**SYLLABUS**

**GRADUATE PROFESSIONAL STUDY PROGRAMME**

***MANAGEMENT IN AGRICULTURE***

**BASIC DATA**

1. **Teachers and associates administering the classes according to the study programme:** are listed for each individual subject in individual teaching plans
2. **Administration of direct teaching according to schedule:** minimum 1/3 of the teaching plan of individual subjects listed below.
3. **Place where the classes are administered:** lecture rooms of Križevci University of Applied Sciences, field trips are administered outside Križevci University of Applied Sciences
4. **Beginnings and end; timetable of classes:** classes are administered according to timetable published on the University website ([www.vguk.hr](http://www.vguk.hr))
5. **Teaching forms:** listed for each individual subject at the beginning of the teaching plan
6. **Exam:** listed for each individual subject at the beginning of the teaching plan.
7. **Exam terms:** exam terms are determined according to calendar of teaching activity during the academic year published at the University website ([www.vguk.hr](http://www.vguk.hr))
8. **List of literature for studying and preparing for exam:** listed for each individual subject at the beginning of the teaching plan.
9. **Administration of classes in a foreign language:** study programme is administered in the Croatian language and individual subjects in the foreign language as listed in teaching plans for individual subjects.

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **AGRICULTURAL ECONOMICS** | **ECTS credits: 6** |
| **Code:**141727 |  | Semester I |
| Teachers and associates: | **Kristina Svržnjak, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 35 |
| Exercises + seminars | 25 (15+10) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:**

Introduce the students with economic influence which affects development of agriculture and enable them to comprehend the influence of agriculture on economic growth of a country. Introduce the students with agricultural policy and rural development policy and application of quantitative methods in agricultural economics.

SUBJECT DESCRIPTION: To acquaint students with the economic influences that affect the development of agriculture and what impact agriculture has on the overall economic growth of a country. Get to know agrarian policy and rural development policy and the application of quantitative methods in agricultural economy.

**Learning outcomes**

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| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Agricultural economics*“ the student will be able to:*** |
| 1. Define basic theoretical elements in agricultural economics and agrarian policy |
| 2. Explain the specifics, meaning and functions of agriculture |
| 3. Recognize the economic impacts on agricultural production |
| 4. Explain the importance of rural development measures |
| 5. Search databases and find data for economic analysis |
| 6. Calculate indices, moving averages, trend, rate of change |
| 7. To predict the movement of certain agricultural production based on the application of quantitative methods for economic analysis |

**Literature:**

*Obligatory:*

1. Franić, R., Kumrić, O. (2005): Primjena kvantitativnih metoda u agrarnoj ekonomici, praktikum za vježbe – interni materijal, Zavod za ekonomiku poljoprivrede i agrarnu sociologiju, Agronomski fakultet Sveučilišta u Zagrebu, Zagreb
2. Grahovac, P. (2005): Ekonomika poljoprivrede, Golden marketing, Zagreb
3. Petrač, B. (2001): Agrarna ekonomika, Ekonomski fakultet u Osijeku, Poljoprivredni fakultet Osijek, Osijek
4. Žimbrek, T.: Skripta iz agrarne ekonomike 1-2 dio, interna skripta, dostupno na <http://www.agr.hr/cro/nastava/lit/index.htm>

*Supplementary:*

1. Samuelson, P.A. i Nordhaus, N. (2000): Ekonomija, 15.izdanje, "MATE", Zagreb (odabrana poglavlja)
2. Šošić, I.: Primijenjena statistika, Školska knjiga, Zagreb, 2004

*Useful links:*

[www.mps.hr](http://www.mps.hr) (naglasak na programe i strategije Ministarstva poljoprivrede)

Subject holder:

Kristina Svržnjak, Ph. D., college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **Economics of agricultural estate** | **ECTS credits: 6** |
| **Code:** 141728 |  | Semester I |
| Teachers and associates: | **Anton Devčić, Ph. D., senior lecturer** | |
|  | Lessons |  |
| Lectures | 35 |
| Exercises + seminars | 25 (15+10) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** Analyse and interpret (macro) economic context of emergence, activity and functioning of agricultural company taking into consideration principles of macroeconomics and valid economic theoretical framework with the existing context of foundation, activity and functioning of companies in Croatia and the EU.

SUBJECT DESCRIPTION: The aim of the subject is to analyze and interpret the (macro) economic context of the creation, operation and functioning of an agricultural enterprise, respecting macroeconomic laws and the valid economic theoretical framework, in addition to the existing context of the establishment, operation and functioning of enterprises in the Republic of Croatia and in the EU.

**Learning outcomes**

Active participation in lectures and exercises, team work in solving practical tasks. The students acquire the necessary theoretical foundation for economic analysis of key problems emerging in business activity of agricultural companies and family agricultural farms.

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| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Economics of agricultural estate*“ the student will be able to:*** |
| 1. Define the basic concepts of macroeconomics, with an emphasis on agricultural activity |
| 2. Explain the laws of supply and demand, in the specific context of the agricultural market |
| 3. Explain the basic economic theories in the context of the market of agricultural products (enterprise theory, production theory, cost theory) |
| 4. Interpret the business functions of an agricultural enterprise, its business results and operating costs |
| 5. Calculate and interpret different types of costs |
| 6. Create and interpret different cost price calculations |
| 7. Calculate and interpret different types of depreciation |

**Literature:**

*Obligatory:*

1. Gutić, D., Devčić, A., Šostar, M. (2017): Organizacija poduzeća, Studio HS Internet d.o.o., Osijek
2. Karić, M (2006): Ekonomika poduzeća, Ekonomski fakultet u Osijeku, Osijek
3. Devčić, A., Šostar, M. (2015): Regionalni razvoj i fondovi Europske unije: Prilike i izazovi, Veleučilište u Požegi, Požega

*Supplementary:*

1. Petar Grahovac (2005): Ekonomika poljoprivrede, Golden marketing, Zagreb
2. Paul A.Samuelson i William Nordhaus (2000): Ekonomija 15.izdanje, "MATE", Zagreb

Subject holder:

Anton Devčić, Ph. D., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **AGRICULTURAL ENTERPRENEURSHIP** | **ECTS credits: 6** |
| **Code:**141729 |  | Semester I |
| Teachers and associates: | **Silvije Jerčinović, Ph. D, college professor** | |
|  | Lessons |  |
| Lectures | 35 |
| Exercises + seminars | 25 (15+10) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** offer students specific knowledge from the specific field of entrepreneurship in agriculture which will be used in practical business in order to use efficient means, tools and methods to start their own entrepreneurial undertaking which will be profitable on the market.

SUBJECT DESCRIPTION: To provide students with specific knowledge from the special field of entrepreneurship in agriculture that they will use so that in practical business application they can use effective means, tools and methods to start their own entrepreneurial venture that will operate profitably on the market.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Agricultural entrepreneurship*“ the student will be able to:*** |
| 1. To define an entrepreneurial idea in terms of entrepreneurship in agriculture. |
| 2. To identify the factors in entrepreneurial infection |
| 3. Assess potential markets for a small business. |
| 4. Classify the sources of financing of an agricultural enterprise. |
| 5. Plan, control and organize a business venture in agriculture. |
| 6. Explain the results of the agricultural company's operations. |
| 7. Show the development of an entrepreneurial idea through the stages from concept to realization |

**Literature:**

1. Buble M., Kružić, D.(2006). Poduzetništvo – realnost sadašnjosti, izazov budućnosti, Zagreb: RriF
2. Škrtić,M., Vouk, R. (2005): Osnove poduzetništva i menadžmenta, Zagreb: Katma
3. Karić, M. (2003). Ekonomika poduzeća, Osijek: Ekonomski fakultet
4. Jelavić, P., Ravlić, A., Starčević, Semanović (1993). Ekonomika poduzeća, Zagreb: Ekonomski fakultet.
5. Drucker, P. (1992). Inovacije i poduzetništvo, Zagreb: Globus..
6. Siropolis, N. S. (1995). Menadžment malog poduzeća, Zagreb: Mate.
7. Poslovni plan poduzetnika/ urednik Vladimir Žanić, (2003.), Zagreb, Masmedia.

