

Study Programme	Business Economics
Qualification awarded	First degree
Professional title	Bachelor (applied) in Economics
Length of programme	3 years/6 semesters
Number of ECTS credits	180
Level of qualification according to the National Qualification Framework and the European Qualifications Framework	VS-1 (NQF) First cycle (EQF)
Field of study	Social sciences and humanities
Mode of study	Full-time
Language of instruction	Serbian
Admission requirements	Previously completed secondary education and passed entrance examination
Work-based learning	In the computer laboratories equipped with state-of-the-art equipment; In companies and institutions whose business activities are relevant to the study programme profile.
Access to further studies	Graduates are eligible to enroll master applied studies.

Programme objectives

The main objective of the study programme is to provide students with knowledge and skills in the field of business economics and to prepare them to perform highly demanding tasks relating to business activities of enterprises, banks, insurance companies as well as institutions and companies in the public, agricultural and tourism sectors. In addition, students will become familiar with the current trends, issues and challenges of the modern business environment. As the study programme comprises four modules, the objectives of the modules are as follows:

- The objective of the Finance, Banking and Insurance Module is to provide students with professional knowledge and skills relating to: financial analysis, corporate governance, implementation of credit policy, acquisition and management of financial resources, corporate investment activities, modern methods and techniques applied in business activities of banks and insurance companies, and risk management in enterprises, banks and insurance companies.
- The objective of the Marketing, Trade and Tourism Module is to provide students with knowledge and skills relating to: the empirical analysis of consumer demand, planning and implementation of marketing activities in the domestic and foreign markets, application of business communication tools, application of marketing concept in the service sector, particularly in the trade and tourism sectors, application of business logistics principles, and critical analysis in marketing decision-making.
- The objective of the Accounting, Auditing and Taxes Module is to provide students with knowledge and skills relating to: recording of business activities and changes, financial statement analysis and reporting, international accounting regulations, auditing standards, materiality and audit risk, and taxation in the private and public sectors.
- The objectives of the Agricultural Economics and Rural Development Module is to provide students with knowledge and skills in the domain of agricultural production, food industry, agricultural input industry, risk management in agricultural and agro-industrial companies, agricultural cooperatives and holdings. Students will also learn about the application of different cost calculation methods, financial performance indicators, calculations in agricultural and agro-industrial production, and advisory services for agriculture and rural development.

Programme outcomes

General outcomes

The Business Economics graduates will be able to:

- apply the acquired knowledge and skills in practice;
- apply research methods, procedures and processes in the field of business economics;

- use information and communication technologies in the field of business economics;
- apply teamwork, communication, foreign language, problem-solving, negotiation, analytical and critical thinking skills they have acquired throughout their studies to their workplace activities;
- demonstrate responsibility and adhere to the principles of business ethics;
- demonstrate a positive attitude towards personal and professional development and lifelong learning;
- continue their education at master applied studies in the country or abroad.

Specific outcomes

Depending on the selected module, the following specific outcomes will have been achieved:

Finance, Banking and Insurance Module (FBI)

The graduates will be able to:

- independently manage medium-sized projects and perform activities relating to corporate and retail lending, placement of insurance products and investments of insurance companies, financial analysis and trading in particular segments of the financial market;
- differentiate, apply and analyze the most frequently used mechanisms and tools of financial management and methods for evaluating the acceptability and profitability of investment projects and company performance;
- evaluate risks in order to make an optimal choice of alternatives with regard to the use of financial instruments in insurance, banking, stock exchange operations and corporate funding;
- create an appropriate approach for effective management of bank branches, insurance companies and other financial institutions.

Marketing, Trade and Tourism Module (MTT)

The graduates will be able to:

- define, organize and use the results of market research;
- create marketing plans and implement marketing activities in a company;
- design and implement the communication strategy of a business entity/not-for-profit organization;
- plan and organize foreign trade operations, procurement, sales and logistics activities;
- implement specific marketing strategies in the service sector, especially in the tourism sector;

Accounting, Auditing and Taxes Module (AAT)

The graduates will be able to:

- keep business records and prepare financial statements of companies, entrepreneurs and budget users;
- perform audit procedures, tax control and consulting activities;
- apply accounting and tax regulations and choose optimal solutions;
- electronically submit financial statements;
- work as certified appraisers, court experts and bankruptcy administrators;
- establish their own businesses such as accounting agencies, tax agencies, etc.

Agricultural Economics and Rural Development Module (AERD)

The graduates will be able to:

- apply the basic concepts of agricultural economics;
- recognize the difference between macroeconomic and microeconomic phenomena and structural problems of the agricultural and rural sectors;
- plan and provide advisory services for agricultural companies, holdings, cooperatives, as well as agricultural business systems and food industry;
- interpret concepts, categories, methods and procedures in the domain of costs and calculations, accounting, finance and foreign trade business, and evaluate financial performance of agricultural business systems and food industry.

Occupational profile of graduates

Upon completion of the programme, students will be qualified for the following positions: banking officer, financial analyst, client advisor, insurance administrator, credit officer, marketing manager, market research manager, sales manager, PR manager, export import manager, accountant, chief accountant, tax inspector, tax advisor, agricultural economist, agricultural production manager, ethno-tourism officer, agricultural loan officer.

Business Economics – The First Cycle Study Programme

The study programme comprises four modules:

1. Banking, Finance and Insurance Module (FBI)
2. Marketing, Trade and Tourism Module (MTT)
3. Accounting, Auditing and Taxes Module (ATT)
4. Agricultural Economics and Rural Development Module (AERD)

