



COURSE DESCRIPTION		
Course instructor	Ines Milohnić, Ph.D., Full Professor	
Name of the course	Management	
Study programme	Management of Sustainable Development	
Status of the course	Compulsory	
Year of study	1 st year	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (30+0+45)
1. <i>Course objectives</i>		
<p>To introduce students to the general approach to the management. To define and explain functions of management as well as the approach to the management theories</p> <p>The following terms and basic approaches will be explained and defined: management business environment, benchmarking analysis, revenue management, yield management, BPR, LO and contemporary approach to management in the hotel industry. The students will be able to identify basic and general characteristics of the management in the hospitality industry in order to define management principles and apply managerial techniques typical for the hospitality economy with a special accent on the enterprise and entrepreneurship.</p>		
2. <i>Course enrolment requirements</i>		
3. <i>Expected learning outcomes</i>		
<p>Upon completion of the course and after passing the exam students will be competent to deal with everyday situations in economy focused on the implementation of the acquired theoretical knowledge, skills and competences typical for the management in the hospitality industry. Students will be fully prepared to apply gained skills and competences in planning, organizing, leading and controlling business processes in the hospitality industry.</p>		
4. <i>Course content</i>		
<p>TERMS AND DEFINITIONS OF MANAGEMENT: Defining management, Management aims and tasks, Management as a process, Management: art, science or skill, Relation between management and organization, Management and its environment, Global management, Comparative management, Ethical and moral dimension of management, Entrepreneurial management, Entrepreneur and entrepreneurship, Forms of enterprises, Business environment, Ethics, moral and manners in the hotel management.</p> <p>MANAGEMENT THEORIES: Relation between organization and management theories, Basics of modern management, Structural, behavioural and integrative approach, New nonconventional approaches, Approach to the organizational culture, Demand for excellence, Global approach to management; Entrepreneurial, rational, developmental and metaphysical management.</p> <p>MANAGEMENT FUNCTIONS: Planning: Forecasting, Forecasting models, Objectives and planning, Mission, strategic, tactical and operational objectives, Management by objectives, The role of objectives in planning, Types and levels of planning, Plan implementation, Strategic planning, Decision making as a managerial process, definition of making decisions, preconditions of planning, processes in making decisions, techniques in making decisions, decision models, support systems in making decisions.</p> <p>Organizing: Principles of organizing, Organizational differentiation, Informal organization, Dilemmas in organization, Types of organization structures, Dimensions of organization structures, Characteristics of efficient organization, Range of control and organization structure, Models for improvement of the</p>		



organization process.

Leading: The meaning of leadership, The role of leader, Leadership theory, Leading styles, Leadership dynamics, The successfulness in leading, Transformational leadership, Interpersonal dynamics, Groups and group managing, Conflict management, Communication, Human resource management, Process of management, Tasks, Obtaining, choosing and disposing the staff, Motivation, Success evaluation.

Staffing: Education and development, Management development, Programs of managerial training, Manager's career, Career development strategies, Conflict management, Stress, Characteristics of a hotel manager,

Controlling: The importance and functions of controlling, Control system and process, Types of control, Critical points and standards, Preventive and corrective control, Corrective control model, Techniques and methods of control, Control success evaluation

STRATEGIC MANAGEMENT: Characteristics of strategic management, Strategy components, Strategic levels, Strategic business units, Process of forming strategy, SWOT analysis, TOWS matrix, Models of portfolio analysis, Corporation, business and functional strategies, Main types of strategies, Porter generic competitive strategies

MANAGERS AND MANAGEMENT LEVELS : Managerial business, Managerial roles, Functions of management,

Manager types for different stages of company development, Levels of management, Knowledge and managerial skills, Where to find successful managers, How should managers manage their time, The role of manager in a new environment, Management and information system, Yield management, Politics and price costs.

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							
Attending classes, making seminar work and essays, final exam.							
8. Monitoring of student work ¹							
Class attendance	3	Class participation	-	Seminar paper	1,0	Experimental work	-
Written exam	1,8	Oral exam	-	Essay	0,3	Research	-
Project	-	Continuous assessment	2,9	Report	-	Practical work	-
Portfolio	-						
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
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. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
1. Cerović Z., „ Hotelski menadžment“ Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Opatija 2010.							

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.



<i>11. Optional/additional literature (at the time of submission of the study programme proposal)</i>		
1. Buble, M., Menadžment, Ekonomski fakultet Split, Split, 2006.		
2. Sikavica, P., Organizacija, Školska knjiga, Zagreb, 2011.		
3. Weihrich, H., Koontz, H., Menadžment, MATE, Zagreb, 1998.		
<i>12. Number of assigned reading copies in relation to the number of students currently attending the course</i>		
<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Cerović Z., „ Hotelski menadžment“ Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Opatija 2010.	46	320
<i>13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the programme, teaching process, teaching 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.		