Subject holder:

Silvije Jerčinović, Ph. D, college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **Business information technology** | **ECTS credits: 4** |
| **Code:**141730 |  | Semester I |
| Teachers and associates: | **Damir Vuk, M. Sc., senior lecturer** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** enable the students within lectures, seminar papers and exercises to identify and comprehend potential of ICT application in advancement of business activity in operative and strategic sense.

SUBJECT DESCRIPTION: The goal of the Subject is to train students to, through lectures, seminar papers, exercises and independent work: notice, understand and be able to comment, evaluate and use the potential that the application of modern information technology can have for business improvement, both operationally and strategically. The primary goal is to train students to be able to participate in efficient support for the development and application of modern IS.

**Learning outcomes**

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| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Business information technology*“ the student will be able to:*** |
| 1. Describe the basic terms and principles of computer construction (hardware and software), and understand the foundations of their functioning and purpose |
| 2. Interpret the basic principles of Internet technology and describe the most important types of Internet services and their significance in business |
| 3. Evaluate/assess the importance of information systems and their connection with the management of business processes in the organization |
| 4. Analyze and evaluate the significance and consequences of the application of information technologies in business in the era of digital society with a special emphasis on business in agriculture |
| 5. Evaluate the choice and apply office software tools for appropriate business tasks in office operations |

**Literature:**

*Obligatory:*

1. Vuk, D.: „Poslovna informatika“ – autorizirana predavanja, VUV, 2022.
2. Schwab, K.: The Fourth Industrial Revolution, World Economic Forum, 2016, CH-1223 Cologny/Geneva, Switzerland, ISBN-13: 978-1-944835-01-9, https://www.weforum.org/
3. Gates, B. i C. Hemingway.: "Poslovanje brzinom misli." Izvori, Zagreb (1999).

*Supplementary:*

1. Bosilj Vukšić, V., Pejić Bach, M., Spremić, M. (ur.): “ Osnove poslovne informatike”, Ekonomski fakultet Sveučilišta, Zagreb, 2020.
2. Spremić, M.: Digitalna transformacija poslovanja, Zagreb : Sveučilište u Zagrebu, Ekonomski fakultet, 2017, ISBN 978-953-346-034-5
3. Srića, V., Muller, J.: „Put k elektroničkom poslovanju“, Sinergija, Zagreb, 2001.
4. Srića, V., Spremić, M.: „Informacijskom tehnologijom do poslovnog uspjeha“, Sinergija, Zagreb, 2000.
5. Panian, Ž.: „E-Business“, Element, Zagreb, 2007.

Subject holder:

Damir Vuk, M. Sc., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **TRADE LAW** | **ECTS credits: 3** |
| **Code:**141731 |  | Semester I |
| Teachers and associates: | **Dominik Mišević**, mag. iur., **lecturer** | |
|  | Lessons |  |
| Lectures | 15 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 57 |
| Total student workload | 87 |

**SUBJECT OBJECTIVE:** Introduce the students with basic notions and legal regulations in the field of trade law, i.e. basic notions and institutions of trade, status and contract law and extra-contractual obligations.

SUBJECT DESCRIPTION: The aim of the subject is to acquaint students with basic terms and legal regulations in the field of commercial law, i.e. basic terms and institutes of commercial status and contract law and non-contractual obligations.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Trade law*“ the student will be able to:*** |
| 1. Determine all existing forms of business entities from the aspect of establishment and association |
| 2. Recommend the procedure for establishing a company of persons and a capital company with all conditions |
| 3. Explain management models and responsibilities within individual companies |
| 4. Determine and apply the principles and provisions of mandatory law |
| 5. Differentiate and compare certain types of contracts |
| 6. Differentiate and compare certain types of securities |

**Literature:**

*Obligatory:*

1. Gorenc, V., Ugovorno trgovačko pravo, Visoka škola za poslovanje i upravljanje s pravom javnosti „Baltazar Adam Krčelić“, Zaprešić, 2011.
2. Petrović, S., Ceronja, P., Osnove prava društava, Sveučilište u Zagrebu, Pravni fakultet, Zagreb 2013.

*Supplementary:*

1. Barbić, J., Zakon o trgovačkim društvima, Organizator, Zagreb, 2010.
2. Barbić, J.,Pravo društava (DRUŠTVA KAPITALA), Organizator, Zagreb, 2010.god.
3. Barbić, J.,Pravo društava (DRUŠTVA OSOBA), Organizator, Zagreb, 2002.god.
4. Barbić,J.,Pravo društava (opći dio), Organizator, Zagreb, 2008.god.
5. Ćesić, Z.,Pravo trgovačkih društava, Veleučilište Marko Marulić, Knin, 2007.god.
6. Slakoper, Z., Društvo s ograničenom odgovornošću,Organizator, Zagreb, 2009.god

Subject holder:

Dominik Mišević, mag. iur., lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **Quantitative methods for management in agriculture** | **ECTS credits: 5** |
| **Code:**168 |  | Semester I |
| Teachers and associates: | **Krunoslav Škrlec, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 25 (15+10) |
| Student workload besides active classes | 95 |
| Total student workload | 145 |

**SUBJECT OBJECTIVE:** introduce the students with basic tools of quantitative problem analysis with foundation in reality, i.e. with problems which occur during management with emphasis on agricultural practice.

SUBJECT DESCRIPTION: To acquaint students with the basic tools of quantitative analysis of problems that have a basis in reality, that is, problems that arise during managerial management with an emphasis on examples in agricultural practice.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Quantitative methods for management in agriculture*“ the student will be able to:*** |
| 1. To define and connect the tools of quantitative analysis of the problem with the background in reality |
| 2. Define the logic of setting quantitative analysis criteria |
| 3. Assess and compare the risks that appear in the decision-making process. |
| 4. Calculate the probability of the version of the decision and make a conclusion as to which version of the decision to use |
| 5. Differentiate decision support information systems and relate them to management levels |
| 6. Design and explain a decision model using quantitative analysis through probability tools and a decision tree |
| 7. Design and explain the linear optimization model, explain the factors and calculate the optimal solutions to the problem |
| 8. Design and explain the sensitivity analysis model through the simplex algorithm of the optimization problem. |

**Literature:**

*Obligatory:*

1. Čerić, V., Varga, M. I Birolla, H.: “Poslovno računarstvo”, Znak, Zagreb, 1998.
2. Kmenta, J.: “Počela ekonometrije”, Mate, Zagreb, 1997.
3. Šošić, I.: “Primjenjena statistika”, Školska knjiga, Zagreb, 2004.