Study Programme Structure

No.	Code	Course	Semester	ECTS
FIRST YEAR				
1.	EKO	Economics	1	7
2.	MAR	Marketing	1	7
3.	UIN	Introduction to Informatics	1	7
4.	EN1	English 1	1	7
5.	KVM	Quantitative Methods	2	7
6.	MEN	Management	2	7
7.	OBP	Data Processing	2	7
8.	ORN	Basics of Accounting	2	7
9.	SPE1	Professional Practice 1	2	4
Total ECTS credits per year				60
SECOND YEAR				
10.	PFI	Business Finance	3	7
11.	OPP	Basics of Business Law	3	7
12.	Module-compulsory course in 3 rd semester:			
	BAN POP FRN PPR	- Banking (FBI) - Consumer Behaviour (MTT) - Financial Accounting (ATT) - Basics of Agricultural Production (AERD)	3	7
13.	PDZ	Entrepreneurship	3	7
14.	EPO	Electronic Business	4	7
15.	HRM	Human Resource Management	4	7
16.	Module-compulsory course in 4 th semester:			
	OSI ITR FIS PPT	- Insurance (FBI) - Market Research (MTT) - Fiscal Systems (ATT) - Basics of Agricultural Techniques and Food Technology (AERD)	4	7
17.	E2E	English for Economics 2	4	4
18.	Elective course: (one of the offered courses is selected)			
	UKE TRT	- Quality Management and Ecology - Introduction to Tourism with Basics of Rural Tourism	4	3
19.	SPE2	Professional Practice 2	4	4
Total ECTS credits per year				60
THIRD YEAR				
20.	MUS	Services Marketing	5	7
21.	APO	Business Analysis	5	7
22.	Module-compulsory course in 5 th semester:			
	POD TUP FKR TKA	- Insurance Company Business (FBI) - Tourism Business (MTT) - Financial Control and Audit (AAT) - Costs and Calculations in Agricultural Business (AERD)	5	7

23.	Module-elective course in 5 th semester: (one of the two offered module-specific courses is selected)			
	PPB PJU PLG STP MRR BRN ZUA PRR	- Bank Business Policy (FBI) - Public Administration Law (FBI) - Business Logistics (MTT) - Foreign Trade Business (MTT) - International Accounting Regulations (AAT) - Public Sector Accounting (AAT) - Cooperatives and Associations in Agricultural Business (AERD) - Advisory Services for Agriculture and Rural Development (AERD)	5	7
24.	E3E	English for Economics 3	6	4
25.	FTR	Financial Markets	6	7
26.	MEB	International Business	6	7
27.	Elective course 1: (one of the offered courses is selected)			
	MNP APD	- Sales Management - Data Analysis	6	7
28.	Elective course 2: (one of the offered courses is selected)			
	INV PKO SPK ROP	- Entrepreneurial and Financial Investment - Business Communication - Bookkeeping for Special Business Activities - Agricultural Risks and Insurance	6	3
29.	ZPE	Final Project in Business Economics	6	4
			Total ECTS credits per year	60
			Total ECTS credits	180

