

UNDERGRADUATE PROFESSIONAL STUDY PROGRAMME OF SUPPLY CHAIN MANAGEMENT

COURSE OBJECTIVES AND LEARNING OUTCOMES

The Basics of Economics

Course objectives

By comprehending the course materials, students will acquire the basic terms of economics which comprise economic activity on the level of both the smallest economic entity, as well as on the global level. These terms and processes will be analysed on the levels of household and firms, respectively (microeconomics), countries (macroeconomics), and by studying economic relations between individuals of different countries. Thereby, students will acquire the competence to analyse all-encompassing economic processes and apply the acquired knowledge in other professional fields. The knowledge and competences obtained will serve as a basis for understanding a wide range of courses in business economics, that is, the economics of entrepreneurship and related disciplines.

Learning outcomes

Upon completion of the course, students will be able to:

1. Accurately define the underlying economic terms used in economics, the areas of macroeconomics and microeconomics, the concept of the modern market economy and the role of the state
2. Explain the law of supply and demand, automatic mechanism of balancing supply and demand, the concept of elasticity
3. Identify the types of expenses and their impact on entrepreneurial success.
4. Provide a graphic analysis of the movement of the most relevant microeconomic categories
5. Explain macroeconomic goals of certain country's economy, means of measuring economic activity and integral parts of the domestic product, expenditures and investments
6. Interpret the role of the fiscal, monetary policies, and the role of the central bank

The Basics of Management

Course objectives

The aim of the course is to provide students with an understanding of managerial concepts and the complex role and tasks of management in modern organisations, considering the fact that the course provides a concise overview of central issues managers today face. At the same time, the objective of the course is acquiring knowledge of basic managerial functions, methods and work and their application in solving the problems of management and business in complex conditions of cultural and art institutions. The course pays special attention to mastering and developing own potential and competences to be used for management analysis and conducting managerial tasks on various levels in various organisations and cultural institutions.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic terms of management and managerial function in an orderly fashion

2. Compare and differentiate approaches and theories of management, levels of management and managerial environment
3. Analyse the challenges of modern management related to diversity topics, ethics, social responsibility, world business scenes and information technology and the specificities related to cultural and art institutions

Communicology

Course objectives

The aim of the course is to familiarise students with the basics of communicology and public communication, types of communication (verbal, non-verbal), and to teach them how to successfully use certain forms of communication in everyday life, and in public appearances. The lectures will provide students with an insight into the basics of communicology and communication, from its beginnings to the development of various forms of communication (interpersonal, intrapersonal, verbal, non-verbal) with an emphasis on the types of communication in various fields and other scientific disciplines. The analysis of the connection between communicology and linguistics, psychology, sociology, anthropology (interdisciplinarity or multidisciplinary) and their interrelationship in everyday life. During seminar sessions, students will spend time analysing in detail the various forms of communication among entities in the society, but also the communication in various media (advantages and disadvantages of a certain medium).

Learning outcomes

Upon completion of the course, the students will be able to:

1. Define and describe the basic terms in communicology,
2. Identify certain forms of communication,
3. Argue the interdisciplinary character of communicology as a science,
4. Analyse the impact of communication on various domains of human activity (relationships with friends, relatives, acquaintances, business partners, etc.)
5. Define and describe various persuasion strategies and analyse their efficiency,
6. Analyse the effect of interpersonal communication in various contexts.

Transport Law

Course objectives

The aim of the course is to offer knowledge of a general introduction to law (how the system of state government works, the division of power in the Republic of Croatia, European Union law, the entire organisation of the bodies of the EU, its regulations and legal status, international transport organisation). The course aims to provide fundamental knowledge from the theory of law and the state and constitutional law. In addition, the course aims to introduce students into almost all areas and transport branches, apart from the maritime transport (air, railway, road, and inland transport), from the administrative-legal, and property-legal standpoint, and from the standpoint of the EU.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. List, define, and describe the basic transport terms and the role of the EU compared to the Republic of Croatia, and connect the basic terms of the general transport law and legal variations of all branches of law
2. Explain and interpret the basic documents and terms, such as legal capacity, offence capacity, books and documents from the domain of transport law such as consignment note, entry note, permit, etc.
3. Apply the acquired knowledge (legal regulation of transport branches, insurance, fundamental agreements in transport) in practice
4. Choose and consult materials when writing a seminar paper and a group seminar paper by using multiple sources and methodologies and present it in front of colleagues
5. Apply the newly-acquired knowledge in practice