*Supplementary:*

1. Render, B.: “Quantitative Analysis for Management”, New York, 2003
2. Šošić, I.: “Metode poslovnog prognoziranja”, serija članaka u Ekonomskom analitičaru

Subject holder:

Krunoslav Škrlec, Ph. D., college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

|  |  |  |
| --- | --- | --- |
| **Subject: obligatory** | **PRINCIPLES OF MANAGEMENT IN AGRICULTURE** | **ECTS credits: 7** |
| **Code:**169 |  | Semester II |
| Teachers and associates: | **Krunoslav Škrlec, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 45 |
| Exercises + seminars | 25 (15+10) |
| Student workload besides active classes | 133 |
| Total student workload | 203 |

**SUBJECT OBJECTIVE:** Introduce the students with principles of management, skills of business management and basic tools applied during management activity with reference to agricultural practice.

SUBJECT DESCRIPTION: Project management refers to applied knowledge, skills, tools and techniques on project activities in order to reach the goals and requirements set before the project by interest-influence groups. The core of project management includes planning, organizing, monitoring and controlling all aspects of the project and motivating all involved people to achieve project goals safely, within the planned budget, time and other set performance parameters. It is important to say that most of the processes that take place in project management are of an iterative nature. The term project management is sometimes used to describe an organizational approach to managing already existing operations. This approach, which we call project management, deals with a number of aspects of ongoing operations in projects, so that project management techniques can then be applied to them.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Principles of management in agriculture*“ the student will be able to:*** |
| 1. Define and connect managerial and business functions. |
| 2. Define production management and strategic management using examples of good practice. |
| 3. Explain and compare strategy implementation management - process control with examples of good practice. |
| 4. Identify conflict situations and point out the causes that lead to such situations. |
| 5. Differentiate decision support information systems in management and relate them to management levels. |
| 6. Design and explain the change management model through crisis management. |
| 7. Design an organizational structure based on practical examples of managerial management. |
| 8. Categorize and explain the key factors affecting management. |

**Literature:**

*Obligatory:*

1. Certo, S. C., Certo, S. T.: “Moderni menadžment”, Mate, Zagreb, 2009.
2. Hammer, M., Champy, J.: “Reinženjering tvrtke”, Mate, Zagreb, 2004.
3. Schroeder, R., G.: “Upravljanje proizvodnjom”, Mate, Zagreb, 1999.
4. Thompson, A. A., Strickland, A. J., Gamble, J. E.: “Strateški menadžment”, Mate, Zagreb, 2008.

*Supplementary:*

1. Davenport, T. H.: “Process Innovation”, Harvard Buisiness School Press, Boston, 1993.
2. Hammel, G., Bresson, B.: “Budućnost menadžmenta”, Mate, Zagreb, 2009.
3. Srića, V.: “Kako postati pun ideja”, MEP Consult, Zagreb, 1997.

Subject holder:

Krunoslav Škrlec, Ph. D., college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **MARKETING IN AGRICULTURE** | **ECTS credits: 5** |
| **Code:**141734 |  | Semester II |
| Teachers and associates: | **Silvije Jerčinović, Ph. D, college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 25 (15+10) |
| Student workload besides active classes | 95 |
| Total student workload | 145 |

**SUBJECT OBJECTIVE:** enable the students to acquire knowledge from the special segment of marketing of agriculture and food, analyse marketing environment, identify specific factors in production of food and food market that influence the creation of marketing strategy. Estimate factors which are relevant for positioning of food producers, identify motives and of consumer behaviour and compose marketing mix with the objective of creating a successful product. Design marketing strategy for various agricultural food products.

SUBJECT DESCRIPTION: To provide students with knowledge in the special field of agriculture and food marketing, to analyze the marketing environment, to identify specific factors in the production and food market that influence the definition of the marketing strategy. Assess the factors that are important for the positioning process of food producers, identify the motives and behavior of food consumers and compile a marketing mix in order to create a successful product. Design a marketing strategy for different agri-food products.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Marketing in agriculture*“ the student will be able to:*** |
| 1. Define basic terms from the field of marketing with special reference to the specifics of marketing in agriculture. |
| 2. Explain the basic elements of the marketing mix of agricultural products and services from the diversified portfolio of the total offer of the agricultural sector |
| 3. Identify the elements of the SWOT analysis related to the agricultural food product. |
| 4. Based on the SWOT analysis and to evaluate the key factors as an assumption for creating a marketing plan. |
| 5. Differentiate between different approaches to market research and direct sales |
| 6. Evaluate critical points in the marketing plan of agricultural products or services |
| 7. Compile a promotional mix for the purpose of better promotion of agricultural products |
| 8. Plan the marketing strategy of the agricultural company |

**Literature:**

1. Czinkota, M. R., (ed.), Marketing: Best Practices, The Dryden Press, Fort Worth, TX, 2000.
2. Jobber, D., Principles and Practice of Marketing, McGraw-Hill, New York, 2002.
3. Kolega, A., Božić, M., Hrvatsko poljodjelsko tržište, Tržništvo, Zagreb, 2001.
4. Previšić, J., Ozretić Došen, Đ., (urednici), Marketing, Adverta, 2004.
5. Rocco, F., Marketinško upravljanje, Školska knjiga, Zagreb, 2000.

Subject holder:

Silvije Jerčinović, Ph. D, college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **BOOK-KEEPING IN AGRICULTURAL ENTERPRENEURSHIP** | **ECTS credits: 6** |
| **Code:**141735 |  | Semester II |
| Teachers and associates: | **Dušanka Gajdić, univ.spec.oec., senior lecturer** | |
|  | Lessons |  |
| Lectures | 35 |
| Exercises + seminars | 25 (20+5) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** enable the students to acquire basic knowledge in accounting and specificities of accountants in agricultural business subjects. acquaint the students with basic accounting theory and accounting techniques which will enable the students to comprehend accounting process, financial monitoring and defining financial position and success of company's business activity. Subject objective is to enable the students to recognize elements of financial reports and independently compose entrepreneurial financial report.

SUBJECT DESCRIPTION: Acquisition of basic knowledge in accounting and the peculiarities of accounting in agricultural business systems. Acquaint students with basic accounting theory and accounting techniques that will enable understanding of the accounting process, financial monitoring and determination of the company's financial position and performance. The goal is to train students to recognize the elements of financial statements and independently compile financial statements of entrepreneur.

**Learning outcomes**

|  |  |
| --- | --- |
|  | ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Book-keeping in agricultural entrepreneurship*“ the student will be able to:*** |
| 1. | Explain principles, standards and legal regulations in the field of accounting |
| 2. | Differentiate types of accounting with regard to their specificities and applications for internal and external users of accounting information |
| 3. | Categorize basic accounting terms by categories and their coverage in financial statements. |
| 4. | Interpret basic financial statements and elements of financial statements |
| 5. | Distinguish the basic characteristics of the simple and double bookkeeping system and the bookkeeping aspects of VAT |
| 6. | Describe the basic business books of the simple and double bookkeeping system |
| 7. | Explain the bookkeeping account and the application of the chart of accounts in the accounting monitoring of business operations |
| 8. | Apply the rules of recording on the accounts of assets and liabilities, income and expenses |
| 9. | Demonstrate less complex business changes on T-accounts |
| 10. | Create a simpler form of balance sheet, profit and loss account and cash flow statement |
| 11. | Explain the peculiarities of accounting that occur in agricultural production |
| 12. | Identify specifics and rules for recording business changes in small family farms |
| 13. | Explain the role of inventory in the business of an entrepreneur |
| 14. | Describe the concept and purpose of the budget and the stages in the budgeting process |
| 15. | Independently write a seminar paper on a given topic in the field of accounting |