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Agricultural Economics and Rural Development			
Course: Advisory Services for Agriculture and Rural Development			
Lecturer(s): Đorđe M. Pavlović			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives The main goal of the course is to familiarize students with: theory and practice of advisory models development in agriculture and rural development, as well as advisory service methods; types of education for advisors and users of advisory services; advisory methods, financing models, legislation on advisory services and relationships between advisory services, scientific, educational and research organizations, agricultural institutions and users of advisory services; the importance and role of advisory services in the development of agriculture in Europe; the current state and possibilities for improving advisory services in Serbia.			
Course outcomes Upon successful completion of the course, students will be able to: - Implement advisory services in agriculture and rural development. - Perform management activities in advisory institutions. - Work with individuals, client groups, associations and agricultural institutions. - Interpret relevant socio-economic indicators of rural development. - Apply their critical thinking skills.			
Course content Theoretical instruction: 1. The importance, mission, definition, principles, ethics and types of advisory services 2. Characteristics of advisory models in the world 3. Program areas and advisory service methods 4. Education of advisors and users of advisory services 5. Financing of advisory services 6. Advisory methods 7. The importance and forms of communication between advisors and users of advisory services 8. Organizational models and development of advisory services in Europe 9. The role of advisory services in rural development 10. The analysis of the current state of advisory services in Serbia 11. Future directions in development of advisory services in Serbia Practical course work: 1. The analysis of techniques and methodological procedures in research related to rural areas and agricultural advisory services: surveys, interviews, participatory techniques, statistical databases and calculation of indicators. 2. Preparation of seminar papers relating to the analysis of the current situation in rural areas, examples from advisory practice, etc. 3. Presentation and analysis of seminar papers.			
Literature 1. Smiljanić, K., et al. (1987). <i>Stručna poljoprivredna služba</i> . Beograd: Institut za primenu nauke u poljoprivredi. 2. Nikolić, M. M., & Arsenijević, J. (2012). Reform of Modern Agricultural Extension Service. <i>Sustainable Agriculture and Rural Development in Terms of the Republic of Serbia Strategic Goals Realization within the Danube Region – Preservation of Rural Values</i> , 820-837. Belgrade: Institute of Agricultural Economics. 3. Čejvanović, F., Hodžić, K., Grgić, Z., Subić, J., Zmaić, K., Vasiljević, Z., Plazibat, I., & Šakić Bobić, B. (2016). <i>Agrarna ekonomija</i> . Beograd: Institut za ekonomiku poljoprivrede. 4. Zakić, Z., Rikalović, G., & Stojanović, Z. (Eds.). (2005). <i>Ruralna Srbija u procesu harmonizacije sa EU</i> . Beograd: Ekonomski fakultet.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical classes, discussions, preparation and presentation of seminar papers.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	30	
Seminar paper(s)	20		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Agricultural Risks and Insurance			
Lecturer(s): Sanja V. Radovanović			
Course status: Elective			
Number of ECTS credits: 3			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives The objective of the course is to provide students with the knowledge of business risks occurring in agriculture, their types, characteristics, causes and frequency of occurrence, as well as the methods of risk prediction in order to minimize their negative effects. The course will familiarize students with agricultural insurance as a significant tool for minimizing risks to which agricultural entities and producers are exposed.			
Course outcomes Upon successful completion of the course, students will be able to: - Perform activities with a higher degree of complexity related to the insurance of crops, fruits, livestock and other fixed assets in agricultural business. - Produce documents necessary for the insurance portfolio of crops, fruits, livestock and other fixed assets in agricultural business. - Process documents for the assessment and settlement of losses. - Compare risks in order to select optimal options. - Design contract documents. - Apply the Law on Insurance and General Insurance Terms and Conditions in the insurance of crops, fruits, livestock and other fixed assets in agricultural business.			
Course content Theoretical instruction: 1. Specific features of agricultural business 2. Types of risks and the importance of managing risks in the agricultural sector 3. Agricultural risk management 4. Agricultural risk management tools 5. Agricultural insurance, types and characteristics of insurance companies 6. Legal basis of insurance 7. Characteristics of insurance of agricultural production, property and people 8. Insurance pricing methods and insurance premium calculation 9. Assessment and settlement of losses in agricultural insurance 10. State measures to support improvement of risk management in the agricultural sector Practical course work: 1. Completion of insurance documents (policy, cover note) relating to the insurance of crops, fruits, livestock and other fixed assets in agricultural business 2. Weather derivatives (practical examples) 3. Assessment of losses in insurance 4. Preparing insurance contracts (practical examples) 5. Tasks related to the use of derivatives in the insurance of crops, fruits, livestock and other fixed assets in agricultural business			
Literature 1. Ostojić, S. (2007). <i>Osiguranje i upravljanje rizicima</i> . Beograd: Data status. 2. Marković, T. (2013). <i>Vremenski derivati i upravljanje rizikom u poljoprivredi</i> . Novi Sad: Poljoprivredni fakultet Univerziteta u Novom Sadu. 3. Marović, V., & Avdalović, B. (2003). <i>Osiguranje i upravljanje rizikom</i> . Subotica: Birografika a.d.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 15	Other forms of instruction: 15	Research work:
Teaching methods Theoretical lectures combined with practical classes, preparation and presentation of seminar papers, discussions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	30	
Seminar paper(s)	20		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Finance, Banking and Insurance			
Course: Bank Business Policy			
Lecturer(s): Sanja V. Radovanović			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives The aim of the course is to provide the knowledge related to the contemporary tendencies and features of bank business policy worldwide and to enable students to understand and master the processes and mechanisms of bank business policy. Students will learn about the methods of managing bank assets and placements. They will also become familiar with banking risks and master the techniques and mechanisms for their reduction.			
Course outcomes Upon successful completion of the course, students will be able to: - Compare the types of banks and their competitors worldwide. - Choose the methods of increasing the financial potential of a bank. - Choose the optimal placements of bank's funds. - Measure and assess banking risks. - Estimate credit rating of banks. - Estimate bank profitability.			
Course content Theoretical instruction: 1. Development of banking and financial services sector 2. Organizational structures of banks 3. Managing bank liabilities 4. Managing bank assets 5. Operational risk management in banks (credit risk, liquidity risk, market risks) 6. Financial statements of banks and their competitors 7. Banks' financial performance indicators 8. Bank profitability 9. Assessment of bank solvency Practical course work: 1. Case studies on particular financial institutions and banks (the presentation of business operations of certain types of financial institutions, the analysis of banks' operations on the basis of respective financial statements). 2. Determining the cost of deposits and other sources of a particular bank funds. 3. Credit analysis and resolving problem loans. 4. Calculation of financial indicators and bank profitability (a comparative analysis of profitability of five leading banks in Serbia). 5. Preparation and presentation of seminar papers (operational risk management in banks, credit ratings of particular banks). 6. Guest lectures delivered by banking professionals (1. Bank profitability; 2. Assessment of a bank's credit rating).			
Literature 1. Rose, P., & Hudgins, S. C. (2005). <i>Bankarski menadžment i finansijske usluge</i> . Beograd: Data status. 2. Čirović, M. (2008). <i>Bankarstvo</i> . Beograd: Naučno društvo Srbije. 3. Law on Investment Funds 4. Law on Banks 5. Law on the National Bank of Serbia			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods: Theoretical lectures, practical classes, seminar papers, case study analyses, the use of Internet, study visits to banks and state institutions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x20	
