

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Dr. sc. Darija Korkut	
Name of the College	Application of Analytical Management - Practicum	
Study program	Professional Graduate Study of Business Management - MBA	
Status of the College	Mandatory	
Code	MBA-PAMP-21	
Year	Year 2	
Point value and method of teaching	ECTS Student Workload Coefficient	6
	Number of hours (P+H+S)	14+28+28

DESCRIPTION OF THE COLLEGE
1.1. <i>Objectives of the course</i> Students are expected to develop: (a) general competences. • take responsibility for the implementation of the analytical process in solving complex business problems and business decision-making • apply the acquired knowledge and give their (analytical) contribution to solving complex business problems and business decision-making • collaborate effectively in project teams. (A) Specific competencies. • identify key terms important for business (competitive) analysis and their application in the business environment • Understand the advantages and disadvantages of using business analytical techniques in business analysis. • apply knowledge and skills in the field of business analysis in solving complex business problems and making business decisions.
1.2. <i>Requirements for enrolment in the course</i>

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1.3. <i>Expected learning outcomes for the course</i>
Students should be able to: 1. Critically assess the elements and challenges of business (competitive) analysis and their role in problem solving and business decision-making. 2. Recommend ways to solve the problem of uncertainty with business decision-making techniques. 3. To argue an opinion in the practical solution of complexity problems using business decision-making techniques. 4. Choose the appropriate application of business decision-making techniques when solving the problem of high-risk consequences of business decisions 5. Critically assess the practical application of scenario analysis and indicator validation techniques in the selection of alternative solutions. 6. Critically assess the effectiveness of the solution/decision.
1.4. <i>The content of the course</i>
Introduction to the course Elements and Challenges of Business (Competitive) Analysis <i>Intelligence-cycle</i> Analysis: - Data collection - Defining the problem - Idea generation - Evaluation of ideas - Decision-making - Application of the solution Analytical failure Paralysis of Analysis vs Analytical Paradox Solving the problem of uncertainty (group task) Case Study: Uncertainty - <i>Many of the facts may be unknown</i> Solving the problem of complexity (group task) Case Study: Complexity - <i>There can be many, interrelated factors to consider</i> Solving the problem of high-risk consequences of a business decision (group task)

Case study: High-risk consequences - <i>The impact of the decision may be significant</i> Strategic thinking: 3P (group task) Case Study: Alternative solutions - <i>There may be various alternatives, each with its own set of uncertainties and consequences</i> Effectiveness of the solution/decision (group task) Case Study: Assessment of the effectiveness of the decision - <i>The results achieved as a result of the decision taken and the solution adopted must be assessed to see if they have corrected the problem</i>		
1.5. Types of teaching (put X)	☒ Lectures ☒ Seminars and workshops ☒ Exercises ☐ Distance education ☐ Field Teaching	☐ Independent tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other _____
1.6. Obligations of students <i>Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:</i> ATTENDANCE AT CLASSES: <i>students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;</i> • <i>Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</i> • <i>Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.</i> EXAM: <i>in order to achieve a positive grade in a subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.</i> <i>*FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.</i> GROUP PROJECT: <i>through practical work on group projects, the student is obliged to collaborate on solving given analytical challenges that test the skill of practical application of theoretical knowledge in the field of analytical management and the methodology of analytical techniques and tools in given business situations of solving</i>		

complex business problems.

** CONTINUOUS ASSESSMENT: In order to improve the efficiency of students' progress in teaching, continuous examinations (3 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

1.7. Monitoring of student work (add X with the appropriate form of monitoring)

Attendance	x	Teaching activity		Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design	x	Continuous assessment of knowledge		Paper		Practical work	
Portfolio							

1.8. Assessment and evaluation of students' work during classes and at the final exam

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

Allocation of points according to the forms of student work monitoring:

	Attendance	Design	Total
I1		16	16
I2		16	16
I3		16	16

I4		16	16
I5		16	16
I6		16	16
OUT OF THE BOX	4		4
TOTAL	4	96	100

Linking learning outcomes, teaching methods and methods of assessment of knowledge:

FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	METHOD OF ASSESSMENT KNOWLEDGE	Maximum number of rating points
	OUTCOME 1 <i>Critically assess the elements and challenges of business (competitive) analysis and their role in problem solving and business decision-making</i>	Lecture	<i>Group project: the group project tests the skill of practical application of theoretical knowledge in the field of analytical management and the methodology of analytical techniques and tools in given business situations for solving complex business problems. In addition to the above, the ability to lead, coordinate, cooperate and operationally perform the task in teams is also checked.</i>	32
		Asking open-ended questions		
		Discussion		
	OUTCOME 2 <i>Recommend ways to solve the problem of uncertainty with business decision-making techniques.</i>	Asking open-ended questions		
		Guided training		
		Training and feedback		
	OUTCOME 3 <i>To argue an opinion in the practical solution of complexity problems using business decision-making techniques.</i>	Asking open-ended questions	<i>Group project: the group project tests the skill of practical application of theoretical knowledge in the field of analytical management and the methodology of analytical techniques and tools in given business situations for solving complex business problems. In addition to the above, the ability to lead, coordinate, cooperate and operationally perform the task in teams is also checked.</i>	32
		Guided training		
		Training and feedback		
	OUTCOME 4 <i>Choose the appropriate application of business decision-making</i>	Guided training		

Design	<i>techniques when solving the problem of high-risk consequences of a business decision.</i>	<i>Training and feedback</i>		
	OUTCOME 5 <i>Critically assess the practical application of scenario analysis and indicator validation techniques in the selection of alternative solutions.</i>	<i>Asking open-ended questions</i>	<i>Group project: the group project tests the skill of practical application of theoretical knowledge in the field of analytical management and the methodology of analytical techniques and tools in given business situations for solving complex business problems. In addition to the above, the ability to lead, coordinate, cooperate and operationally perform the task in teams is also checked.</i>	32
		<i>Guided training</i>		
		<i>Training and feedback</i>		
	OUTCOME 6 <i>Critically assess the effectiveness of the solution/decision.</i>	<i>Guided training</i>		
		<i>Training and feedback</i>		
Attendance	All outcomes	Lectures and exercises	Attendance records	4
	TOTAL POINTS			100

<i>Type of student workload</i>	<i>Hours of student workload</i>	<i>ECTS credits</i>
Attending face-to-face classes	70	2,33
Field trips/visits outside the college	0	0
Independent study/research	35	1,17
Out-of-classroom preparation and preparation of seminars/presentations	20	0,67
Work on an out-of-classroom project assignment	40	1,33
Independent preparation for exams and exam time	0	0
Consultation activities	15	0,50
Other	0	0
TOTAL ECTS credits	180	6

JUDGING:

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

Grades are calculated based on the following distribution of points:

<i>NUMBER OF POINTS</i>	<i>RATING</i>
<i>0,00 – 53,90</i>	<i>Insufficient (1)</i>
<i>54,00 – 64,90</i>	<i>Sufficient (2)</i>

65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90.00 and more	Excellent (5)

The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

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

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

Title	Number of copies	Number of students
Kopal, R. and Korkut, D. (2020): Analytical Management, Zagreb, Effectus Study of Finance and Law – University College and Effectus Business College.	5* *students receive compulsory literature in permanent ownership	60

1.10. Supplementary literature

Kopal, R. & Korkut, D. (2022). Intelligence Analytics, Zagreb, Croatian Association of Security Managers and Business Security Academy Zagreb

Korkut, D. and Kopal, R. (2018). Creativity 4.0: Evolution and Revolution, Zagreb, Effectus Study of Finance and Law – University College.

Kopal, R. and Korkut, D. (2014). Competitive Analysis Techniques, Zagreb: Effectus University College and IN2Data

H. Scott Fogler; Steven E. LeBlanc; Benjamin Rizzo (2013). Strategies for Creative Problem Solving 3rd Edition

Craig S. Fleisher, Babette E. Bensoussan (2007). Business and Competitive Analysis: Effective Application of New and Classic Methods, FT Press.

1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences

- *analysis of exam results, achieved results, level of understanding and knowledge during exercises, practical tasks and group work,*
- *conducting a survey among students,*
- *The teacher's evaluation,*
- *the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),*
- *analysis of the reports of the Quality Center and*
- *Feedback from students who have already graduated and their employers on the usefulness of the content of this course in the performance of the work they do.*