**Literature:**

*Obligatory:*

1. Grgić, Z., Očić, V., Šakić Bobić, B: Osnove računovodstva i financijske analize poljoprivrednog gospodarstva, Sveučilište u Zagrebu Agronomski fakultet
2. Parać, B. (2009): Poduzetničko računovodstvo i financijsko izvještavanje, M.E.P. Consult, Zagreb
3. Žager, K., Tušek, B.,.Vašiček, V., Žager, L. (2008.): Osnove računovodstva, Računovodstvo za neračunovođe, HZRIFD, Zagreb

*Supplementary:*

1. Skupina autora (Lj.Markota) (2010.): Porez na dodanu vrijednost, Primjena u praksi, IV izmijenjeno izdanje, RRIP-plus d.o.o., Zagreb Skupina autora (T.Cirkveni): Hrvatski računovodstveni sustav, RRIF-plus d.o.o., Zagreb (2010.)
2. Skupina autora (V.Belan) (2009.): Računovodstvo proizvodnje, RRIF-plus d.o.o., Zagreb
3. Skupina autora (2010.): Računovodstvo poduzetnika, VII. Izmijenjena i dopunjena naklada, RRIF-plus d.o.o., Zagreb
4. Skupina autora (2010.): Zbirka računovodstvenih propisa u 2010. i kontni plan 2010., RRIF, Zagreb
5. Ranogajec, Lj. (2009.): Računovodstvo u poljoprivredi, Interna skripta PFO, Osijek

Subject holder:

Dušanka Gajdić, univ.spec.oec., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

|  |  |  |
| --- | --- | --- |
| **Subject: elective** | **COSTS AND CALCULATIONS IN CATTLE RAISING AND PLANT PRODUCTION** | **ECTS credits: 4** |
| **Code:**141736 |  | Semester II |
| Teachers and associates: | **Lidija Firšt Godek, M. Sc., senior lecturer** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** compose and calculate calculations in livestock and crop production for assessment of business activity and planning of future production.

SUBJECT DESCRIPTION: Compile and administer calculations in livestock and agricultural production for business evaluation and planning of future production.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Costs and calculations in cattle raising and plant production*“ the student will be able to:*** |
| 1. Identify types of costs in livestock and agricultural production |
| 2. Make calculations in livestock and agricultural production |
| 3. Assess the profitability of individual livestock and agricultural production |
| 4. Present your own research results. Discussion. |

**Literature:**

*Obligatory:*

1. Karić M., (2002.): Kalkulacije u poljoprivredi, Poljoprivredni fakultet, Osijek

2. Potnik Galić Katarina (2015): Strateško upravljanje troškovima, Veleučilišteu Požegi

3. Grgić,Z., Očić, Vesna, Šakić Bobić, Branka (2010): Upravljanje troškovima u agrobiznisu, Interna

skripta, Agronomski fakultet, Zagreb

4. Firšt Godek Lidija (2017): Troškovi i kalkulacije u bilinogojstvu, Interna skripta, VGUK, Križevci

5. Jelavić A.,i sur. (1995): Ekonomika poduzeća. Ekonomski fakultet, Zagreb (odabrana poglavlja)

*Supplementary:*

1. Santini I., (2002): Troškovi u poslovnom odlučivanju, Hibis, Zagreb
2. Hilton R., Maher M., Selto F., (2002.): Cost Management, Mc Grew Hill Edition
3. Grupa autora (2019): Katalog kalkulacija poljoprivredne proizvodnje, HZZPSS, Zagreb

Subject holder:

Lidija Firšt Godek, M. Sc., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: elective** | **COSTS AND CALCULATIONS IN VEGETABLE PRODUCTION** | **ECTS credits: 4** |
| **Code:**141737 |  | Semester II |
| Teachers and associates: | **Lidija Firšt Godek**, **M. Sc., senior lecturer** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** compose and calculate production calculations for individual types of vegetables in the open and protected areas for assessment of business activity and planning of future production.

SUBJECT DESCRIPTION: To train students to independently compile and administer production calculations for certain types of vegetables outdoors and in a protected area for business evaluation and future production planning.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Costs and calculations in vegetable production*“ the student will be able to:*** |
| 1. Identify types of costs in vegetable production |
| 2. Make calculations of vegetable production outdoors and in a protected area |
| 3. To assess the profitability of the production of certain types of vegetables |
| 4. Present your own research results. Discussion. |

**Literature:**

*Obligatory:*

1. Karić M., (2002.): Kalkulacije u poljoprivredi, Poljoprivredni fakultet, Osijek

2. Potnik Galić Katarina (2015): Strateško upravljanje troškovima, Veleučilište u Požegi

3. Grgić ,Z., Očić, Vesna, Šakić Bobić, Branka (2010): Upravljanje troškovima u agrobiznisu, Interna

skripta, Agronomski fakultet, Zagreb

4. Firšt Godek Lidija (2017): Troškovi i kalkulacije u bilinogojstvu, Interna skripta, VGUK, Križevci

5. Jelavić A.,i sur. (1995): Ekonomika poduzeća. Ekonomski fakultet, Zagreb (odabrana poglavlja)

*Supplementary:*

1. Santini I., (2002): Troškovi u poslovnom odlučivanju, Hibis, Zagreb
2. Grupa autora (2020): Katalog kalkulacija poljoprivredne proizvodnje, HZZPSS, Zagreb
3. Hilton R., Maher M., Selto F., (2002.): Cost Management, Mc Grew Hill Edition

Subject holder:

Lidija Firšt Godek, M. Sc., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| **Subject: elective** | **RURAL DEVELOPMENT PROJECTS** | **ECTS credits: 4** |
| **Code:**194099 |  | Semester II |
| Teachers and associates: | **Kristina Svržnjak,** **Ph. D., college professor**  **Sandra Kantar, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** introduce the students with the concept of rural development measures and enable them to recognize indicators which influence rural competitiveness through application of rural development projects.

SUBJECT DESCRIPTION: To acquaint students with the meaning of rural development measures and the possibilities of applying for rural development projects. Teach them to recognize indicators that affect rural competitiveness through rural development projects.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Rural development*“ the student will be able to:*** |
| 1. Explain the importance of rural development and the main development factors in rural areas and the general characteristics of rural areas in Croatia |
| 2. List the institutions in the function of rural development and project support |
| 3. Enumerate rural development measures and single out measures aimed at young farmers |
| 4. Find LAGs in rural areas through the Register of Associations |
| 5. Research the base of LEADER projects by EU member countries in creating your own project idea |
| 6. Explain the possibilities that can be realized by applying to rural development projects |
| 7. Fill out the project application through the development of your own idea of rural development |
| 8. Evaluate the project idea |
| 9. Calculate the competitiveness index of the rural area |

**Literature:**

*Obligatory:*

1. Ćorić, G. i sur. (2020): Priručnik za ruralni razvoj pomoću mobilnih ruralnih hubova, LAG Međimurski doli i bregi, Čakovec.
2. Franić, R., Kumrić, O. (2008): Agrarna i ruralna politika II, ispitni materijali, skripta, Agronomski fakultet Sveulišta u Zagrebu, Zagreb
3. Franić, R., Žimbrek, T., Grgić, Z. (2003.): Agrarna politika u Republici Hrvatskoj na putu od poljoprivrednoga do održivoga ruralnog razvitka, Društvena istraživanja, Vol.12 No.6 (68), Institut društvenih znanosti IVO PILAR, Zagreb
4. Štambuk, M. (2015): Lica nigdine: društveni i prostorni okvir razvitka hrvatskog sela, Institut "Ivo Pilar", Zagreb (pojedina poglavlja), dostupno na:

<http://www.pilar.hr/images/stories/dokumenti/funkcionalni/lica_nigdine/LN-full.pdf>

*Supplementary:*

1. Čavrak, V. (2003): Održivi razvoj ruralnih područja Hrvatske, Zbornik Ekonomskog fakulteta u Zagrebu, Vol.1 No. 1, Ekonomski fakultet Sveučilišta u Zagrebu, Zagreb
2. Istraživanje mogućnosti razvitka sela i seoskog prostora na području Zagrebačke županije – Program ruralnog razvitka 2006.-2013., Agronomski fakultet Sveučilišta u Zagrebu i Uprava za poljoprivredu, ruralni razvitak i šumarstvo, Zagreb, listopad 2005.

