

## DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	Purchase and Sales Business				
<b>Study programme</b>	Professional undergraduate study Entrepreneurship				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	3	<b>Semester (Winter/Summer)</b>	W	<b>ECTS credits</b>	5
<b>Goals of a course</b>					
Enable students to carry out basic procurement and sales activities.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
<p>Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.</p> <p>Outcome 3: Identify and evaluate key performance indicators of companies for management and decision making.</p> <p>Outcome 4: Identify and value entrepreneurial opportunities.</p> <p>Outcome 5: Design and substantiate an entrepreneurial idea through a business plan.</p> <p>Outcome 6: Create a plan for purchasing, sales and marketing activities.</p> <p>Outcome 7: Analyse and evaluate financial information.</p> <p>Outcome 8: Identify and analyse different organizational solutions in business processes.</p> <p>Outcome 10: Assess ethical approaches when planning and executing business tasks.</p> <p>Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language.</p> <p>Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language.</p> <p>Outcome 13: Identify different business risks and their impact on the business process.</p> <p>Outcome 14: Apply basic environmental research methods.</p> <p>Outcome 15: Independently prepare and present professional content using information and communication tools.</p>					
<b>Expected learning outcomes on a level of a course</b>					
<ol style="list-style-type: none"> <li>1. Develop procurement and sales strategies</li> <li>2. Combine procurement activities policies and instruments</li> <li>3. Monitor stock status</li> <li>4. Use strategies for establishing relationships and presentations</li> <li>5. Create business reports</li> </ol>					
<b>Content of a course</b>					
<p>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.</p>					
<b>Teaching modes</b>	<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 _____		

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

Grading is based upon evaluation 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.