

NAME OF THE COURSE		Business Planning				
Code	ECM101	Level of study	undergraduate			
Course teacher	Ivana Tadić, PhD, Full Professor Jasenko Ljubica, Assistant professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	compulsory	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	The primary objective of this course is to introduce students with the role, content, forms, and techniques of business planning, with particular emphasis on planning in small businesses. The operational goal is to enable (especially through exercises) students to work independently on planning basic business activities in companies of different sizes and activities.					
Course enrolment requirements and entry competences required for the course	<p>Course signature requirements: as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes.</p> <p>Entry competencies: English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).</p>					
Learning outcomes expected at the level of the course	<p>GENERAL OUTCOME: Through the studying of this course, students will learn to understand and design a complete enterprise planning process and to participate in the process of preparing and developing business plans in general and in particular segments.</p> <p>SPECIFIC LEARNING OUTCOMES:</p> <ol style="list-style-type: none"> 1. To analyze the characteristics of business and general environments as a basis for setting up enterprise business plans. 2. To conceive the basic elements of a company's strategy. 3. To design and develop tactical and operational plans for business operations. 4. Efficiently and expediently use modern methods and techniques of business planning. 5. To prepare independently a medium-complex business plan (entrepreneurial project). 					

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	6. To participate in project planning using network planning techniques.			
	7. To use basic computer software for business and projects planning.			
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises	
	Topic	Hrs.	Topic	Grs.
	Introduction: - Objectives of the course and links with other courses within the study - course contents - Literature and modes of literature use - the method of teaching and examining	2	<i>Getting acquainted with the way and content of work on exercises.</i>	2
	Basics of business planning (1): 1. The need, goals and tasks of business planning in a modern company 2. Defining and delineating business planning 3. Business planning hierarchy. 4. Types of plans	2	Exercise 1: Planning and Management Relationships	2
	Basics of business planning (2): 5. Planning process (Phases of the planning process). 6. Actors and levels of planning 7. Planning time frames. 8. Characteristics of business planning. 9. Goals in planning	2	Exercise 2: Mission, vision and goals of an enterprise	2
	Strategic planning: - strategy vs. policy - types and contents of strategic plan - methodology and strategic planning process -- strategic planning methods (Opportunities and threats analysis matrix, SWOT Matrix, Portfolio concept, Cost and benefit analysis).	2	Exercise 3: SWOT analysis	2
Methods and techniques of planning (1) 1. Forecasting and characteristics of forecasting 2. Forecasting and planning methods - Qualitative methods of planning and forecasting - targets and target definition methods	2	Exercise 4: Queueing theory (method)	2	

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	- forecasting methods (Delphi method, Scenario method, Utopia method)			
	Methods and techniques of planning (2) - Investment evaluation methods - static methods (Payback method, Investment profitability method, Enterprise profitability method) - dynamic methods (Net present value method, Internal rate of return method, Annuity method) - Quantitative methods for planning support - Queueing theory (method)	2	Exercise 5: Assignment 1 – presentations of students' group work	2
	Planning business functions: - Planning of R&D activities - Planning of marketing activities - Planning of production - Planning of material resources development - Planning of human resources development - Planning of financial resources development - Planning of organization development - Budgeting	2	Exercise 6: Financial plan, 1. part	2
	Business plan (1): 1. Purpose and use of a Business Plan 2. Elements and phases of business plan design - drafting the entrepreneurial idea market analysis - technical aspects, location and premises - organization and management	2	Exercise 7: Financial plan, 2. part	2
	Business plan (2): - financing - business results forecasting (revenue, expenditure, and profit/loss)	2	Exercise 8: Financial plan, 3. part	2
	Business plan (3): - project efficiency analysis - sensitivity analysis	2	Exercise 9: Financial plan, 4. part	2

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	3. Technical aspects of business planning 4. Business plan implementation				
	Project planning: - Basic characteristics of projects - Project management - Lifecycle of the project - Methods and techniques of project planning		2	Exercise 10: Assignment 2 – students' individual work	2
	Software packages for project management (1): - basic MS Project options - designing network plans in MS Project - creating specific activities		2	Exercise 11: Network plan, 1. part	2
	Software packages for project management (2): - linking activities - creating and allocating resources - analysis and balancing of the project		2	Exercise 12: Network plan, 2. part	2
	Decision making and Controlling: - Types (types) of decisions - Decision-making process (models and decision-making strategies) - Control process and control systems - Financial indicators as a control instrument		2	Exercise 13: Assignment 3 – students' individual work :	2
Format of instruction	X lectures X seminars and workshops X exercises <input type="checkbox"/> <i>on line</i> in entirety X partial e-learning <input type="checkbox"/> field work	X independent assignments X multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	In order to obtain the right to the course signature, full-time students must actively participate in at least 50% of the total classes held.				
Student responsibilities	Class attendance	0,5	Research		Practical training
	Experimental work		Report		Assignments 2,0

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Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Essay		Seminar essay			
	Tests	2,5	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>During the semester, two tests (covering theoretical material) will be held, each worth 50 points, for a total of 100 points. The minimum number of points required on each test (for an overall passing grade in the theoretical component) is 50%.</p> <p>The practical component of the course material will be assessed through three assignments: one group assignment and two individual assignments, with up to 30 points available for each assignment. Based on active participation in practical classes, students may earn up to 10 additional points. Therefore, through their overall work in practical classes, students may earn up to 100 points in total.</p> <p>If students do not achieve a passing grade (in the theoretical and/or practical part) during the course, they must take the exam, where they may earn up to 100 points in the theoretical part and up to 100 points in the practical part of the exam, separately.</p> <p>To obtain a passing grade, both in the theoretical and practical parts of the course—either through continuous assessment during the semester or during exam sessions—it is necessary to achieve a minimum of 50 points in each part individually.</p> <p>The grading scale is as follows:</p> <p>50–62 – sufficient (2) 63–75 – good (3) 76–89 – very good (4) 90–100 – excellent (5)</p>					

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	The final course grade is calculated as the average of the grades obtained from individual activities during the semester or from the individual parts of the exam.		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy: Management: people, performance, change ; Boston [etc.] : McGraw-Hill, 2008	1	
	Electronic course materials (Moodle)		Web
	Kepczynski, R., Jandhyala, R., Sankaran, G., Dimofte, A.: Integrated Business Planning. Springer International Publishing AG, 2018.		
Optional literature (at the time of submission of study programme proposal)	<p>Chandler, J.: Practical business planning, McGraw-Hill, London 1987.</p> <p>Khan, A. (2020). Business Plan Guide Book.</p> <p>McKeever, M.: How to Write a Business Plan, Nolo © 1999.</p> <p>Quinn, S.: Management Basics, Ventus Publishing ApS, 2010.</p> <p>Tonnquist, B.: Project Management: A Complete Guide, Academica, Aarhus, 2009.</p>		
Quality assurance methods that ensure the acquisition of exit competences	<p>Registering students' participation and success in carrying out of their duties (lecturer).</p> <p>Monitoring lectures and practice sessions (Vice Dean for Education and student affairs).</p> <p>Students' Performance analysis in each course (Vice Dean for Education and student affairs).</p> <p>Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre)</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.</p>		

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Other (as the proposer wishes to add)	The course is taught in Croatian and English.

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