The Basics of Marketing

Course objectives

The aim of the course is to gradually introduce students to the basic principles of marketing, point to the possibilities and limitations that students will face in their marketing activities, and equip them for theoretical acquisition and practical application of marketing

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic marketing terms and concepts
2. Explain the role of marketing in society and organisations
3. Interpret marketing knowledge and techniques for solving actual marketing problems
4. Come up with a way to apply the philosophy of marketing thinking in their environment

The Methodology of Writing Seminar and Final Papers

Course objectives

The aim of the course is to introduce students to the basics of the methodology of writing a scientific and professional paper, equip them to use various research methods to select and implement them when writing their final paper. Apart from that, students will become familiar with various referencing styles and their use, which is essential for writing a quality scientific or professional paper.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Differentiate between scientific and professional research
2. Use various sources when collecting data (archives, libraries, databases, online sources)
3. Differentiate between two basic quoting styles (European/Oxford and American/Harvard)

4. Create a research proposal
5. Apply various methods of data collecting in research (quantitative and qualitative)
6. Interpret and explain the obtained results

Mathematics 1

Course objectives

1. Define vectors
2. Explain products of vector
3. Perform basic vector calculations
4. Explain the function as a term
5. Determine the limit of a function
6. Determine the derivative of a function
7. Make an analysis of a function
8. Draw asymptotes

Learning outcomes

1. Define the basic vector terms
2. Explain vector calculations
3. Know how to apply derivatives in the analysis of a function
4. Analyse the results of differential calculation
5. Apply L'Hôpital's rule
6. Know how to determine asymptotes

Business Accounting

Course objectives

The aim of the course is to equip students with the basic elements of accounting, understand the process and sense of understanding the role of an accountant, and using data.

Learning outcomes

Upon completion of the course, the students will be able to:

1. List the basic accounting terms
2. Identify accounting practices
3. Apply the accounting logic
4. Interpret accounting documents

The Basics of Entrepreneurship

Course objectives

The aim of the course is to encourage business thinking and to equip students for making actual, market-based and profitable business (entrepreneurial) decisions.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Create a business plan
2. Explain the basic theoretical terms used in entrepreneurship
3. Apply skills on a level sufficient enough for an independent and actual specification of all aspects of planning, starting, financing, organising, managing, developing and controlling a certain real-world or hypothetical business idea, until it has reached the market exploitation level
4. Design individual business plans and self-employment
5. Calculate loan repayment, amortization
6. Analyse a balance sheet and the income/expenditure
7. Use financial indicators to calculate the ratio in profitability, liquidity and solvency with the aim of analysing the business and investments

The Organisation of an Entrepreneurship

Course objectives

The aim of the course is to equip students with the basic terms used in organisation theory, as well as with contemporary trends in organisation, starting from the factors that impact the structure of an organisation. Since an organisation is dynamic and in constant movement, certain attention is paid to the changes and development of a learning organisation. The knowledge each student shall obtain on this course can be universally applied to the organisation of any kind of entrepreneurship, bank, from both the private and public sector.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Create cognitive, critical, and scientific ideas and use them as comparative advantages when finding employment
2. Re-examine the knowledge, forming new opinions and views of an organisation and entrepreneurship as a business entity
3. Refresh and utilise new ideas

Transport Systems

Course objectives

The aim of the course is to introduce students to the basic terms and structures of transport systems. Students are introduced to the methodology of planning, management, controlling, and analysing all processes in the transport system and systems of transport.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic technical and technological aspects of transport systems
2. List the characteristics of transport modes
3. Identify an acceptable transport service for a specific transport demand
4. Analyse the role and interests of various actors in the transport chain

5. Analyse classical and intermodal technologies in transport chains
6. Highlight the optimal technology in the realisation of transport chains
7. Plan and compose a seminar paper on an assigned topic by connecting parts into a whole

Business English 1, Advanced

Course objectives

Course objectives are divided into three basic components:

