare a business plan based on a selected case study and present it using appropriate business software. The evaluation is based on the quality of both the business plan and the presentation, with a maximum of 20 points awarded.

Final Exam

The final exam is a comprehensive assessment covering all six learning outcomes. It includes various question types and requires students to submit their completed business plan. The grading is based on the accuracy of responses and overall performance, with a maximum of 100 points available.

Total ECTS and Grading Distribution

The complete assessment structure amounts to 5 ECTS credits and a total of 100 points. Each component is designed to encourage active learning, analytical thinking, and the practical application of business concepts, ensuring that students acquire both theoretical knowledge and real-world problem-solving skills.

| <i>NAME OF THE LEARNING OUTCOME</i> | <i>INTERMEDIATE EXAM/EXAM</i> | <i>PRACTICAL WORK</i> | <i>TOTAL</i> |
|--|--|------------------------------|---------------------|
| OUTCOME 1 | 16 | 0 | 16 |
| OUTCOME 2 | 16 | 0 | 16 |
| OUTCOME 3 | 16 | 0 | 16 |
| OUTCOME 4 | 16 | 0 | 16 |
| OUTCOME 5 | 16 | 0 | 16 |
| OUTCOME 6 | 0 | 20 | 20 |

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|-------|----|----|-----|
| TOTAL | 80 | 20 | 100 |
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EVALUATION:

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:

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|------------------|------------------|
| 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 way 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.

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| 1.8. Mandatory literature and the number of copies in relation to the number of students currently attending classes in the course | | |
| Title | Number of copies | Number of students |
| Capeizo, P.,J.: Business planning, Mate d.o.o., Zagreb, 2024. | 50 | 50 |
| Lecture presentations | | |

1.9. Supplementary literature

Formisano, R.A.: Strategic planning, Mate d.o.o., Zagreb, 2024.

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

1.10. 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.*