Seminar paper(s)	10		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Finance, Banking and Insurance			
Course: Banking			
Lecturer(s): Sanja V. Radovanović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives Providing the basic knowledge of the monetary policy of central banks and the National Bank of Serbia. Providing the knowledge of sources of bank funds and their creation. Enabling understanding of credit analysis mechanisms. Familiarizing students with the activities related to the maintenance of bank liquidity. Providing knowledge of basic risks in banking. Familiarize students with domestic and international payment operations and electronic banking.			
Course outcomes: Upon successful completion of the course, students will be able to: - Explain the role of banks in corporate and retail lending. - Develop a plan to raise bank funds. - Select a potential borrower of the bank loan. - Draft a bank loan agreement. - Analyze banking risks. - Apply the concept of electronic banking.			
Course content Theoretical instruction: 1. Macro-financial structure and banks 2. Monetary policy of central banks in developed countries 3. Operations of the National Bank of Serbia 4. Commercial banks and the content of banking policies 5. Sources of bank funds 6. Financial and credit rating of banks 7. Bank placements 8. Short-term and long-term corporate lending 9. Retail lending 10. Liquidity of commercial banks 11. Domestic and international payment operations 12. Electronic banking 13. Banking risks Practical course work: 1. Case studies on specific banks and the National Bank of Serbia (the presentation of bank service packages, the analysis of banking operations based on financial statements) 2. The analysis of sources of funds and placements of a particular bank 3. The analysis of income and expenditure of a particular bank 4. Presentation of seminar papers (banking operations, e-banking) 5. Guest lectures (on retail lending and electronic banking) 6. Software application in standard banking operations			
Literature: 1. Živković, A., Stankić, R., & Krstić, B. (2012). <i>Bankarsko poslovanje i platni promet</i> . Beograd: Ekonomski fakultet. 2. Laušević, Lj. (2003). <i>Bankarsko poslovanje – primena računara</i> . Valjevo: Agencija Valjevac. 3. Đukić, Đ., Bjelica, V., & Ristić, Ž. (2004). <i>Bankarstvo</i> . Beograd: Ekonomski fakultet. 4. Law on Banks; Law on the National Bank of Serbia; Law on Payment Services; Law on Foreign Exchange Operations.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods: Theoretical lectures, practical course work, case studies, presentations, software application in banking operations, guest lectures delivered by banking professionals, discussions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x20	
Seminar paper(s)	10		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Basics of Accounting			
Lecturer(s): Jelica M. Božanić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: First year/2 nd semester			
Course prerequisites: None			
Course objectives The main aim of the course is to provide accounting knowledge and develop practical skills by enabling students to understand the following: the role of accounting in modern business; the basic accounting concepts, principles and techniques of recording business changes; the structure and content of financial statements; the role of accounting in business decision making.			
Course outcomes Upon successful completion of the course, students will be able to: - Record the basic business changes in business records (books). - Prepare the basic financial statements. - Analyze the basic segments of financial statements. - Apply critical thinking skills in making decisions regarding the use of capital.			
Course content Theoretical instruction: 1. The concept, contents and objectives of accounting 2. Accounting cycle 3. Accounting instruments 4. Accounting of assets 5. Equity and liabilities accounting 6. Cost and revenue accounting 7. Determining business results 8. Cost accounting 9. Financial Statements – the forms and contents 10. Understanding financial statements of different businesses entities Practical course work: 1. Tasks related to creation of balance sheets, monitoring changes through successive balance sheets, accounting cycle and basic instruments 2. Application of double-entry bookkeeping 3. Basic financial statements 4. Creating and filling out different forms of payment instruments, calculations and invoices 5. Seminar papers related to chart of accounts, bookkeeping documents and payment transactions of companies			
Literature 1. Božanić, J., Radovanović, S., Vasiljević, M., Janković, M., & Mihailović, N. (2015). <i>Osnovi računovodstva sa praktikumom</i> . Valjevo: VIPOS. 2. Meigs, R., & Meigs, W. (2005). <i>Računovodstvo</i> . Zagreb: Mate. 3. Accounting laws and regulations 4. Accounting journals			
Number of teaching hours: 75			Other:
Lectures: 30	Practical classes: 45	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, presentation of seminar papers, individual and group work on case studies and presentation of work and results.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	
Practical work		Oral exam	30
Colloquia	2x30	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Agricultural Economics and Rural Development			
Course: Basics of Agricultural Production			
Lecturer(s): Željko K. Dolijanović, Radosav P. Vujić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives Providing the knowledge of basic principles of agricultural production, natural resource management in agriculture, formation of agro-ecosystems, sustainability of agro-ecosystems, specific requirements of individual plant species, methods of breeding and selection of livestock, technological production process in different branches of livestock breeding. Developing skills for the proper application of agrotechnical measures in agricultural production, avoiding the harmful effects of certain agricultural technologies on the environment.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Recognize the importance of climate and soil conditions for crop production. - Implement the basic agrotechnical measures aimed at improving and maintaining soil fertility. - Apply theoretical and practical knowledge of basic principles of crop production related to soil cultivation. - Conduct the activities of fertilization and sowing. - Recognize breeds and characteristics of domestic animals and select the most appropriate animal feed ingredients. - Apply the acquired knowledge of cultivation technology in other courses (Costs and Calculations in Agricultural Business, Risks and Insurance in Agriculture, etc.). - Develop and improve creative and critical thinking skills with regard to the course subject matter. - Demonstrate and apply theoretical knowledge acquired during this course. 			
Course content Theoretical instruction: Basic characteristics of agricultural production. Crop farming and livestock breeding as scientific and academic disciplines. Natural conditions for agricultural production in Serbia. Geographical position. Climate conditions. Soil. Agricultural zoning. Cultivated plants. The role and importance of agrotechnical measures. Primary and secondary tillage. The importance of fertilization in crop production. Sowing and planting. Crop rotation. Crop protection. Cultivation technology of certain field crops. Integrated crop production (principles, application). Sustainable agriculture. Organic agricultural production. Livestock breeds. Ecology of reproduction in domestic animals. Main branches of livestock breeding. Practical course work: Botanical classification, morphological characteristics (description of plant organs), chemical composition of fruits, cultivated plant species and hybrids. Field exercises. Measuring the weight of domestic animals. Livestock record keeping. Evaluation and classification of animals. Basic principles of livestock feeding and nutrition.			
Literature 1. Kovačević, D. (2010). <i>Opšte ratarstvo</i> . Beograd: Poljoprivredni fakultet. 2. Kovačević, D., & Dolijanović, Ž. (2006). <i>Praktikum iz Opšteg ratarstva</i> . Beograd: Poljoprivredni fakultet. 3. Bročić, Z. (2014). <i>Ratarstvo i povrtarstvo</i> . Beograd: Poljoprivredni fakultet. 4. Petrović, M. (2000). <i>Stočarstvo</i> . Beograd: Poljoprivredni fakultet. 5. Dolijanović, Ž., & Bročić, Z. (2014). <i>Praktikum iz Ratarstva</i> (3. izdanje). Beograd: Poljoprivredni fakultet. 6. Petrović, M., & Radojković, D. (2002). <i>Stočarstvo (praktikum)</i> . Beograd: Poljoprivredni fakultet.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures are complemented by interactive teaching methods, laboratory exercises, field exercises, preparation and presentation of seminar papers, cooperative learning.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	5	Written exam	
Practical work	5	Oral exam	50
Colloquia	20	
Seminar paper(s)	20		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Agricultural Economics and Rural Development			
Course: Basics of Agricultural Techniques and Food Technology			
Lecturer(s): Rajko M. Miodragović, Radosav P. Vujić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/4 th semester			
Course prerequisites: None			