1. Business-communication skills, oral and written with a focus on presentation skills, handling business correspondence and discussions in a wider social sense, skills of various forms of formal business correspondence
2. The language used in the field, business terminology with an emphasis on marketing and communication
3. General English comprehension with an emphasis on cultural diversity brought about by a different language, polite forms of address and style, emphatic speech, the connection between verb tenses and meaning.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Accurately, efficiently, and politely use business English in written and spoken communication, on the B2-C1 level, based on the Common European Framework of Reference for Languages
2. Make and present presentations in English
3. Use basic business terms with an emphasis on marketing and communication
4. Accurately, efficiently and politely use general English in spoken and written communication, with focus on cultural diversity brought about by a different language, connection between verb tenses and meaning, adequate use of formal and informal style

Business English 1, Elementary

Course objectives

Course objectives are divided into three basic components:

1. Skills and competences of general English
2. Basic spoken and written business communication with an emphasis on cultural diversity determined by the language
3. Business terminology

Learning outcomes

Upon completion of the course, the students will be able to:

1. Accurately, efficiently, and politely use English in written and spoken communication, on the A1-A2 level, based on the Common European Framework of Reference for Languages
2. Accurately, efficiently and politely use business English in spoken and written communication, on the A1-A2 level, based on the Common European Framework of Reference for Languages, with focus on skills for presenting a company and/or business entities, handling business correspondence with a business partner or a client in various

- settings, phone conversations, writing a CV, business letters and emails
3. Use the basic business terminology

Introduction to International Relations

Course objectives

The aim of the course is to familiarise students with the basic terms connected to international political, economic, and security relations, basic features, political institutions and certain policies of the UN, EU, and NATO, as well as process that take place on a global level in various regional levels and that affect the Republic of Croatia, but that also impact the global political, economic, and safety system.

Students will become familiar with the entities used in international relations and learn how to identify and define the contents of international political, economic, and safety relations, their most significant factors, and the principal features and impacts of globalisation.

Apart from that, upon the completion of the course, students will be able to describe and define the fundamental global challenges and issues, their regional reminiscence, as well as factors that impact the sustainability of the global system. Students will be able to independently and critically notice and identify (by analysing and synthesising) the processes of international relations, understand them, communicate them and interpret them credibly.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Explain the issue of international relations by taking into consideration the relevant processes and occurrences that address the key terms from international political, economic, and security relations,
2. Explain the complexity of modern international relations
3. Describe and define the most important actors of diplomatic relations
4. Use the basic terms related to diplomacy and diplomatic relations, particularly economic diplomacy
5. Describe and define the fundamental features and impacts of globalisation
6. Identify, analyse, evaluate and explain various forces in international relations in the area of south-eastern Europe in the last few decades
7. Identify and utilise skills related to political institutions of the EU and NATO

Mathematics 2

Course objectives

1. Learn about integrals
2. Define a certain integral
3. Explain the antiderivative of a function and indefinite integrals
4. Use the Newton–Leibniz formula
5. Use direct integration
6. Use the substitution method

7. Use the method of integration by partial fractions
8. Use certain integrals
9. Find areas of plane figures

Learning outcomes

1. Define integrals
2. Use integral tables
3. Determine indefinite integral
4. Determine definite integrals
5. Find areas of plane figures by using integrals

Product Knowledge in Supply Chains

Course objectives

The principal aim of the course is to equip students for a concise consideration and analysis of materials and raw materials essential for production, environmentally-friendly approach to packaging production, orderly storing and positioning of products in the sales area. In addition, the course aims to improve students' competence in managing different products and goods in supply chains by using examples of good practice.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Describe the term, content, and purpose of using materials and raw materials in production and sales
2. Research the markets of procurement, sales, and production of various types of goods
3. Apply an environmentally sustainable approach to production and storage of all types of goods

Freight Forwarding

Course objectives

The aim of the course is to enable students to acquire the necessary knowledge (theoretical and practical) to conduct business that is directly related to reception and dispatch of goods in production or distribution to end consumers in domestic and international business. Apart from that, the course will introduce students to the organisations in freight forwarding, and explain the rules and norms for working in freight forwarding, and place special focus on explaining the INCOTERMS® 2000 and 2010 international rules. The students will be prepared to acquire enough skills and competences to be able to carry out practical tasks related to customs, tariffs, and main tasks of international freight forwarding.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define terms used in freight forwarding
2. Explain the role of freight forwarding in supply chain management
3. Explain the work rules of freight forwarding
4. Apply norms in freight forwarding
5. Apply INCOTERMS 2000[®] , INCOTERMS 2010[®] and freight forwarding tariff and transportation service tariff

