



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Operational planning			
1.2 Study program/s	Undergraduate study program Tourism and Sport Management			
1.3 Course status (O,E)	O	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation			Seminars	
1.6 Semester	IV		E-learning	
1.7 ECTS	6	1.7 Place and time of instruction	Premises of the Polytechnic/distance learning	

2. TEACHING STAFF

2.1 Course leader/s-title	mr.sc. Željko Blagus, pred.	contact	zblagus@mev.hr
		contact	
2.2 Assistant/s- title	Toni Miljak, pred.	contact	
		contact	
2.3 Instruction held by- title	mr.sc. Željko Blagus, pred.	contact	

3. COURSE DESCRIPTION

3.1 Course goals	Understanding the development and importance of operational planning for application in business practice. Acquiring knowledge about the process and ways of making an operational plan. Acquisition of specific knowledge about operational planning instruments. At the end of the course, students are trained to develop an operational plan.								
3.2 Prerequisites	None								
3.3 Course outcomes	I1 Justify the connection between operational planning, controlling and management. I2 Identify and compare planning instruments and principles. I3 Apply tools to create a specific part of the operational plan. I4 Detect European Union programs in the context of project design and application. I5 Develop an operational plan for the selected company.								
3.4 Course content	The course includes contents related to operational planning. By attending the course, students gain tools and knowledge for independent development of an operational plan. The course is a continuation of the course Entrepreneurship - students who have developed a business plan for the course Entrepreneurship, supplement it in the Operational Plan with learned tools.								
3.5 Types of coursework	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities	Laboratory
	x	Seminars and workshops		Distant learning		Field classes		Multimedia and network	Mentorship
		Other							
3.6 Language of instruction									

3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance		Seminars		Essay																																																															
	1	Class activity	1.5	Operational plan		Report/paper																																																															
	1	Midterm exams		Practical task		Continuous knowledge check																																																															
		Written exam		Experimental work																																																																	
		Oral exam	0.5	Research																																																																	
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Class activity</td> <td>6%</td> <td>5</td> </tr> <tr> <td>Midterm exam 1</td> <td>33%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>33%</td> <td>30</td> </tr> <tr> <td>Research and homework</td> <td>6%</td> <td>5</td> </tr> <tr> <td>Operational plan</td> <td>22%</td> <td>20</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td>Total:</td> <td>100%</td> <td>90</td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Class activity	6%	5	Midterm exam 1	33%	30	Midterm exam 2	33%	30	Research and homework	6%	5	Operational plan	22%	20	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	60%	60	Total:	100%	90																																	
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3.10 Specific features related with taking the course	<p>Full-time students must attend at least 70% of the total number of lecture hours and at least 70% of the total number of practice hours in order to be eligible to take the course. The condition for taking the course is an operational plan, for which all instructions are on the Loomen / Merlin system. If the student does not meet the prescribed conditions, he / she is not entitled to sign and take the course. Students are required to bring to class lecture materials (available at Loomen / Merlin) relevant to the intended topic of the lecture. Students are required to inform themselves in advance from the required literature on the topic provided for a particular lecture date.</p> <p>The exam is taken through a midterm test (2) or at the regular exam period. Midterm tests are taken exclusively in writing. After passing both midterm tests and the presented operational plan, the student has the right to enrol in the grade. If the student is not satisfied with the grade, he can answer orally for a</p>																																																																				

	<p>higher grade only if he is missing 3 or less points for a higher grade in the written part of the exam. If a student does not pass the exam through the midterm test, he / she takes a written exam at the regular or extraordinary exam period. The condition for passing the written exam is 50% of correct answers, ie 30 out of a total of 60 points that include the course outcomes (1-4).</p> <p>Points earned on exercises and based on the operational plan are added to the total points earned on exams and midterm tests. All students must create and present an operational plan, which is also a condition for taking the course.</p> <p>Part-time students attend classes in a concentrated form. They can earn extra points by doing the task and they must make and present the plan in teams, and instead of two midterm tests at the end of the class they take a pre-term exam, which is a kind of midterm test of the entire course material before the exam. The mentioned predicate carries 60 points, and for the passage it is necessary to achieve 30 points, ie 50% (outcomes 1 - 4).</p>								
<p>3.11 Students obligations</p>	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>								
<p>3.12 Written assignments</p>	<p>Operational plan.</p> <p>TECHNICAL INSTRUCTIONS FOR WRITING A PLAN: Font: size 12, Calibri or Times New Roman Line spacing: Single First page: Name of the operational plan, team number, team members, date, place, teacher, name of the institution, direction Margins: normal Second page: Content (related to the number of pages). Scope of the operational plan: minimum 25, maximum 40 pages Criteria for evaluation of plans: - Compliance with technical instructions - Originality of the idea - Quality of processing of individual points of the plan - Quality of presentation</p>								
<p>3.13 Required reading</p>	<table border="1"> <tr> <td data-bbox="520 1722 584 1778">1.</td> <td data-bbox="590 1722 1468 1778">Osmanagić Bedenik, N.: Operativno planiranje, Školska knjiga, Zagreb 2002.</td> </tr> <tr> <td data-bbox="520 1787 584 1843">2.</td> <td data-bbox="590 1787 1468 1843">Gulin, Danimir i dr. 2012. Poslovno planiranje, kontrola i analiza, RiF, Zagreb. (Odabrana</td> </tr> <tr> <td data-bbox="520 1852 584 1908"></td> <td data-bbox="590 1852 1468 1908"></td> </tr> <tr> <td data-bbox="520 1917 584 1973"></td> <td data-bbox="590 1917 1468 1973"></td> </tr> </table>	1.	Osmanagić Bedenik, N.: Operativno planiranje, Školska knjiga, Zagreb 2002.	2.	Gulin, Danimir i dr. 2012. Poslovno planiranje, kontrola i analiza, RiF, Zagreb. (Odabrana				
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<p>3.14 Additional reading</p>	<table border="1"> <tr> <td data-bbox="520 1980 584 2007">1.</td> <td data-bbox="590 1980 1468 2007">Barrov, C. i dr.: The Business Plan Workbook, Kogan Page London, 2000.</td> </tr> <tr> <td data-bbox="520 2011 584 2033">2.</td> <td data-bbox="590 2011 1468 2033">Europska Komisija, PRAG – Practical Guide, 2019.</td> </tr> </table>	1.	Barrov, C. i dr.: The Business Plan Workbook, Kogan Page London, 2000.	2.	Europska Komisija, PRAG – Practical Guide, 2019.				
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4 ADDITIONAL COURSE INFORMATION