*Useful links:*

[www.mps.hr](http://www.mps.hr) (naglasak na programe i strategije Ministarstva poljoprivrede)

<http://ec.europa.eu/agriculture/rur/leaderplus/publications/bp_en.htm> (naglasak na najuspješnije LEADER projekte po pojedinim zemljama EU)

Subject holder:

Kristina Svržnjak, Ph. D., college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| **Subject: elective** | **business decision making** | **ECTS credits: 4** |
| **Code:** ?? |  | Semester II |
| Teachers and associates: | **Krunoslav Škrlec, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** introduce the students with principles of business decision making. Introduce them with theories of decision making and models and techniques which facilitate the decision making process. Introduce them with current ICT systems which can be used in the decision making process.

SUBJECT DESCRIPTION: To acquaint students with the basics of business decision-making. Acquaint them with decision-making theories and models and techniques that help in the decision-making process. Familiarize them with modern information systems that are available when a decision needs to be made.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Business decision making*“ the student will be able to:*** |
| 1. Define decision-making theories |
| 2. Explain the stages in the decision-making process |
| 3. Identify business decision-making factors |
| 4. Explain logic and psychology in decision-making |
| 5. Differentiate managerial decision-making styles |
| 6. Identify limiting factors in business decision-making |
| 7. Design an appropriate information system as support in the decision-making process |
| 8. Categorize the key factors of decision-making process control |

**Literature:**

*Obligatory:*

1. Sikavica, P., i dr.: “Poslovno odlučivanje”, Informator, Zagreb, 1999.

*Supplementary:*

1. Baračkai, Z.. „I u e-doba odlučuje čovjek“, Sinergija, Zagreb, 2004.
2. Harrison, E. F.: The Managerial Decision-Making Process, Boston, 1998.

Subject holder:

Krunoslav Škrlec, Ph. D., college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: elective** | **QUALITY MANAGEMENT IN AGRICULTURAL PRODUCTION** | **ECTS credits: 4** |
| **Code:** 2279831 |  | Semester II |
| Teachers and associates: | **Dušanka Gajdić, univ. spec. oec., senior lecturer**  **Siniša Srečec, Ph. D., college proffesor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** enable the students to acquire basic knowledge from the field of quality management and to learn about the specificities of quality management in agricultural and food-processing business systems. Introduce the students with basic concepts of the contemporary concept of quality which reaches beyond physical and chemical properties of the product and are mostly oriented towards satisfying the needs of consumers.

SUBJECT DESCRIPTION: Acquiring basic knowledge in the field of quality management and the peculiarities of quality management in agricultural and food business systems. To acquaint students with the basic characteristics of the modern concept of quality, which goes beyond the physico-chemical characteristics of products and which is mainly oriented towards meeting the needs of customers.

**Learning outcomes**

|  |  |
| --- | --- |
|  | ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Quality management in agricultural production*“ the student will be able to:*** |
| 1. | To present the historical development of the concept of quality management |
| 2. | Explain key terms in the field of quality, standardization, certification and quality management system |
| 3. | Assess the role and importance of standardization in the field of agricultural and food production in the modern world. |
| 4. | Differentiate individual quality management systems/standards in agricultural and food production with an emphasis on the contributions of individual systems |
| 5. | Critically comment on problems regarding food safety and quality in the country and abroad |
| 6. | Describe the components of the concept of food safety and the institutional and legislative framework in the field of food safety |
| 7. | Assess the significance of the establishment of a quality system within the framework of the company's successful business strategy and its competitiveness |
| 8. | Identify individual experiences of quality system implementation using examples from practice |
| 9. | Differentiate between methods and tools in assessing the quality of the management system |
| 10. | Create a HACCP plan by identifying critical control points in the production process |
| 11. | Identify the key steps in the process of implementing the GLOBALGAP system |
| 12. | Explain the process approach based on the ISO 22000 standard |
| 13. | Develop the ability to communicate with experts in the field of quality |
| 14. | Present your own research results to a wider audience |

**Literature:**

*Obligatory:*

1. Lazibat, T.: Upravljanje kvalitetom, Znanstvena knjiga d.o.o., Zagreb (2009.)
2. Skoko, H.: Upravljanje kvalitetom, Sinergija, Zagreb (2000.)
3. Babić, I.; Đugum, J. i sur.: Uvod u sigurnost hrane, Inštitut za sanitarno inženirstvo Slovenije, Ljubljana , 2014.
4. Injac, N.: Mala enciklopedija kvalitete III. dio, Moderna povijest kvalitete, Oskar, Zagreb (2001.)
5. Štajdohar-Pađen O.: Plivati s ISO-om i ostati živ, Kigen d.o.o., Zagreb, 2009.
6. Materijali s predavanja

*Supplementary:*

1. Injac, N.: Mala enciklopedija kvalitete I. dio, Oskar, Zagreb (1998.)
2. Drljača, M: Mala enciklopedija kvalitete V dio, Troškovi kvalitete, Oskar, Zagreb (2004.)
3. Havranek, J., Tudor Kalit, M. i sur.: Sigurnost hrane-od polja do stola, M.E.P., 2014.
4. Juran, J.M., Gryna, F.M.: Planiranje i analiza kvalitete, MATE, Zagreb (1999.)
5. Turčić, V.: HACCP i higijena namirnica, Biblioteka higijena i praksa, Zagreb (2000.)
6. M.Sorak; O.M.Belloso; A. Nikolić; S.Grujić: Quality management system way ahead for the food industry, Tehnološki fakultet Univerziteta u Banjo Luci, Banja Luka, (2003.)
7. Krešić, G.: Trendovi u prehrani, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija (2012.)
8. Važeći zakoni, standardi i pravilnici
9. Ostala relevantna i aktualna literatura i izvori informacija koje predmetni nastavnik preporuča tijekom nastave.

Subject holder:

Dušanka Gajdić, univ. spec. oec, senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **project management** | **ECTS credits: 6** |
| **Code:** 171 |  | Semester III |
| Teachers and associates: | **Krunoslav Škrlec, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 40 |
| Exercises + seminars | 20 (10+10) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** introduce the students with the system of project management. Explain all relevant factors during project cycle and enable them to prepare and implement a project.

SUBJECT DESCRIPTION: to acquaint students with the project management approach. Explain to them all the influencing factors that occur during the stages of the project cycle and train them on how to create and implement a particular project. Knowledge and skills of project management in the modern economy is a key factor of competitive advantage in a demanding market. It is precisely this necessary knowledge and skills that make up the merit of this Subject, which are acquired through the implementation plan of the Subject and the learning outcomes that are expected of the students.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Project management*“ the student will be able to:*** |
| 1. Define what a project is and what a project approach is and what are the obligations of a project manager |
| 2. Assess and compare the risks that occur on the project through the defined phases of the project |
| 3. Design and explain the project organization through the offered and defined models in the literature |
| 4. Assess how the set/default strategy affects the dynamics of project implementation |
| 5. Decide and explain which information technology tools we must use in project management |
| 6. Design and explain the project implementation control model |
| 7. Design and explain the project cycle management model |
| 8. Categorize and explain the key factors that influence the project cycle |

**Literature:**

*Obligatory:*

1. Hauc, Antun: „Projektni menadžment & projektno poslovanje“, M.E.P. Consult, Zagreb, 2007.
2. Omazić, M. A., Baljkas, S.: „Projektni menadžment“, Sinergija, Zagreb, 2005.