Logistical Systems

Course objectives

The course is an introduction to the concept of business logistics and understanding of the functioning of logistical systems and logistics processes, and acquiring the fundamental knowledge of putting logistics into practice and making logistics decisions.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the term logistical systems and logistics processes
2. Explain the division and the most important types of logistical systems
3. Research the importance of cooperation in logistical systems
4. Define the term integral logistics

Selected Chapters of Transport Mechanics

Course objectives

The course aims to ensure competences in the form of fundamental and advanced knowledge required for managing and supervising real-world transport processes within logistics chains. Acquiring methods and algorithms for procedures that ensure the safe and efficient realisation of transport processes of the transport of passengers and/or cargo, based on the acquired skills and/or graphical methods and models, laws and axioms, all with the aim of adapting the real situations to the conditions of application in acquired models.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic terms and axioms of the static of rigid bodies
2. Explain the conditions of balance and momentum

3. Identify the models of rolling and sliding friction
4. List the terms of kinematics, dynamics, and collision
5. Connect the acquired models to real-world transport situations
6. Propose the most favourable solutions to increase transport safety

Technical Logistics

Course objectives

The aim of the course is to introduce students to the concept and structure of technical logistics. Acquiring knowledge and information required for a holistic understanding of the functioning of processes of supply chain parts and elements, as well as the strategies of mutual connection and participation of actors in the supply chain. The course provides acquisition of approaches, methods, and procedures for effective and efficient exploitation of resources with minimisation of manipulation and transport costs in the transport network. Students acquire the knowledge of information systems and technologies and E-business, which occupies a prominent place in business systems.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic terms and elements of technical logistics
2. Explain the indicators of reliability and their functions in technical logistics
3. Understand networks in supply chains and how to design them in the distribution structure
4. Understand the role and significance of transport, the choice of a distributor, and route planning in the transport network
5. Draw conclusions based on simulation models

Information Technologies in Business

Course objectives

This course should give students with an insight into the modern possibilities of using information and communication technologies in conducting business in the 21st century.

Course aims:

- Describe how Information and communications technologies (ICT) affects the business of contemporary companies
- Use an example to show how the business of a company is changed using ICT
- Equip students for an independent and advanced computer work and command of Microsoft OS and MS Office tools
- Research online business and its perspectives and possibilities
- Use the available online databases to search for business information

Learning outcomes

Upon completion of the course, the students will be able to:

1. Notice differences between structures of an IT system of a company and connect the actual state of affairs and the need for information literacy
2. Discover the impact of IT on man and society
3. Identify the basics of modern information and communication technologies
4. Differentiate between different models of electronic business and present the way of obtaining information using available databases
5. Present the manner of obtaining information using available databases

Supply Chain Planning

Course objectives

The course aims to introduce students to the processes of supply chain planning. Taking decisions on an operational, tactical, and strategic level. Methods of planning based on the time horizon. Methods of planning based on financial investments. Methods of planning in crisis situations.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the planning process
2. Define the manners of decision-making
3. Define the time horizons of planning
4. Determine the manners of planning
5. Determine the financial means for planning
6. Explain management in crisis situations

The Basics of Statistics

Course objectives

The course introduces students to the basic knowledge of statistical methods used in the area of economics such as accounting and finance, as well as in business research. Students acquire the critical attitude towards the statistical deduction method considering the limitations, which are imminent to statistics as a science.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Define and describe the basic statistical method
2. Interpret and use statistical and analytical amounts
3. Use statistical software support
4. Use MS Office in data processing

Professional Work Placement

Course objectives

The aim of this course is to have students acquire practical skills and competences that act as a supplement to the theoretical skills they have already obtained throughout the teaching process. With the help of the work placement, students will learn how to apply what they have been taught in class, which is what qualifies them for the labour market. At the same time, on work placements, students will engage with everyday operation and activities of the organisation and through daily tasks assigned by their supervisors, they will learn to deal with problems and critically approach tasks in an assigned period.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Organise and draw up a timetable during the work placement
2. Collect and prepare working materials for carrying out work tasks
3. Create a written form of a material in an assigned period of time
4. Put forward a topic and conduct research on it (in the field)