

Course Title „Sources of obtaining and financing investments in rural areas (financial planning and financial analysis)“

Course Syllabus

Course description or general overview

The aim of this course is to teach participants about the sources of financing an entrepreneurial venture, about the basic elements of financial planning and financial analysis of business in order to start and run a successful business.

Participants of this course will be able to choose the available and most favorable sources of financing for their business, and to make financial planning as well as financial analysis of business.

Learning outcomes at the course/module level (according to Bloom`s taxonomy)

Explain the difference between certain sources of funding as well as between certain financial products and services.

Develop a cash flow, as one of the most important financial statements.

Demonstrate the calculation and understanding of basic financial indicators (break-even point, sale and profit growth, profitability, liquidity, leverage and activity)

Critically evaluate and make own judgments about which source of funding to use depending on the individual needs of the business.

Establish and expand knowledge about financial products and services, financial statements and basic financial indicators in order to be able to adequately manage the business finances.

Acquire the ability, knowledge and skills to meet with the optimal way of financing a company, in order to achieve successful business.

The participant has knowledge about: different financial products and services, sources of finance, basic financial statements and financial indicators.

The participant has skills to: calculate and understand basic financial indicators and to choose adequate source of finance for business.

The participant has the competence of: basic financial planning and analysis.

Course contents (list of all the topics covered within the module, the minimum of topics per each module could be 4, if partners agree)

1. Financial sources of funding for SME
2. Financial product and services
3. Financial statements
4. Financial indicators

Learning topic:

Organisation: Polytechnic in Šibenik

Course: Sources of obtaining and financing investments in rural areas (financial planning and financial analysis)

Teaching hours: 12

Mode of delivery: Wobis OER

EQF level: level 4

Teaching methods:

- tutorials or webinars,

Assessment methods (examples) Please, describe how the assessment task(s) help trainees achieve the planned learning outcomes

- quizzes

Learning outcomes of the learning topic:

1. Financial sources of funding for SME - The participants will be able to explain the difference between certain financial sources.
2. Financial product and services - The participants will be able to explain the main financial products and services offered by bank.
3. Financial statements - The participants will be able to explain what it is for and what the individual financial statement indicates.
4. Financial indicators - The participants will be able to explain the meaning of an individual financial indicator

Learning activity content:

The sub-units forming the learning topic:

- Financial sources of funding for SME:
 - problems of availability of sources of financing,
 - differentiation of sources of financing,
 - selection of optimal sources of financing
- Financial product and services:
 - introduction to basic financial products and services offered by banks
- Financial statements
 - basic financial statements: which are and what they indicate
 - how to make cash flow
- Financial indicators:
 - Growth: How to calculate sales and profit growth? Are your sales and profits increasing or decreasing? Is there a trend?

- Profitability: How to calculate profitability ratio (ROA and ROE)? How to understand this financial indicator i.e. Is your business making enough profit compared to other similar enterprises?
- Liquidity: How to calculate liquidity ratio? Can the enterprise meet its short-term obligations?
- Leverage: How to calculate leverage ratio? Is the company taking advantage of financing to operate and grow?
- Activity: How to calculate activity ratio? Are you managing the assets of the company effectively?
- Comparison of financial indicators based on the database of the Digital Chamber of the Croatian Chamber of Commerce

Recommended or required reading:

Recommended:

http://e-learning.efst.unist.hr/wp-content/uploads/2017/11/SBeA_Guidebook_for_beginner_entrepreneurs_HR.pdf

Links to useful websites:

<https://een.ec.europa.eu/>

<https://www.een.hr/en>

<https://www.cepor.hr/>

<https://www.hgk.hr/>

<https://www.hok.hr/>

<https://mingor.gov.hr/>

<https://strukturnifondovi.hr/eu-fondovi/>

https://european-union.europa.eu/live-work-study/funding-grants-subsidies_hr

<http://crane.hr/o-nama/>

<https://www.ipng.hr/izvori-financiranja-poduzetnickog-pothvata/>

<https://www.fina.hr/godisnji-financijski-izvjestaji/obraci>

<https://mfin.gov.hr/istaknute-teme/drzavna-riznica/racunovodstvo/financijsko-izvjestavanje-177/177>

Glossary:

Language of the course:

English, Slovak, Czech, Polish, Italian, Spanish, Croatian

Name of the teacher:

Jelena Žaja, mag.oec. lecturer; Jelena Šišara, univ.spec.oec., senior lecturer

Supervisor:

Feedback for evaluation

- questionnaires
- feedback from participants through focus-group meetings