



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Management Basics								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	OSMEN	1.7. Year of Study	Second						
1.4. Course Code	CM19114	1.8. Semester	Third / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of Class</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Type of Class	Total hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Type of Class	Total hours								
Lectures	20								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Igor Pureta	2.6. Course Associates	
2.2. Academic Rank	PhD	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	igor.pureta@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course <i>Management Basics</i> is to familiarize students with basic topics in management. The course summarizes the key findings of research of best practices, as well as basic theoretical models that will help in its understanding and achieving excellence in this discipline. The objective of the course is to teach you to recognize and successfully overcome specific management challenges from the real business environment and to guide you through the acquired knowledge and skills to make you more competitive, both in the labour market and in your business development.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes	<p>LO1: Explain the concepts of management and the role and skills of managers.</p> <p>LO2: Explain corporate culture and explain theories and management functions.</p> <p>LO3: Distinguish planning processes, develop plans to link the processes of planning and decision-making.</p> <p>LO4: Recognize and compare the management styles of individuals, groups, and teams.</p> <p>LO5: Distinguish motivational theory and clarify the process and the type of control.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction to the course content, type of work, outcomes. Introduction to management: definition, term, importance, goals, achievements, and the role and skills of managers. 2. Foreign, trade and internal environment management. 3. Theories and management functions and corporate culture. 4. The plans, the process of planning and decision-making. 5. Organizing. 6. Understanding people, motivation, leadership styles, leading individuals, groups and teams. 7. Types of control and processes of controlling. 8. Communication as a way of influencing. 9. Business ethics and corporate social responsibility. 10. Exercises. 11. Preliminary Exams 1 and 2. 																				
3.5. Types of Class Activities	<table border="1"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;"></td> <td>Field Trips</td> <td style="text-align: center;"></td> <td>Multimedia and Network</td> <td style="text-align: center;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;"></td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;"></td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language, additional teaching materials – English Language																				
3.7. Student Obligations	Regular class attendance and participation, reading and learning from obligatory literature, seminar paper and participation in class exercises.																				
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;"></td> <td>Written Exam</td> <td style="text-align: center;"></td> <td>Seminar Paper</td> <td style="text-align: center;">3</td> <td>Preliminary Exam(s)</td> <td style="text-align: center;"></td> <td>Project</td> </tr> <tr> <td style="text-align: center;"></td> <td>Activities in Class</td> <td style="text-align: center;"></td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;">1</td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	3	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay	1	Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Class Activity</td> <td style="text-align: center;">15</td> </tr> <tr> <td>4. Preliminary Exam 1</td> <td style="text-align: center;">32</td> </tr> <tr> <td>5. Preliminary Exam 2</td> <td style="text-align: center;">48</td> </tr> <tr> <td>Total Points</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class attendance	5	2. Class Activity	15	4. Preliminary Exam 1	32	5. Preliminary Exam 2	48	Total Points	100								
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Certo, S.C., Certo, S.T. (2009). <i>Moderni menadžment</i>, 10. Izdanje, Mate, Zagreb. (selected chapters) 																				



3.11. Supplementary Literature

1. Sikavica, P., Bahtijarević-Šiber, F., Pološki-Vokić, N. (2008). *Temelji menadžmenta*. Zagreb: Školska knjiga. (odabrana poglavlja).
2. Collins, E.G.C., Devanna, M.A. (2002). *Izazovi menadžmenta u XXI stoljeću*. Zagreb: Mate d.o.o. (odabrana poglavlja).
3. Hamel, G. (2009). *Budućnost menadžmenta*. Zagreb: Mate.
4. Business magazines

3.12. Quality Monitoring Methods

Observations and evaluation of teaching, student questionnaires