4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	Analyse the business performance of the organization and the company. Create accounting and financial reports.

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Course introduction	Direct teaching		
2.	Basic concepts of planning in organizations.	Direct teaching, discovery learning, discussion	Explain the interdependence of planning, management and controlling.	I1
3.	Business environment and planning.	Direct teaching, group learning	Explain how the environment affects planning	I1
4.	Facilities and planning principles.	Direct teaching, discovery learning, discussion	Recognize the basic points in an operational plan and distinguish operational	I1

			planning from strategic.	
5.	Dimensions of operational planning.	Direct teaching, discussion	Explain planning instruments, time dimension of planning, planning of goals and measures.	12
6.	Sales planning.	Direct teaching, discussion	Make a sales forecast, calculate breakeven points and create a sales plan.	12
7.	Preparation for midterm test of I1 – I2			11,12
8.	Marketing planning.	Direct teaching, group learning, discussion	Determine the importance of marketing in company plans.	13
9.	Human resource planning.	Direct teaching, discussion	Develop a human resources plan.	13
10.	Production and procurement planning	Direct teaching, discussion	Determine the basic costs when making a production plan, explain product planning, explain the principles of planning goals and measures in production.	13
11.	Finance plan.	Direct teaching, discussion	Prepare basic financial reports and indicators when preparing the operational plan,	13
12.	Harmonization and harmonization of operational plans.	Direct teaching, group learning	Explain the characteristics of well-designed and coordinated operational plans.	13
13.	EU programs and projects.	Direct teaching, discussion	List and find projects that can be applied for. Develop a basic project application plan.	14
14.	Preparation for midterm test of I3- I4			13,14
15.	Presentations of operational plans.	Student presentations.		15
EXERCISES/ SEMINARS				
Hours	Topic and description	Method	Learning outcomes	Course outcome

		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Creating ideas for operational plans.	Discovery learning, group learning	Create an idea of an operational plan.	I1
2.	Strategic plans.	Discovery learning, group learning, student presentations	Explain the difference between a strategic and operational plan.	I1
3.	Operational plans.	Discovery learning, group learning	Explain the difference between a strategic and an operational plan.	I1,I5
4.	The role of a team in operational planning.	Discovery learning, group learning, student presentations	Recognize the importance of teamwork in the development and implementation of the operational plan.	I1
5.	Sales forecast and breakeven points.	Direct teaching, group learning	Make a sales plan, sales forecast and calculate breakeven points.	I2,I5
6.	Sales plan.	Group learning	Make a sales plan, sales forecast and calculate breakeven points on your own example. Identify fixed and variable costs in the operational plan.	I2,I5
7.	Midterm test – I1 – I2			I1,I2
8.	Marketing plan.	Discovery learning, group learning	Develop a marketing plan on the example of an operational plan.	I3
9.	Human resources plan.	Discovery learning, group learning, student presentations	Develop a human resource plan on the example of an operational plan.	I3
10.	Production and supply plan.	Discovery learning, group learning, student presentations	Develop a production plan on the example of an operational plan.	I3,I5

11.	Finance plan.	Discovery learning, group learning	Prepare basic financial reports and indicators on the example of an operational plan.	13
12.	Harmonisation of operational plans.	Discovery learning, group learning	Harmonise your own operational plan.	15
13.	EU programs and projects.	Student presentations	Present an EU program.	14
14.	Midterm test - I3 – I4			13,14
15.	Presentations of operational plans.	Student presentations		15