Course objectives The main aim of the course is to familiarize students with: - The basic principles of food quality and safety management, basic technological characteristics of agricultural products (unprocessed foods) and the importance of quality management equipment; properties and exploitation characteristics of agricultural machines at different stages of agricultural production and industrial processing. - The principles of functioning, basic assemblies and exploitation (basic settings, the quality of work performed) of: tractors, tillage machines and tools, seeders and planters, fertilizer machines, plant protection machines, irrigation equipment, forage harvesters and silage/hay machines, machines for harvesting of grain crops, sugar beet harvesting machines, vegetable harvesting machines, machines for medicinal plants, means of transport in agriculture, canning machines, machines for basic processing of whole foods; operating agricultural and industrial machines. - Technical safety measures in the use of machines.			
Course outcomes Upon successful completion of the course, students will be able to: - Make a proper choice of technical parameters of the soil or similar materials working machines. - Apply and exploit the basic operational parameters of machines. - Undertake and implement technical safety measures in the use of machines. - Properly implement storage measures or make recommendations regarding the maintenance of machines. - Convey theoretical and practical knowledge of the use of agricultural machines.			
Course content Theoretical instruction: Introduction. Basics of food quality and safety management. Tractors. Tillage machines and tools. Seeders and planters. Fertilizer machines. Plant protection machines. Irrigation equipment. Forage harvesters and silage/hay machines. Machines for harvesting of grain crops. Sugar beet harvesting machines. Vegetable harvesting machines. Machines for medicinal plants. Means of transport in agriculture. Operating agricultural machinery. Machines for processing foods of plant origin. Canning machines and food packaging and preservation machines. Practical course work: Practical classes will entail demonstrations in order to familiarize students with agricultural machine systems and assemblies.			
Literature 1. Miodragović, R., Đević, M., Mileusnić, Z., & Dimitrijević, S. (2012). <i>Osnove poljoprivredne tehnike</i> . Beograd: Poljoprivredni fakultet. 2. Mičić, J., & Milinković, I. (1991). <i>Poljoprivredne mašine</i> . Beograd: Univerzitet u Beogradu. 3. Božić, S., Vukić, Đ., Đokić, M., Ercegović, Đ., Novaković, D., Radivojević, D., & Topisirović, G. (1995). <i>Osnove pogonskih mašina u poljoprivredi</i> . Beograd: Univerzitet u Beogradu. 4. Zlatković, B. (2003). <i>Tehnologija prerade i čuvanja voća</i> . Beograd: Poljoprivredni fakultet.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical classes, demonstrations, preparation and presentation of seminar papers.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	
Practical work		Oral exam	50
Colloquia	20	
Seminar paper(s)	20		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Basics of Business Law			
Lecturer(s): Slobodan Z. Nenadović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The objective of the course is to familiarize students with the basic concepts, principles and rules in the fields of civil law, property law, law of obligations, company law, commercial contract law, securities and intellectual property law, thus enabling them to successfully participate in business transactions in the real business environment.			
Course outcomes Upon successful completion of the course, students will be able to: - Distinguish between different types of companies, the most important business contracts, securities and intellectual property rights. - Use the most important commercial contracts in the real business environment. - Determine different types of management and liabilities for the obligations of business entities. - Evaluate and determine the optimal form of securing claims in specific legal transactions. - Explain the use of securities and the importance of intellectual property protection.			
Course content Theoretical instruction: 1. Legal subjects, the concept and characteristics. 2. Private property and property law. 3. The concept, conclusion and securing the execution of contracts. 4. The most important contracts in business transactions (sales contract, lease agreement, licensing agreement, banking contracts). 5. The concept and characteristics of business entities. 6. Entrepreneur. 7. Companies (partnerships, limited partnerships, joint stock companies and limited liability companies). 8. Financial organizations (The National Bank of Serbia, commercial banks, stock exchanges). 9. Corporate groups. 10. Bankruptcy and liquidation. 11. The concept, types and characteristics of securities and their use in business transactions. 12. The concept and types of intellectual property rights and competition law. Practical course work: 1. Conclusion of the sales contract. 2. Procedures for establishing different types of companies. 3. Practical examples of payments in domestic and international business transactions. 4. Practical examples of using collaterals. 5. Practical examples of using securities.			
Literature 1. Nenadović, S. (2013). <i>Osnovi poslovnog prava</i> . Valjevo: VIPOS. 2. Vasiljević, M. (2011). <i>Vodič za primenu Zakona o privrednim društvima</i> . Beograd: Intermex. 3. Marković, S., & Popović, D. (2013). <i>Pravo intelektualne svojine</i> . Beograd: Pravni fakultet. 4. Begović, B., & Pavić, V. (2012). <i>Uvod u pravo konkurencije</i> . Beograd: Pravni fakultet.			
Number of teaching hours: 75			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical classes, exercises, group work, presentations, discussions regarding presentations and examples from professional and other journals and magazines which are related to the subject matter of the course.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	40 points	Final exam	60 points
Active class participation	10	Written exam	
Practical work		Oral exam	60
Colloquia	2x15	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Bookkeeping for Special Business Activities			
Lecturer(s): Jelica V. Božanić			
Course status: Elective			
Number of ECTS credits: 3			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives Familiarizing students with complex business transactions relating to import and export, commission, consignment and representation activities. Providing the knowledge of recording of leasing, factoring, forfaiting and joint venture. Enabling students to use modern electronic services (Business Registers Agency, Tax Administration, and Central Registry for Compulsory Social Insurance).			
Course outcomes Upon successful completion of the course, students will be able to: - Record complex business transactions in companies engaged in import and export business, commission, consignment and representation activities. - Record complex business transactions related to leasing, factoring, forfaiting and joint venture. - Analyze and interpret information related to special business activities. - Implement regulations related to the recording of special business activities.			
Course content Theoretical instruction: 1. Special business activities – the concept, types and characteristics 2. Import and export on one's own behalf and for one's own account 3. Import and export on one's own behalf and for the account of others 4. Commission activities 5. Consignment activities 6. Representation activities 7. Recording of leasing 8. Recording of factoring 9. Recording of forfaiting 10. Recording of joint venture Practical course work: 1. Preparation and presentation of seminar papers on the following topics: import and export, commission and consignment activities, other special activities 2. Visits to Sabac Customs Office and a freight forwarding company 3. Case studies on import and export, commission and consignment activities and leasing			
Literature 1. Božanić, J. (2003). <i>Specijalna knjigovodstva</i> . Valjevo: VEŠ Prota Mateja Nenadović. 2. Božanić, J., Vasiljević, M., & Mihailović, N. (2014). <i>Praktikum iz finansijskog računovodstva</i> . Valjevo: Vipos. 3. Škarić-Jovanović, K. (2016). <i>Finansijsko računovodstvo</i> . Beograd: Ekonomski fakultet. 4. Laws and regulations in the field of accounting, foreign exchange and customs operations 5. Journals in the field of accounting, foreign exchange and customs operations			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 15	Other forms of instruction: 15	Research work:
Teaching methods Theoretical lectures, practical classes, exercises, individual and team solving of tasks, group discussions, group analysis of complex cases, continuous evaluation of students' learning.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work	20	Oral exam	
Colloquia	2x20	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Business Analysis			
Lecturer(s): Vesna D. Marković, Nenad R. Mihailović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives The main aim of the course is to provide students with knowledge and develop their abilities and skills to use different techniques and methods of business analysis, to prepare and analyze the cash flow statements and perform the analysis of financial statements of a particular company.			