*Supplementary:*

1. Cleland, D. I., Ireland, L. R.: „Project Management“, Strategic Design and Implementation, New York, 2002.
2. Mantel, S. J., Meredith, J. R., Shafer, S. M.: „Project Management in Practice“, John Wiley & Sons, New York, 2004.

Subject holder:

Krunoslav Škrlec, Ph. D., college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: obligatory** | **BUSINESS FINANCES** | **ECTS credits 6** |
| **Code:** 154325 |  | Semester III |
| Teachers and associates: | **Marko Šostar, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 30 |
| Exercises + seminars | 30 (20+10) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** introduce the students with basic information about business finances with emphasis on financing of agricultural farms and companies

SUBJECT DESCRIPTION: The aim of the Subject is to acquaint students with basic information about business finance with an emphasis on the financing of agricultural holdings.

**Learning outcomes**

After completed classes and exam the students will be able to:

Determine the importance of finance management from the aspect of business activity of an entrepreneur, determine company's objectives, assess the role of finance managers in the company.

Explain the notion of time value of money, compare periods of future and present value of money, critically assess results of discounting and charging interest and their impact on decision-making process.

Compare long-term and short-term sources of financing, administer comparative analysis of various forms of financing with special emphasis on financing through bank loans, financial and operative leasing and based on obtained results identify and recommend a more favourable form of financing.

Critically assess financial opportunities and factors which influence the success of business undertaking, assess importance of business planning and business plan.

Explain based on examples the applied methodology of elaboration of investment and EU funded projects, assess the market of sales and procurement, possibility for placement of won products and services, income and expenditure projections, estimation of required investments.

Assess technical, technological and location aspects of implementation of business undertaking.

Assess project cash flow, evaluate project liquidity from the results of cash flow, compare financial and economic Subject of the project, interpret results of economic Subject, establish justifiability of investment in the project based on financial and economic project Subject.

Assess means and possibilities of financing of entrepreneurial undertakings through EU funds according to UPC methodology.

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Business finances*“ the student will be able to:*** |
| 1. Define the public finance system |
| 2. Explain the possible sources of financing |
| 3. Interpret the ways of preparing investment projects |
| 4. Explain the UPC methodology for project preparation |
| 5. Create projects for financing from external sources of financing |

**Literature:**

*Obligatory:*

1. Orsag, S. (2002) Budžetiranje kapitala, Masmedia, Zagreb
2. Gulin, D.; Tušek, B.; Žager, L.(2004) Poslovno planiranje, kontrola i analiza, RiF, Zagreb
3. Devčić, A.; Šostar, M. (2015): Regionalni razvoj i fondovi EU: Prilike i izazovi, VUP, Požega
4. Kuvačić, N. (2005) Biznis - plan ili poduzetnički projekt, Beretin, Split
5. Bilješke sa predavanja

*Supplementary:*

1. Cingula, M.(2001) Kako izraditi poslovni plan i investicijski elaborat, RRiF plus, Zagreb
2. Kuvačić, N. (2001) Poduzetnički projekt ili Kako sačiniti biznis - plan? : teorijski prikaz, ogledni primjeri, katalog poduzetničkih ideja. Split : Veleučilište u Splitu

Subject holder:

Marko Šostar, Ph. D., college professor

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| **Predmet: obligatory** | **FINANCIAL REPORT ANALYSIS** | **ECTS credits: 6** |
| **Code:** 154326 |  | Semester III |
| Teachers and associates: | **Dušanka Gajdić, univ. spec. oec., senior lecturer** | |
|  | Lessons |  |
| Lectures | 35 |
| Exercises + seminars | 25 (20+5) |
| Student workload besides active classes | 114 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** enable the students to comprehend the notion and role of financial report analysis in contemporary conditions of business activity. Enable them to acquire knowledge about basic instruments and procedures of finance report analysis and to assess financial position (security) and success in business activity based on financial reports of various types of businesses.

SUBJECT DESCRIPTION: Understanding the concept and role of financial statement analysis in modern business conditions. Acquiring knowledge about basic instruments and procedures for analyzing financial statements. Consideration of the financial position (security) and business performance based on financial statements for various business activities.

**Learning outcomes**

|  |  |
| --- | --- |
|  | ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Financial report analysis*“ the student will be able to:*** |
| 1. | Distinguish between basic financial statements and their structure. |
| 2. | Explain the concept and role of financial statement analysis for successful business management |
| 3. | Classify the basic instruments and procedures of financial statement analysis |
| 4. | Compile comparative and structural financial statements as a basis for horizontal and vertical analysis of financial statements |
| 5. | Assess the safety and success of the business of the entrepreneur based on the analysis of the balance sheet and profit and loss account |
| 6. | Assess the financial position and business performance of entrepreneurs based on the calculation of financial indicators of business performance |
| 7. | Explain the basic auditing principles and the process of auditing financial statements |
| 8. | Interpret the auditor's final opinions on financial statements |
| 9. | By comparing the accounting, market and business value of the entrepreneur, evaluate the business of the entrepreneur |
| 10. | Present your own research results to a wider audience |
| 11. | Name and explain basic elements of audit report. Name and explain types of opinions expressed in audit report. |
| 12. | Differentiate and compare bookkeeping, market and business value of an entrepreneur and estimate future business activity. |

**Literature:**

*Obligatory:*

1. Parać, Branko (2008.): Poduzetničko računovodstvo & Financijsko izvještavanje, M.E.P. Consult, Zagreb
2. Žager, K.; Mamić Sačer, I.; Sever, S.; Žager, L. (2008.): Analiza financijskih izvještaja – 2. prošireno izdanje, Masmedia d.o.o., Zagreb,
3. Grgić, Z., Očić, V., Šakić Bobić, B: Osnove računovodstva i financijske analize poljoprivrednog gospodarstva, Sveučilište u Zagrebu Agronomski fakultet

*Supplementary:*

1. Bešvir, Bruno : Kako čitati i analizirati financijske izvještaje, RRIF Plus d.o.o., Zagreb, (2008.)
2. Tracy, A. John : Kako čitati i razumjeti financijski izvještaj, Jakubin i sin, Zagreb, (2001.)

Subject holder:

Dušanka Gajdić, univ. spec. oec., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

|  |  |  |
| --- | --- | --- |
| **Subject: elective** | **COSTS AND CALCULATIONS IN FRUIT GROWING, VITICULTURE AND WINEMAKING** | **ECTS credits: 4** |
| **Code:** 154327 |  | Semester III |
| Teachers and associates: | **Lidija Firšt Godek, M. Sc., senior lecturer** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** compose and calculate calculations for fruit growing and wine production with the objective of assessment of business activity and planning of future production.

