



Table 2

Basic description		
Course coordinator	Christian Stipanović, Ph.D., Full Professor	
Course title	Development Strategy and Business Policy	
Study programme	Management of sustainable development	
Course status	compulsory	
Year	4 th	
ECTS credits and teaching	ECTS student 's workload coefficient	6 ECTS
	Number of hours (L+E+S)	60 (30+0+30)

1. COURSE DESCRIPTION

1.1. Course objectives

Objectives are set at two levels: to enable students to assimilate, build upon and understand theoretical knowledge in the area of development strategies and business policies, and to implement acquired knowledge in resolving concrete problems situation, that is, to innovate the development concept and business policies of enterprises and destinations to ensure a well-thought out response to change in a dynamic marketplace. Objectives include providing students with knowledge needed to understand the importance of a development concept model, development strategies and business policies in a new value system, analyse the current state and level of competitiveness of a destination and enterprise (macro and micro levels), anticipate change on the tourist market, set goals, innovate potential strategies in gaining innovation-based competitive advantages, implement strategies, innovate special business policies, ensure the interaction of new strategic orientations and the development concept model to achieve excellence, and examine practical examples of development strategies and business policies.

1.2. Course enrolment requirements

1.3. Expected course learning outcomes

After passing the examination, students will be able to interpret correctly the fundamental theoretical ideas of the model of development concept, development strategy and business policies, analyse new trends in 21st century tourism and understand changes in the tourism business, devise new strategic orientations for modern hotel and tourism enterprises and destinations within a new value system, distinguish basic resources and levels of competitive advantages, interpret preconditions to development, analyse the current state of competitiveness of destinations and hotel and tourism enterprises, set business goals, put forward and make a case for strategies and special business policies that can ensure success on the turbulent tourist market, and understand the implementation of new strategic orientations and the reengineering of modern enterprises, as well as the transformation of existing enterprises into learning organisations.

1.4. Course content

Conceptual attributes of the development concept model. Business and development policies in the face of the dynamic twenty-first-century marketplace. Environmental management as a tool of development. Devising a concept as a tool of enterprise development: Potential strategies. The methods of devising concepts. Selecting the best strategy. Strategy implementation. Operations strategies: marketing strategy, R/D strategy, production strategy, financial strategy, human resources strategy. Specific features of the development concept and development strategies in tourism. Business and development policies of hotel and tourism enterprises within a new system of market values. New strategic orientations of modern hotel and tourism enterprises. Change management in the business policies of hotel and tourism enterprises. Factors of the development concept of Croatian tourism. Practical examples of development strategies and business policies.



1.5. <i>Teaching methods</i>		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. <i>Comments</i>							
1.7. <i>Student's obligations</i>							
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. <i>Evaluation of student's work</i>							
Course attendance	2,4	Activity/Participation		Seminar paper	0,6	Experimental work	
Written exam	1,1	Oral exam		Essay	0,2	Research	
Project		Sustained knowledge check	1,7	Report		Practice	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
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.							
1.10. <i>Assigned reading (at the time of the submission of study programme proposal)</i>							
1. Stipanović, C: Konceptcija i strategija razvoja u turizmu – Sustav i poslovna politika, Fakultet za turistički i hotelski menadžment u Opatiji, Opatija, 2006.							
1.11. <i>Optional / additional reading (at the time of proposing study programme)</i>							
1. Božičević, J.: Razvojna politika poduzeća u uvjetima strukturalnih promjena i obnove hrvatskog gospodarstva, TEB – Biro za privredno savjetovanje, Zagreb, 1993. 2. Buble, M. i dr.: Strategijski management, Ekonomski fakultet, Split, 2004. 3. Grant, R. M.: Contemporary Strategy Analyses, Blackwell Publishing, Malden, 2008. 4. Mencer, I.: Strateški menadžment i poslovna politika. Vitagraf, Rijeka, 2003. 5. Moutinho, L: Strategic Management in Tourism, Cabi, Oxfordshire, 2011. 6. Umelt, R. P. i dr. : Fundamental Issues in Strategy, Harvard Business School Press, Boston, 1994. 7. Tipurić, D.: Konkurentnska sposobnost poduzeća, Sinergija, Zagreb,1999.							
1.12. <i>Quality monitoring methods which ensure acquirement of output 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.							