

General information			
Course co-ordinator		Dolores Pušar Banović, PhD	
Course title		CORPORATE PLANNING	
Study programme		Professional graduate study programme	
Course status		Obligatory	
Year	Semester	1	2
Value of credits and lecturing procedures		ECTS	6
		Number of hours (Lectures+Exercises+Seminars)	45 (30+0+15)

1. COURSE DESCRIPTION	
1.1. Objectives	
<p>In this course, the students should become acquainted with the basics of corporate planning, types of corporate plans and aims and methodology for creating corporate plans. Further, the objective of the course is to relate its content to the course Corporate Management from the I. term, in order to emphasize the synergy between management and planning and stress the importance of accounting-financial information, legal and tax regulations in the planning process.</p>	
1.2. Course enrolment conditions	
None	
1.3. Expected outcomes of the course	
<ol style="list-style-type: none"> 1. to define the main stakeholders in corporate planning 2. to classify the types of corporate plans 3. to analyse the relation among various types of corporate plans 4. to evaluate quantifying goals and methodology of creation of corporate plans 5. to integrate the business plan into the entire corporate plan of the corporation according to its structure 	
1.4. Course contents	
<p>Strategic planning. Concept of strategy for corporation. Definition of strategy. Strategic decision-making. Strategic management process. The relation between the vision, mission, strategy and tactical operational planning. Surroundings analysis (external analysis). Analysis of corporation's business (internal analysis) Crafting and choosing the strategy. Implementation (carrying-out) of strategy. Strategy and organizational structure Balance Scorecard. Strategy development. Strategic planning and corporate management.</p>	
1.5. Teaching methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> instruction <input checked="" type="checkbox"/> guided discovery learning <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> group/team learning <input type="checkbox"/> _____
1.6. Comments	
1.7. Students' obligations	
<p>Attendance in classes – part time students are expected to be present at least 50% of the total teaching hours, whereas full time students are expected to be present at least 70% of the total teaching hours. In the case of student's inability to have</p>	

<p>the required attendance percentage, he/she will be required to write a seminar paper on the topic determined by the lecturer. The submission of the correct seminar paper represents the condition to take mid-term exams or the final exam.</p>							
<p>1.8. <i>Monitoring students' accomplishments</i></p>							
Attendance	0.5	Student's activity during lectures	0.5	Seminar paper	1.0	Experimental work	
Written exam	3.0	Oral exam		Essay		Research work	
Project		Permanent testing of student's knowledge		Written presentation		Practical work	
Portfolio		Independent task solving	1.0				
<p>1.9. <i>Measuring the achievements of learning outcomes and evaluation and assessment of the results of students' work</i></p>							
<p>The workload factor of each learning outcome stated in the Chapter 1.3. totals 1. A half of the workload factor for each learning outcome represents a minimum threshold for the achievement of the this learning outcome.</p> <p>During the semester evaluated are student's activity and independent task solving. The final exam is in a written form. The final grade is based on the total sum of grades obtained in the written exam (80%) and the seminar paper (20%).</p>							
<p>1.10. <i>Obligatory reading</i></p>							
<ol style="list-style-type: none"> 1. Voloder Ivica: Nastavni materijali i prezentacije sa predavanja objavljeni na EduNet-i (2018.) 2. Kekez, H.: Strateško planiranje u hrvatskim poduzećima. Slavonski Brod: H. Kekez, 2008. 3. Buble, M.: Strateški menadžment, Sinergija d.o.o., 2005. 							
<p>1.11. <i>Optional reading</i></p>							
<ol style="list-style-type: none"> 1. David,R.F.: Strategic Management, Concept & Cases, Prentice Hall, 2008 2. A. A. Thompson Jr., A. J. Strickland III, J. E. Gamble: Crafting and Executing Strategy. McGraw Hill/Irwin, 2009.. 3. Gulin D., Tušek B., Žager L., Poslovno planiranje, kontrola i analiza, HZRIF, Zagreb, 2004 4. Tipurić, D.; Iluzija strategije, Sinergija, Zagreb, 2014. 5. Cingula, M., Hunjak, T. i Redep, M.: Poslovno planiranje s primjerima za investitore, RRIF Plus d.o.o., Zagreb, 2004. 6. Odabrani stručni članci Harvard Business Review, Mckinsey quarterly 							
<p>1.12. <i>Quality control which ensures the acquisition of the corresponding knowledge, skills and competences after the completion of the study.</i></p>							
<p>At the end of the semester the students fill in an anonymous questionnaire. The comments, suggestions and information in the questionnaire and the evaluation procedures are to be used to improve lectures, exercises and other ways of work with students. Self-evaluation of teaching stuff is aimed at making some corrections in order to improve the quality of teaching.</p>							
<p>1.13. <i>Expected competences</i></p> <ul style="list-style-type: none"> - Social and civil competences. - Entrepreneurial skills. - Mastered technique of business planning. 							