SUBJECT DESCRIPTION: To train students for independent preparation of various types of calculations in fruit, viticulture and wine production as a basis for making correct business decisions.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Costs and calculations in fruit growing, viticulture and winemaking *“ the student will be able to:*** |
| 1. To identify costs in fruit, viticulture and wine production |
| 2. Make calculations in fruit, viticulture and wine production |
| 3. Assess the profitability of individual fruit growing, viticulture and winemaking |
| 4. Present your own research results. Discussion. |

**Literature:**

*Obligatory:*

1. Karić M., Z. Tolušić, Z.Lacković (2002.): Ekonomika voćarske i vinogradarsko-vinarske proizvodnje,
2. Veleučilište u Požegi
3. Potnik Galić Katarina (2015): Strateško upravljanje troškovima, Veleučilište u Požegi
4. Grgić, Z., Očić Vesna, Šakić Bobić, Branka (2010): Upravljanje troškovima u agrobiznisu, Interna skripta, Agronomski fakultet, Zagreb
5. Firšt Godek Lidija (2017): Troškovi i kalkulacije u bilinogojstvu, Interna skripta, VGUK, Križevci
6. Jelavić A.,i sur. (1995): Ekonomika poduzeća. Ekonomski fakultet, Zagreb (odabrana poglavlja)

*Supplementary:*

1. Santini I., (2002): Troškovi u poslovnom odlučivanju, Hibis, Zagreb
2. Grupa autora (2019): Katalog kalkulacija poljoprivredne proizvodnje, HZZPSS, Zagreb
3. Hilton R., Maher M., Selto F., (2002.): Cost Management, Mc Grew Hill Edition

Subject holder:

Lidija Firšt Godek, M. Sc., senior lecturer

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| --- | --- | --- |
| **Subject: elective** | **AGRICULTURE IN THE EUROPEAN UNION** | **ECTS credits: 4** |
| **Code:** 154329 |  | Semester III |
| Teachers and associates: | **Kristina Svržnjak, Ph. D., college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 174 |

**SUBJECT OBJECTIVE:** introduce the students with the basic information about the European Union with emphasis on joint agricultural policy, i.e. rural development and agriculture of the EU member states.

SUBJECT DESCRIPTION: Acquaint students with basic information about the European Union with an emphasis on the common agricultural policy, that is, on rural development and agriculture of the member states of the European Union.

**Learning outcomes**

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| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Agriculture in the European Union*“ the student will be able to:*** |
| 1. List basic information about the European Union |
| 2. Explain the history of the common agricultural policy and its impact on Croatian agriculture |
| 3. Use the EUROSTAT database |
| 4. To compare the state of agricultural production in Croatia in relation to other countries in the EU |
| 5. Find rural development projects by keyword and by country of implementation in the EU in the database of EU projects of the European Network for Rural Development |
| 6. Select the projects that could best influence rural development and the development of agriculture in Croatia |
| 7. On the basis of selected projects, propose similar ideas for application to future LEADER projects in Croatia |
| 8. Point out the importance of EU funds aimed at the development of agriculture and rural development |

**Literature:**

*Obligatory:*  .

1. Kersan-Škrabić, Ines (2015): Ekonomija Europske unije, Sveučilište Jurja Dobrile u Puli,   
   Fakultet ekonomije i turizma „Dr. Mijo Mirković“, Pula, poglavlje 5. Zajednička poljoprivredna politika
2. Franić, Ramona, Žimbrek, T. (2003.): Pretpostavke za uključivanje poljoprivrede u procese pridruživanja Hrvatske Europskoj uniji// Pridruživanje Hrvatske Europskoj uniji, Izazovi ekonomske i pravne prilagodbe/ Ott, Katarina (ur.), Institut za javne financije, Zagreb

*Supplementary:*

1. Božić, M., Gelo, R., Sever-Koren, A. (2009): Hrvatska poljoprivreda i Europska unija: kojim putom naprijed?, Sociologija i prostor, Vol.43 No.1 (167), Institut za društvena istraživanja u Zagrebu, Zagreb
2. Tracy, M. (1996.): Država i poljoprivreda u Zapadnoj Europi: 1880.-1988., MATE, Zagreb (prijevod Ramona Franić ... et al.

*Useful links:*

[www.mps.hr](http://www.mps.hr) (naglasak na programe i strategije Ministarstva poljoprivrede usmjerene na ulazak Hrvatske u EU)

<http://ec.europa.eu/agriculture/rur/leaderplus/publications/bp_en.htm> (naglasak na najuspješnije LEADER projekte po pojedinim zemljama EU)

<http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/> (naglasak na poljoprivrednu proizvodnju)

Subject holder:

Kristina Svržnjak, Ph. D., college professor

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| --- | --- | --- |
| **Subject: elective** | **BUSINESS ENGLISH LANGUAGE** | **ECTS credits: 4** |
| **Code:** 154330 |  | Semester III |
| Teachers and associates: | **Valentina Papić Bogadi, Ph. D., senior lecturer** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** development of basic foreign language skills with emphasis on language for specific purposes; enable the students for oral and written business communication; enable the students to independently present themselves or their company in a foreign language.

SUBJECT DESCRIPTION: developing basic language skills with an emphasis on the language of the profession; training students for oral and written business communication; training students to independently present themselves and/or the company in a foreign language

**Learning outcomes**

After completing the subject the students will be able to use basic elements and forms of business language, compose basic documents of business correspondence in a foreign language according to provided sample, analyse authentic business material in a foreign language, administer business phone call, hold a presentation, present themselves in the job interview, contact a foreign company etc. Expected level of knowledge according to the European qualification framework: reading B2, listening B2, writing B1, speaking B1.

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| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Business English language*“ the student will be able to:*** |
| 1. Apply the skill of multicultural communication with business partners and users in a foreign language |
| 2. Independently use the basic language laws in written and oral communication |
| 3. Compose a business plan proposal in a foreign language |
| 4. Present the company, business plan, new product |
| 5. Actively use language laws and specific vocabulary in disSubject |
| 6. Use specific vocabulary related to the business environment |
| 7. Use learned expressions in combination with communication skills in active language production |

**Literature:**

*Obligatory:*

1. Cotton; Favley, Kent: Intermediate MARKET LEADER, Subject book and practice file, Pearson, 2012 (odabrani materijali)

*Supplementary:*

1. Dvojezični poslovni rječnici (Špiljak-Ivir, Zgombić, ...)
2. Emmerson, P. (2002) Business Grammar Builder, Macmillan
3. Jednojezični poslovni rječnici (Longman, OUP, …)
4. MacKenzie, I. (2002) English for Business Studies, CUP
5. Murphy. Essential Grammar in Use (internediate). Cambridge University Press
6. Powell, M. (2004) New Business Matters. Thomson Heinle.
7. Powell: In company, second edition, MacMillan, 2009
8. Strutt, P. (2000) Business Grammar in Usage, Longman

Subject holder:

Valentina Papić Bogadi, Ph. D., senior lecturer

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| --- | --- | --- |
| **Subject**: **elective** | **BUSINESS GERMAN LANGUAGE** | **ECTS credits: 4** |
| **Code:** 154331 |  | Semester III |
| Teachers and associates: | **Valentina Papić Bogadi, Ph. D., senior lecturer** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10 + 5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** development of basic foreign language skills with emphasis on language for specific purposes; enable the students for oral and written business communication; enable the students to independently present themselves or their company in a foreign language.

OPIS PREDMETA: developing basic language skills with an emphasis on the language of the profession; training students for oral and written business communication; training students to independently present themselves and/or the company in a foreign language

**Learning outcomes and assessment method**

After completing the subject the students will be able to use basic elements and forms of business language, compose basic documents of business correspondence in a foreign language according to provided sample, analyse authentic business material in a foreign language, administer business phone call, hold a presentation, present themselves in the job interview, contact a foreign company etc. Expected level of knowledge according to the European qualification framework: reading B2, listening B2, writing B1, speaking B1.

