

<b>Title of a course</b>	<b>Economics and Analysis of Agritourism Business Activities</b>				
<b>Study programme</b>	Undergraduate Professional Study Programme of Sustainable Agritourism				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	1	<b>Semester</b>	II	<b>ECTS credits</b>	5
<b>Goals of a course</b>					
Training students to understand contemporary economics and analysis of the agritourism economy in the context of globalization trends, and on the basis of knowledge of business theory, analysis and policy of agritourism economic entities, and also acquire a special skill in applying the acquired theoretical knowledge in the implementation of entrepreneurial activities in the agritourism economy.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 10: Create entrepreneurial programs in agritourism. Outcome 11: Recommend appropriate organizational solutions in the business process. Outcome 12: Investigate market characteristics in rural tourism. Outcome 13: Analyse business performance and business documentation in agritourism within the framework of the legislation of the Republic of Croatia.					
<b>Expected learning outcomes on a level of a course</b>					
1. Explain the preconditions and goals of the operation of an agritourism farm 2. Explain the sources of financing and management of the assets and costs of an agritourism farm 3. Recognize the importance of business operations accounting and monitoring, and analyse performance indicators 4. Interpret the features and effects of investments in an agritourism farm 5. Define the eligibility of investments in an agritourism farm					
<b>Content of a course</b>					
The role of accounting in a company. Basic terms in accounting. Differentiating the terms – expense, costs, expenditure, spending, revenue, debits. Success of business activities. Key performance indicators. Determining the results of business activities. Factors of financial business activities. The break-even point. Principles of doing business and business politics. Planning and financing business activities. Customer demand. Turnover ratio and cash conversion cycle. Cost centres in an agritourism estate. Business documentation and the creation of reports. Introduction to creating investment projects. Financing investments.					