

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Purchase and Sales Business				
Head of course	PhD Ozren Rafajac, Senior Lecturer				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	3.	Semester	V.	ECTS credits	5
Teaching plan (L + E + S+ Pr)	2L+2E				
Goals of a course					
Enable students to carry out basic procurement and sales activities.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.					
Outcome 3: Identify and evaluate key performance indicators of companies for management and decision making.					
Outcome 4: Identify and value entrepreneurial opportunities.					
Outcome 5: Design and substantiate an entrepreneurial idea through a business plan.					
Outcome 6: Create a plan for purchasing, sales and marketing activities.					
Outcome 7: Analyse and evaluate financial information.					
Outcome 8: Identify and analyse different organizational solutions in business processes.					
Outcome 10: Assess ethical approaches when planning and executing business tasks.					
Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language.					
Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language.					
Outcome 13: Identify different business risks and their impact on the business process.					
Outcome 14: Apply basic environmental research methods.					
Outcome 15: Independently prepare and present professional content using information and communication tools.					
Expected learning outcomes on a level of a course					
1. Develop procurement and sales strategies					
2. Combine procurement activities policies and instruments					
3. Monitor stock status					
4. Use strategies for establishing relationships and presentations					
5. Create business reports					
Content of a course					
The term, meaning, purpose, position and aims of procurement management. The terms: procurement, acquisition, materials management, procurement logistics and marketing in supply chain management. The position of procurement in a company. The significance of procurement. The purpose of procurement. Decision-making in procurement. Cost management in supply chains. Leadership in procurement and human resources. The politics of procurement and strategies of a supply source. Operational procurement planning. Procurement systems. Planning the stock of items necessary to conduct business – stock regulation. Procurement organization. The position of procurement in the organizational structure of a company. Organization of procurement – running a procurement process. The techniques of representing a business process. Operational procurement. Electronic procurement. Ethics and corruption in procurement. Procurement control. Procurement controlling. Strategic supply management. Strategic tasks of procurement. ABC and XYZ analyses in procurement: an information system of procurement.					

Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____
-----------------------	---	--

Comments	
-----------------	--

Students' obligations

--

Grading, evaluation and monitoring of students' work continuously during lectures and exams
--

Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

Continuous check-up:

Outcomes	Pre-exam I	Pre-exam 2	Presentation	Threshold	Max
Outcome 1	20%	10%		15%	30%
Outcome 2		20%		10%	20%
Outcome 3		20%		10%	20%
Outcome 4	10%		10%	10%	20%
Outcome 5	10%			5%	10%
Percentage of ECTS	2	2,5	0,5		
Total	40%	50%	10%	50%	100%

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Exam term:

Outcomes	Written exam	Oral exam	Max
Outcome 1	26%	4%	30%
Outcome 2	16%	4%	20%
Outcome 3	16%	4%	20%
Outcome 4	16%	4%	20%
Outcome 5	6%	4%	10%
Percentage of ECTS	4	1	
Total	80%	20%	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

Obligatory literature

1. Gerald.L.Manning, Barry.L.Reece: Suvremena prodaja – Stvaranje vrijednosti za kupca, 10. izdanje, Mate, Zagreb, 2008.
2. Ferišak Vilim: Nabava – Politika - Strategija – Organizacija - Management, 2. Aktualizirano i dopunjeno izdanje, vlastita naklada, Zagreb, 2006.

Additional literature

1. Marija Tomašević Lišanin: Profesionalna prodaja i pregovaranje, HUPUP, Zagreb, 2010.
2. Marija Tomašević Lišanin: Poslovni slučajevi iz prodaje i pregovaranja, HUPUP, Zagreb, 2010.
3. Stjepan Bratko, Vladimir Heinrich, Roman Obraz: Prodaja, Narodne novine, Zagreb, 1996.
4. Manning, G. L., Ahearne, M., Reece, B. L.: Selling Today (12th Edition), Pearson. 2011.
5. Lysons, K., Farrington, B.: Procurement & Supply Chain Management, 9th ed. 9th Edition. Trans-Atlantic Publications, Inc., 2016.