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| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Business German language*“ the student will be able to:*** |
| 1. Apply the skill of multicultural communication with business partners and users in a foreign language |
| 2. Independently use the basic language laws in written and oral communication |
| 3. Compose a business plan proposal in a foreign language |
| 4. Present the company, business plan, new product |
| 5. Actively use language laws and specific vocabulary in disSubject |
| 6. Use specific vocabulary related to the business environment |
| 7. Use learned expressions in combination with communication skills in active language production |

**Literature:**

*Obligatory:*

1. Klett Verlag: Unternehmen Deutsch Aufbaukurs – Lehrbuch und Übungsbuch (odabrani materijali)

*Supplementary:*

1. Hueber:Alltag, Beruf & Co. 1

Dialog Beruf 1

Dialog Beruf 2

Dialog Beruf 3

Deutsch lernen für den Beruf

1. Klett: Unternehmen Deutsch - Aufbaukurs

Wirtschaftsdeutsch für Anfänger Grundstufe

Wirtschaftsdeutsch für Anfänger Aufbaustufe

1. Schubert: Exportwege 1 neu

Geschäftliche Begegnungen

1. Langenscheidt: Orientierung im Beruf, Neubearb. 2008

Wirtschaftsdeutsch von A – Z, Neubearbeit. 2008.

Subject holder:

Valentina Papić Bogadi, Ph. D., senior lecturer

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: elective** | **MARKET RESEARCH TECHNIQUES** | **ECTS credits: 4** |
| **Code:** 154328 |  | Semester III |
| Teachers and associates: | **Silvije Jerčinović, Ph. D, college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 76 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** introduce the students with types, methods and techniques of market research as precondition for implementation of market segmentation, identification of competition and general conditions of the market.

OPIS PREDMETA:

**Learning outcomes**

This subject will enable the students to acquire necessary knowledge for market research and to explain main methods and techniques of market research on examples from practice. The students will also be able to connect individual methods with the segmentation process, identify competition and general conditions on the market. The students will identify factors relevant for the segmentation process and present the method of assessing the influence of competition. They will single out the factors of external marketing environment and plan the process of market research for agricultural company.

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Market research techniques“ *the student will be able to:*** |
| 1. 1. Explain the main types, methods and techniques of market research. |
| 1. 2. Give examples of market research processes and methods using practical examples. |
| 1. 3. To connect certain methods with the process of segmentation, identification of competition and general market conditions. |
| 1. 4. Identify factors important for the segmentation process. |
| 1. 5. Show the way in which the evaluation of the impact of competition is done. |
| 1. 6. To single out the factors of the external marketing environment. |
| 1. 7. Plan the market research process plan for the agricultural company |

**Literature:**

1. Churchill, G.A.: Marketing Research, The Dryden Press, NY, 2001.
2. Malhotra, K.N., Birks, F.D.: Marketing Research – An Applied Approach, FT Prentice Hall, 2003.
3. Marušić, M., Vranešević, T.: Istraživanje tržišta, Adeco, Zagreb, 2001.
4. Parasuraman, A., Grewal, D., Krishnan, R.: Marketing Research, Houghton Mifflin., 2004.

Subject holder:

Silvije Jerčinović, Ph. D, college professor

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**KRIŽEVCI UNIVERSITY OF APPLIED SCIENCES**

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| --- | --- | --- |
| **Subject: elective** | **destination management in rural tourism** | **ECTS credits: 4** |
| **Code:** 154332 |  | Semester III |
| Teachers and associates: | **Kristina Svržnjak, Ph. D., college professor**  **Sandra Kantar, Ph. D., college professor**  **Silvije Jerčinović, Ph. D, college professor** | |
|  | Lessons |  |
| Lectures | 25 |
| Exercises + seminars | 15 (10+5) |
| Student workload besides active classes | 56 |
| Total student workload | 116 |

**SUBJECT OBJECTIVE:** Introduce the students with basic principles of destination management in rural tourism.

SUBJECT DESCRIPTION: To acquaint students with the basic principles of destination management in rural tourism.

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Destination management in rural tourism*“ the student will be able to:*** |
| 1. Define and explain basic terms in the field of rural tourism and destination management |
| 2. Enumerate and distinguish the forms of rural tourism from the point of view of location, tourist offer and with regard to tourist attractions in the rural area. |
| 3. Explain and use the methodology of the tourist attraction base. Present your own research results to a wider audience |
| 4. Identify and describe the most important attractions in rural tourism |
| 5. Classify and rank the attraction according to the methodology of the tourist attraction base |
| 6. List examples of good practices of rural tourism in Croatia and marketing in rural tourism |
| 7. Identify the matrix of development and marketing activities for planning the development of destination management of rural tourism. |
| 8. To identify the most important stakeholders essential for the development of destination management of rural tourism at the local, regional and national level |
| 9. Connect destination management of rural tourism with economic and rural development |
| 10. Present your own research results to a wider audience |

**Literature:**

*Obligatory:*

1. Petrić, Lidija: Upravljanje turističkom destinacijom, Sveučilište u Splitu, Split, 2011.
2. Svržnjak, Kristina, Kantar, Sandra, Jerčinović, S., Kamenjak, D.: Ruralni turizam – uvod u destinacijski menadžment, Visoko gospodarsko učilište u Križevcima, Križevci, 2014.

*Supplementary:*

1. Galičić, V., Laškarin, Marina: Putevi do zadovoljnoga gosta, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Opatija, 2011.
2. Geić, S.: Menadžment selektivnih oblika turizma, Sveučilište u Splitu, Split, 2011.
3. Kušen, E.: Turistička atrakcijska osnova, Institut za turizam, Zagreb, 2002.

Subject holder:

Kristina Svržnjak, Ph. D., college professor

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| --- | --- | --- |
| **Subject: obligatory** | **PROFESSIONAL PRACTICAL TRAINING** | **ECTS credits: 22** |
| **Code:** 154475 |  | Semester IV |
| Teachers and associates: | **Dušanka Gajdić, univ. spec. oec., senior lecturer**  Mentor of practical training at the College  Mentor of practical training outside the College | |
|  | Lessons |  |
| Practical training | 200 |
| Writing reports about practical training | 20 |

**SUBJECT OBJECTIVE:** apply and improve acquired knowledge and skills in a real work environment, record observations and create a critical review and/or conduct research for the preparation of a final paper

**Learning outcomes**

|  |
| --- |
| ***LEARNING OUTCOMES***  ***After completing the exam from the subject „*Destination management in rural tourism*“ the student will be able to:*** |
| 1. Describe the activity and organizational structure at the place of practice |
| 2. Apply the acquired theoretical knowledge needed at the place of practice |
| 3. Perform more complex tasks under supervision or independently |
| 4. Solve a more complex problem in known circumstances |
| 5. To look critically at the tasks performed at the place of practice and to be able to suggest improvements |
| 6. Show entrepreneurship |
| 7. Demonstrate negotiation skills |
| 8. To participate effectively in teamwork |
| 9. Make more complex decisions independently |
| 10. Present your own research results in written and oral form |

**Literature:**

Literature related to the activity at the place where practical training is administered.

Subject holder:

Dušanka Gajdić, univ. spec. oec., senior lecturer

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| **Subject:** obligatory | **ELABORATION OF FINAL GRADUATE PROFESSIONAL THESIS** | **ECTS credits: 8** |
| **Code:** 175 |  | Semester IV |
| Teachers and associates: | **Committeee** for defence of graduate professional thesis (mentor, head of the Committee, member of the Committee) | |
|  | Lessons |  |
| Elaboration of final graduate professional thesis | 80 |