

General information		
Course instructor	Christian Stipanović, Ph.D., Full Professor with tenure	
Name of the course	Development Strategy and Business Policy	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 th	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	30+0+30
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>The objectives are set at two levels: to enable students to assimilate, build on and understand theoretical knowledge in the field of development strategies and business policies, and to apply the acquired knowledge in solving problem situations, i.e. to innovate the development concept and business policies of companies and destinations in order to ensure a well thought-out response to changes in a dynamic market. The objectives include providing knowledge necessary to understand the importance of a development concept model, development strategies and business policies in a new value system, analyse the current state and level of competitiveness of a destination and a company (macro and micro level), anticipate changes in the tourism market, set goals, innovate potential strategies to achieve innovation-based competitive advantages, implement strategies, innovate specific business policies, ensure the interaction of new strategic orientations and the development concept model to achieve excellence, and examine practical examples of development strategies and business policies.</p>		
1.2. Course enrolment requirements		
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1.3. Expected learning outcomes		
<p>After passing the exam, students will be able to correctly interpret the basic theoretical ideas of the model of the development concept, development strategy and business policy, to analyse new trends in tourism in the 21st century. Analyse new trends in tourism of the 21st century and understand changes in tourism business, design new strategic orientations for modern hotel and tourism enterprises and destinations within a new system of values, distinguish basic resources and levels of competitive advantages, interpret the conditions for development, analyse the current state of competitiveness of destinations and hotel and tourism enterprises, set business goals, propose and justify strategies and specific business policies that can ensure success in the turbulent tourism market, and understand the implementation of new strategic orientations and the reengineering of modern enterprises and the transformation of existing enterprises into learning organisations.</p>		
1.4. Course content		
<p>Conceptual attributes of the development concept model. Business and development policies in the face of the dynamic twenty-first-century marketplace. Environmental management as a tool of development. Devising a concept as a tool of enterprise development: Potential strategies. The methods of devising concepts. Selecting the best strategy. Strategy implementation. Operations strategies: marketing strategy, R/D strategy, production strategy, financial strategy, human resources strategy. Specific features of the</p>		

development concept and development strategies in tourism. Business and development policies of hotel and tourism enterprises within a new system of market values. New strategic orientations of modern hotel and tourism enterprises. Change management in the business policies of hotel and tourism enterprises. Factors of the development concept of Croatian tourism. Practical examples of development strategies and business policies.							
1.5. <i>Manner of instruction</i>		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other		
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. <i>Monitoring of student work</i> ¹							
Class attendance	2	Class participation		Seminar paper	0,4	Experimental work	
Written exam	1	Oral exam		Essay	0,6	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		Presentation of the seminar paper	0,5				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The student's work for the course will be evaluated and assessed according to the Book of regulations on introducing an ECTS assessment scale along with a numeric national grade scale for the university undergraduate (240 ECTS) and graduate studies (60 ECTS), as well as for the professional study programmes (180 ECTS) that are carried out at the Faculty of tourism and hospitality management in Opatija.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Tribe, J. (2016). Strategy for tourism (No. Ed. 2). Woodeaton: Goodfellow Publisher Limited							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Moutinho, L. (2011). Strategic Management in Tourism, Cabi: Oxfordshire. 2. Navas-López, J. E. & Guerras-Martín L. A. (2018). Fundamentals of Strategic Management. 2nd edition, Navara: Thomson Reuters Civitas 3. Sharpley, R., & Telfer, D. J. (Eds.). (2015). Tourism and development: concepts and issues, Bristol: Channel view publications.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title					Number of copies	Number of students	

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.

<i>Tribe, J. (2016). Strategy for tourism (No. Ed. 2). Woodeaton: Goodfellow Publisher Limited</i>	5	
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.		