



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Ines Milohnić, Ph.D., Full Professor	
Name of the course	Management of Small and Medium Enterprises	
Study programme	Management of Sustainable Development	
Status of the course	Elective	
Year of study	4 th	
ECTS credits and manner of instruction	ECTS credits	3 ECTS-a
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
<p>The aim of the course is to identify and develop the idea and make an economic financial assessment for decision making.</p> <p>After passing the exam, students will be able to:</p> <ul style="list-style-type: none"> - correctly interpret basic theoretical and practical concepts from the management of small and medium enterprises - define functions and highlight the specificity of management in small and medium-sized catering companies. - Create and analyse your own entrepreneurial idea - Make an annual budget with the help of a computer program - make a decision about accepting between different entrepreneurial initiatives with the help of a computer program 		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
<p>After passing the exam, it is expected that the student will be able to:</p> <ol style="list-style-type: none"> 1. General Competences - Instrumental: Ability to Analyse and Synthesize, Ability to Plan and Organize, Solve Problems; 2. General competences - interpersonal: teamwork, interpersonal skills; 3. General competences - systemic: ability to apply knowledge in practice, ability to create new ideas (creativity); 4. Specific Competences: supporting knowledge and skills in specific conditions of small and medium enterprises: planning, cost management, resource management, risk management, management and motivation, decision making, budget generation, profit and loss projection, business interdisciplinary approach; 5. Specific competencies - the ability to apply a specific methodology for business plan design with the help of a computer program. 		
4. Course content		
<p>The concept of small and medium enterprises. Conceptualization, development of small and medium-sized catering companies in the Republic of Croatia. Establishment of a small and mid-sized catering company. Legal Forms and Organizational Structure of Small and Medium-sized Catering Firms. Significance of small and medium-sized catering companies for the development of catering industry. Functions and specifics of management in small and medium-sized catering companies. Management levels in small and medium-sized catering companies. Organizational culture in small and medium-sized</p>		



catering companies. Knowledge, Skills and Personal Characteristics of Managers. Strategic management and application, environment research and strategy formulation, strategy implementation, assessment and control of business performance. Specifications of planning and budgeting in small and medium-sized enterprises. Strategic planning, strategic planning for portfolios and individual assets. The process of compiling an annual budget / budget. Management through company management and franchising. Function and supervision of management company. Property Management Plan, Access, Key Portfolio Management Capabilities. Use of a computer program for strategic portfolio management in tourism and hospitality.

5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input checked="" type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> other

6. Comments

7. Student responsibilities

Students are required to attend lectures, knowledge tests and written project assignments / case studies.

8. Monitoring of student work¹

Class attendance	1,2	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,1	Continuous assessment	0,9	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. Cetinski, V., Milohnić, I., Perić, M., Menadžment malog i srednjeg ugostiteljskog poduzeća, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2009. + CD-ROM kao sastavni dio udžbenika

11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Buble, M., Klepić, Z., Menadžment malih poduzeća: osnove menadžmenta, Ekonomski fakultet, Mostar, 2009.

2. Cerović, Z., Hotelski menadžment, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2010.

12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

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.

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.