



University of
Zagreb



University of Zagreb
FACULTY OF MINING,
GEOLOGY AND PETROLEUM
ENGINEERING



Projekt je sufinancirala Evropska unija iz Europskog socijalnog fonda.

1. GENERAL INFORMATION			
1.1. Course teacher	Full Professor Daria Karasalihović Sedlar, PhD	1.6. Year of the study	II.
1.2. Name of the course	Business management	1.7. ECTS credits	4
1.3. Associate teachers	Teaching Assistant Ivan Smajla, MSc; Teaching Assistant Lucija Jukić, MSc	1.8. Type of instruction (number of hours L + E + S + e-learning)	28L+14E+14S+4e-learning
1.4. Study programme (undergraduate, graduate, integrated)	graduate	1.9. Expected enrolment in the course	30
1.5. Status of the course	<input checked="" type="checkbox"/> mandatory <input type="checkbox"/> elective	1.10. Level of application of e-learning (level 1, 2, 3), percentage of online instruction (max. 20%)	level 3, 6,67% online
2. COUSE DESCRIPTION			
2.1. Course objectives	Understanding the lectures, exercises, and knowledge from mandatory literature according to subject units, application of the acquired knowledge to problem solving in the area of business management, development of each case study of business strategy in petroleum industry and application of acquired knowledge to energy companies management.		
2.2. Enrolment requirements and/or entry competences required for the course			
2.3. Learning outcomes at the level of the programme to which the course contributes	Appraise energy company's business.		
2.4. Expected learning outcomes at the level of the course (3 to 10 learning outcomes)	Explain the role of business management in energy sector; Apply business strategies, strategic management, and the process of formulating, approving and implementation of business strategy of a company in energy sector; Compare the types of business strategies; Explain the fundamentals of marketing and marketing mix; Explain the organization and reorganization of business in energy sector; Estimate visions, missions, and strategic goals of a business; Develop a business strategy (pre-analyses, including SWOT analysis, formulation and implementation of a business strategy); Explain special methods in business strategy (portfolio analysis, product and technology life-cycle analysis, analysis of business strategy types); Explain special methods for analysis of business strategy and management (business intelligence and decision tree).		

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2.1. Course content (syllabus)	<p>Introduction to business management; Fundamental terms regarding business management, management, methods, managers; Examples of managers and successful managers; Company and environment, strategy, military strategy, business strategy, management, and ownership; Examples for a company and environment analysis, examples of managers owners and managers professionals; Vision, mission, strategic goals, missions' owners and business strategy; Mission and strategic goals of energy companies; Formulation of business strategy, examples of business strategy; Strategic planning, analysis of the procedure of strategic planning; Pre-analyses and estimates, SWOT analysis examples of SWOT analyses, decision trees;</p> <p>Concept of marketing and marketing strategy, marketing mix, M.I.S., examples of market segmentation; Implementation of strategic planning, analysis, and examples of implementation of strategic planning; Enterprise organization, examples of enterprise organization, organization of an integrated petroleum company; Life cycle of a product and technology, examples of products life cycles in energy sector; Portfolio analysis and management strategies, examples of portfolio analysis (BCG matrix, McKinsey matrix); Company management, examples of business strategy and management in energy companies; Reorganization and restructuring of a company, business intelligence, fundamental rules, and examples of reorganizations; Company management depending on market conditions.</p>							
2.2. Format of instruction:	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> online in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work				<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia and the internet <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
2.4. Student responsibilities	Class attendance, independent assignments, seminar paper, preliminary or written exam, oral exam							
2.5. Monitoring student work	Class attendance	YES		Research	YES		Oral exam	YES
	Experimental work		NO	Report		NO		
	Essay		NO	Seminar paper	YES			
	Preliminary exam	YES		Practical work		NO		
	Project		NO	Written exam	YES		ECTS credits (total)	4
2.10. Required literature (available in the library and/or via other media)	Title						Number of copies in the library	Availability via other media
	Jones, G.R., George, J.M., Hill, C.W.L. (2000.): <i>Contemporary Management</i> , Irwin McGraw-Hill Higher Education, United States.						YES	NO
	Kotler, P. (2016.): <i>Marketing management</i> , PH.						YES	NO
2.11. Optional literature	Ferrell, O.C., Hirt, G. (2000.): <i>Business-A Changing World</i> , Irwin McGraw-Hill Higher Education, United States.							



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	Hill, C.W.L. (2001.): <i>Global Business</i> , Irwin McGraw-Hill Higher Education, United States.
	Hilton, R.W., Maher, M.W., Selto, F.H. (2000.): <i>Cost Management, Strategies for Business Decisions</i> , Irwin McGraw-Hill Higher Education, United States.
2.12. Other (as the proposer wishes to add)	Different Internet sources