Course outcomes Upon successful completion of the course, students will be able to: - Explain the objectives, assumptions, methods and the types of business analysis and financial statement analysis. - Differentiate and explain different tools and techniques of financial statement analysis. - Apply the most commonly used indicators in practice. - Analyze and compare the results of the analysis. - Summarize the causes and consequences of the obtained values of analysis indicators. - Evaluate financial performance and business efficiency of a particular company and recommend improvement measures.			
Course content			
Theoretical instruction:			
1. Business analysis – the concept, purpose, assumptions and methods			
2. Financial statement analysis (objectives, types, assumptions)			
3. Financing rules			
4. Tools and techniques of financial statement analysis			
5. Cash flow statement			
6. The process of financial statement analysis of a particular company			
7. International Financial Reporting Standards (IFRS)			
Practical course work:			
Students are required to download financial statements of a particular company (from the Business Registers Agency (BRA) website) and conduct business analysis that will entail the following steps/tasks:			
1. Downloading financial statements from the BRA website and prepare them for analysis			
2. Application of the selected tools and techniques of financial statement analysis			
3. Presenting the calculated indicators in tables and charts			
4. Analyzing the obtained values of indicators			
5. Assessment of financial position and business efficiency of the analyzed company			
6. Drawing conclusions and making decisions regarding possible measures to improve the most important business performance indicators			
Literature			
1. Žager, L., Žager, K., & Sačer, M. I. (2008). <i>Analiza finansijskih izveštaja</i> . Zagreb: Masmedia.			
2. Rodić, J., Vukelić, G., & Andrić, M. (2007). <i>Teorija, politika i analiza bilansa</i> . Beograd: Poljoprivredni fakultet.			
3. Peterson, P., & Fabrozzi, F. (2006). <i>Analysis of Financial Statements</i> . Wiley Publications.			
4. Higgins, R. (2006). <i>Analysis for Financial Management</i> . McGraw Hill.			
5. Stančić, P. (2006). <i>Savremeno upravljanje finansijama preduzeća</i> . Kragujevac: Ekonomski fakultet.			
Number of teaching hours: 75			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures; case analysis (the analyses of business activities and business performance of selected companies – team work); data processing using Microsoft Excel; presentation of the obtained results, discussion and drawing conclusions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	
Practical work		Oral exam	30
Colloquia	2x30	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Business Communication			
Lecturer(s): Biljana S. Rabasović, Nikola B. Stojanović			
Course status: Elective			
Number of ECTS credits: 3			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives The main aim of the course is to explain the role and importance of business communication in creating successful business strategies. It is intended to provide students with the knowledge and develop their skills in the field of business communication, adhering to the principles of business ethics.			
Course outcomes Upon successful completion of the course, students will be able to: - Explain the role and importance of different forms of internal and external communication in performing business activities of a company. - Critically analyze and compare positive and negative examples of business communication. - Recognize the strengths and weaknesses of their own communication style and work on its improvement. - Apply specific business communication techniques and tools. - Propose business communication strategies for particular business entities and not-for-profit organizations.			
Course content			
Theoretical instruction:			
1. The strategic role of communication in business			
2. The concept, importance and forms of communication			
3. Written and oral communication, verbal and non-verbal communication			
4. Overcoming communication barriers			
5. Business communication in different cultures			
6. Integrated marketing communication			
7. The role of social networks in business and marketing communication			
8. Ethics in communication			
Practical course work:			
Finding and using professional literature and sources. Research and analysis of positive and negative business communication practices. Developing the skills of written, oral and non-verbal communication, as well as developing a listening culture, stage fright control and assertiveness. Determining one's own personality type and communication style. Creating an integrated marketing communication strategy for a particular business, product or service. Event organization, media relations, press releases.			
Literature			
1. Lehman, C. M., & Dufrene, D. D. (2015). <i>Poslovna komunikacija</i> . Beograd: Data status.			
2. Materijal za vežbe, skripta. Valjevo: VIPOS.			
3. Ognjanov, G. (2009). <i>Integrirane marketinške komunikacije</i> . Beograd: Ekonomski fakultet.			
4. Vračar, D. (2008). <i>Strategije tržišnog komuniciranja</i> . Beograd: Ekonomski fakultet.			
5. Bazić, M. (2009). <i>Poslovna komunikacija: savremeni put do uspeha</i> . Beograd: Univerzitet Megatrend.			
6. Cutlip, S. M., Center, A. H., & Broom, G.M. (2010). <i>Učinkoviti odnosi s javnošću</i> . Zagreb: Mate.			
7. Tomić, Z. (2006). <i>Komunikologija</i> . Beograd: Čigota štampa.			
8. Mandić, T. (2003). <i>Komunikologija – psihologija komunikacije</i> . Beograd: Klio.			
9. Journal of Communication Management. Emerald EarlyCite. http://www.emeraldinsight.com/			
Number of active teaching hours: 60			Other:
Lectures: 30	Practical classes: 15	Other forms of instruction: 15	Research work:
Teaching methods: Theoretical lectures, case studies, preparation and presentation of seminar papers, discussions and workshops, simulations, role-plays.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)	10		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Business Finance				
Lecturer(s): Vesna D. Marković, Nenad R. Mihailović				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: Second year/3 rd semester				
Course prerequisites: None				
Course objectives Acquiring knowledge and developing competencies and skills to use basic indicators of financial analysis, methods of planning and managing current assets, acceptability of investment projects and determining the optimal capital structure, as well as drawing conclusions after applying the relevant methodology and conducting analysis.				
Course outcomes Upon successful completion of the course, students will be able to: - Recognize and define the objectives of financial management, financial policy and the process of financial control. - Apply in practice the most significant indicators and methods of financial analysis, planning and management of the company's working capital and evaluation of the effectiveness and acceptability of investment projects. - Analyze the obtained indicators and results and compare them with previous periods or standard values. - Make appropriate conclusions and recommend measures to improve the financial performance of the company.				
Course content Theoretical instruction: 1. Business finance - introductory considerations (the scope and objectives of financial management, financial policy, financial control, organization of finance function) 2. Financial analysis 2. Business and financial risk and the leverage effect 3. Cash flow planning 4. Working capital management 5. Investments and evaluation of the effectiveness of investment projects 6. The sources of financing and the cost of capital Practical course work: In practical classes, the students work independently on certain segments of analysis, which should result in making proposals for planning and managing the assets of companies they have selected. Each student selects a company (from the web site of the Serbian Business Registers Agency or from their own city) that will serve as an example for applying the methodology adopted throughout the course. These classes have a practical dimension as the students solve the tasks that they will encounter in the real business environment by using adopted techniques and methods.				
Literature 1. Kastratović, M., & Marković, V. (2009). <i>Poslovne finansije</i> . Valjevo: VIPOS. 2. Ivanišević, D. (2011). <i>Poslovne finansije</i> . Beograd: Ekonomski fakultet. 3. Brili, R. A., Majers, S. S., & Markus, A. DŽ. (2010). <i>Osnovi korporativnih finansija</i> : Zagreb: Mate. 4. Vunjak, N. (2010). <i>Finansijski menadžment</i> . Subotica: Ekonomski fakultet.				
Number of teaching hours:90				Other:
Lectures: 45	Practical classes: 30	Other forms of instruction: 15	Research work:	
Teaching methods Theoretical lectures, practical classes, case studies (the analysis of particular companies), presentation of the obtained results through discussion and drawing conclusions.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	50 points	Final exam	50 points	
Active class participation	10	Written exam		
Practical work		Oral exam	50	
Colloquia	2x20		
Seminar paper(s)				

