



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Daniel Dragičević, Ph.D., Assistant Professor	
Name of the course	Business Evaluation	
Study programme	Graduate / Tourism Marketing	
Status of the course	elective	
Year of study	1 st	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
Comprehension of evaluation's subject, process and significance. Implementation in practice - World, Croatia. Implementation in hotel industry.		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
After passing the exam in Microeconomics student will be able to:		
<ol style="list-style-type: none"> 1. Properly interpret basic terms in business evaluation 2. Differentiate business evaluation motives and factors of owners and potential buyers 3. Specify and interpret business evaluation methods in tourism 4. Implement evaluation methods in research assignment in the area of business evaluation in tourism 5. Differentiate procedure in evaluation of hotel company 6. General instrumental competencies (capacity to implement analysis and synthesis, basic general knowledge, oral and written communication in native language, managing of information) 7. Interpersonal competencies (team work, interpersonal skills) 8. General system competencies (ability to implement learned in practice, research skills, ability to learn, ability to work by itself) 		
4. Course content		
<ul style="list-style-type: none"> • Comprehend basic evaluation business terms • Business evaluation motives and factors (hotels) • Evaluation methods (the most used in tourism) • Main features and applications of chosen methods in tourism • Organization and recording of business evaluation process 		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
6. Comments		
7. Student responsibilities		



Class attendance, final exam.							
8. Monitoring of student work¹							
Class attendance	1.2	Class participation		Seminar paper	0.3	Experimental work	
Written exam	0.5	Oral exam		Essay	0.1	Research	
Project		Continuous assessment	0.9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ul style="list-style-type: none"> Perić, J.: Osnove vrednovanja poduzeća, Fintrade & tours, Rijeka, 2005. 							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ul style="list-style-type: none"> Kolačević, S., Hreljac, B.: Vrednovanje poduzeća, 2. dopunjeno i prošireno izdanje, TEB, Zagreb, 2012. Corelli, A.: Inside Company Valuation, Springer, 2017. Damodaran, A.: Narrative and Numbers: The Value of Stories in Business, Columbia University Press, 2017. Kumar, R.: Valuation: Theories and Concepts, Elsevier, 2016. Damadoran, A.: Investment Valuation: Tools and Techniques for Determining the Value of Any Asset, 3rd Edition, John Wiley & Sons Inc., 2012. 							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.