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Marketing, Trade and Tourism			
Course: Business Logistics			
Lecturer(s): Snežana P. Rakić			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives The course is intended to provide the basic knowledge of logistics and its role in companies' business systems. Students will become familiar with the business logistics subsystems and their impact on increasing companies' competitiveness and will be able to explain the effects of coordinated marketing and logistics activities on the competitive advantages of business systems. They will learn about the basic mechanisms of material and information flow management in logistics processes and develop their individual and team problem solving skills in the area of logistics management.			
Course outcomes Upon successful completion of the course, students will be able to: - Create a logistics strategy for business operations of a company. - Identify the competitive level of customer service as the primary objective of logistics management. - Use the methods and techniques of transport optimization. - Use mathematical methods to determine optimal storage locations. - Define the stock replenishment level in a company. - Manage information flows in logistics processes. - Select the most appropriate forms of logistics organization.			
Course content Theoretical instruction: The concept and importance of business (marketing) logistics. Distribution channels. Logistics costs. Customer service management. Transport management as a logistics subsystem. Warehouse management. Inventory management. Logistics information system. Logistics organization and management. Practical course work: 1. Thematic discussions - Chapter II (Distribution channels) and Chapter III (Logistics costs). 2. Case presentations and case studies (Managing distribution channels in selected companies). The analysis of the competitive strategy of customer service in selected companies. Feasibility study of using the selected companies' own fleets. Organization of internal transport in selected companies. Assortment and inventory management (examples from practice). 3. Company visits (Management of logistics processes in "Milspeđ" Belgrade; "Pivara" Valjevo – the analysis of logistics costs, "Gorenje" Valjevo – the analysis of warehouse operations; "Metalac", Gornji Milanovac - positioning of logistics in the organizational structure of the company).			
Literature 1. Božić, V., & Aćimović, S. (2016). <i>Marketing logistika</i> . Beograd: Ekonomski fakultet. 2. Božić, V., Aćimović, S., & Rakić, S. (2009). <i>Poslovna logistika</i> . Valjevo: VIPOS. 3. Regodić, D. (2010). <i>Logistika</i> . Beograd: Univerzitet Singidunum. 4. Barac, N., & Milovanović, G. (2006). <i>Strategijski menadžment logistike</i> . Niš: SKC 5. Bowersox, D. J., & Closs, D. (2006). <i>Logistics management</i> . New York: McGraw-Hill.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Lectures, interactive teaching methods, solving business logistics problems with appropriate software support, logistics managers as guest lecturers and familiarization with the practice in the area of logistics management in their companies, company visits.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work		Oral exam	
Colloquia	2x20	
Seminar paper(s)	20		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Marketing, Trade and Tourism			
Course: Consumer Behaviour			
Lecturer(s): Biljana S. Rabasović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The aim of the course is to explain the importance of studying and researching consumer behavior and its role in marketing decision-making. It will familiarize students with consumer behavior and the impact on consumers before, during and after the purchase with a view to creating effective marketing strategies for manufacturing and service companies, and tourism companies in particular.			
Course outcomes Upon successful completion of the course, students will be able to: - Recognize the role and importance of consumers in the marketing decision-making of businesses, especially of tourism companies. - Analyze internal and external factors that impact behavior and decision-making of consumers, with an emphasis on consumers in tourism industry. - Collect consumer-related information and use consumer analysis results to make marketing decisions, primarily the decisions regarding customer relationship management, segmentation, positioning and promotion. - Critically evaluate different practices of consumer organizing and protection.			
Course content Theoretical instruction: Consumers in marketing; tourists in tourist movements. Consumer needs motives and attitudes. Tourist needs, motives and attitudes. Determinants of consumer behavior. Sociological and psychographic research of consumers. Psychological and motivational research of consumer behavior. The consumer buying decision process. The process of tourism decision-making. Consumer behavior models. Consumer organizing and protection. Practical course work: Characteristics of the contemporary consumer as the basis of marketing strategy. The use of motivational research results to make decisions regarding product design and promotion. The analysis of the educational film "Commercialization of Childhood" and drawing conclusions regarding children as consumers. The research on the buying decision process within a family. The survey of consumer attitudes about consumption trends. The analysis of the impact of technological change on informing and understanding the importance of the contemporary consumer.			
Literature 1. Maričić, B. (2011). <i>Ponašanje potrošača</i> . Beograd: Ekonomski fakultet. 2. Shiffman, L., & Kanuk, L. L. (2004). <i>Ponašanje potrošača</i> (7. izdanje). Zagreb: Mate. 3. Solomon, M. R., Bamossy, G. J., & Askegaard, S. (1999). <i>Consumer Behaviour: A European Perspective</i> . Prentice Hall. 4. Živković, R. (2013). <i>Ponašanje i zaštita potrošača u turizmu</i> . Beograd: Univerzitet Singidunum. 5. Babin, B. J., & Harris, E. (2012). <i>Ponašanje potrošača</i> . Beograd: Data status. 6. Internet: www.consumersinternational.org/ Consumers International 7. Internet: www.beuc.org The European Consumers' Organisation 8. Интернет: www.nops.org.rs Nacionalna organizacija potrošača Srbije 9. Professional journals: Marketing, Journal of Consumer Research, Journal of Consumer Behaviour			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, case studies, preparation and presentation of seminar papers, discussions and workshops, educational film.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)	10		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Agricultural Economics and Rural Development			
Course: Cooperatives and Associations in Agricultural Business			
Lecturer(s): Đorđe M. Pavlović			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives The aim of the course is: -To familiarize students with: the theory and practice of cooperative development in the world; the origins and importance of certain forms of cooperative organizations with special reference to cooperatives and associations in agriculture; the current issues and challenges in the modern cooperative sector development; cooperative values and principles; cooperative property; cooperative audit; the levels of cooperative organization; cooperative legislation. - To provide students with the knowledge of other forms of farmers' association in European and domestic practice, as well as to enable them to recognize the differences, advantages and disadvantages of different forms of farmers' organizations.			
Course outcomes Upon successful completion of the course, students will be able to: a) Apply the acquired knowledge in the field of cooperatives in agriculture and other industries. b) Perform management activities in cooperatives and other forms of association in agriculture. c) Analyze problems and propose solutions regarding cooperative development. d) Identify and describe differences between different forms of farmers' associations. f) Evaluate opportunities for the development of different rural areas.			
Course content Theoretical instruction: 1. Definition and elements of cooperative identity 2. Origins and history, development and the current state of cooperatives worldwide 3. Dilemmas in cooperative development and challenges of modernization for the cooperative sector 4. Setting up a cooperative business and specific features of cooperative property 5. Cooperative audit 6. Cooperative legislation 7. Specific features of the cooperative sector in Serbia with special reference to agricultural cooperatives 8. Cooperatives and associations in agriculture, characteristics and the legal framework and the current situation in Serbia Practical course work: The content of the practical course work is as follows: the analysis of successful cooperatives in different industries; contribution of cooperatives to the development of rural areas in our country (case analysis); surveys and interviews on the importance of the cooperative sector in agriculture in Serbia; using available databases and literature; field research. The research results will be discussed through the preparation and presentation of seminar papers that will be analyzed in practical classes.			
Literature 1. Nikolić, M. (2009). <i>Evolucija zadružnog zakonodavstva u Evropi</i> . Beograd: DAES. 2. Čejvanović, F., Hodžić, K., Grgić, Z., Subić, J., Zmaić, K., Vasiljević, Z., Plazibat, I., & Šakić Bobić, B. (2016). <i>Agrarna ekonomija</i> . Beograd: Institut za ekonomiku poljoprivrede. 3. Ševarlić, M., & Nikolić, M. (2012). <i>Stavovi direktora zadruga i zadrugara o zemljoradničkom zadrugarstvu u Srbiji</i> . Beograd: DAES.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical classes, discussions, case analysis, using databases, preparation of surveys and interviews, preparation and presentation of seminar papers.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	30	
Seminar paper(s)	20		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Agricultural Economics and Rural Development			
Course: Costs and Calculations in Agricultural Business			
Lecturer(s): Kosana R. Vićentijević, Marina D. Janković Perić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives This course is intended to provide knowledge of the means of production in agricultural business, fixed and current assets and their production characteristics, types, sources and methods of generation of costs in agricultural production and processing. It will familiarize students with: a) the methods used to determine the specific types of costs in agricultural business; b) the methods of calculating production values, costs and financial performance of a company; c) certain types of calculations in agricultural production and how they are used in practice; d) the basics of planning and investment analysis.			
Course outcomes Upon successful completion of the course, students will be able to: - Calculate different types of costs incurred in individual lines of agricultural production and processing. - Make calculation of production and sales costs. - Calculate cost price and the value of production using different calculation methods. - Determine the indicators of economic success of agricultural and agro-industrial companies and agricultural holdings. - Make an investment calculation that is the basis of economic and financial analysis in the preparation of business plans in agricultural production and agricultural products processing.			
Course content Theoretical instruction: The course is divided into four sections/units: 1. Factors of production 2. Costs 3. Calculations 4. Key performance indicators of agricultural and agro-industrial companies The following topics will be studied and analyzed within these units: - Basic factors of the production process - Significance and methods of calculating certain types of costs in agricultural and agro-industrial production - Different calculation methods in agricultural and agro-industrial production - Absolute and relative financial performance indicators of agricultural companies and holdings Practical course work: 1. Calculation of certain types of costs in agricultural business based on practical examples 2. Making calculations of costs in agricultural production and processing by using different methods on examples from practice 3. Calculation of absolute and relative indicators of a company's business performance 4. Solving tasks and analyzing the obtained results and their impact on business decision making in practice			
Literature 1. Andrić, J. (1998). <i>Troškovi i kalkulacije u poljoprivrednoj proizvodnji</i> . Beograd: Savremena administracija. 2. Jovanović, B. (2001). <i>Kalkulacije u poljoprivredi: Praktikum</i> . Beograd: Poljoprivredni fakultet Univerziteta u Beogradu.			
Number of teaching hours: 90			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction: 15	Research work:
Teaching methods Theoretical lectures, practical classes, exercises, individual and team solving of tasks.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Data Analysis				
Lecturer(s): Đorđe K. Petrović, Valentina Ž. Pavlović				
Course status: Elective				
Number of ECTS credits: 7				
Year of study/semester: Third year/6 th semester				
Course prerequisites: None				
Course objectives Students will understand the importance and the process of data analysis in the modern business environment. They will acquire knowledge and skills of using modern software in data analysis, learn how to prepare data for analysis and use descriptive and inferential statistics to analyze results and draw conclusions.				
Course outcomes Upon successful completion of the course, students will be able to: - Edit, describe and display data in a spreadsheet program. - Examine relationships between variables. - Explain the use of statistical tests in a specific data analysis. - Select appropriate techniques for developing and using formulas in data analysis.				
Course content Theoretical instruction: 1. Basic operations in a programming environment – SPSS (Statistical Package for Social Sciences) 2. Preparing data for analysis 3. Descriptive statistics 4. Exploratory data analysis - selected statistical procedures 5. Advanced techniques for creating and using formulas in a spreadsheet program 6. Working with lists 7. Derived tables (pivot tables) 8. “What-if” analysis/sensitivity analysis Practical course work: 1. Basic spreadsheet operations (cell references, types of cell references, examples), creating and using charts/graphs. 2. Numeric functions, logical functions, lookup functions, reference functions and financial functions. 3. Working with internal databases (lists): sorting, filtering, creating subtotals, D-functions; Goal Seek Tool, Solver Tool. 4. SPSS: aggregating, sorting, filtering and merging data from different data files; Functions: arithmetic, statistical and logical functions, numeric functions, conversion functions, missing values function; Statistical procedures for comparing environments, procedures for testing relationships between variables.				
Literature 1. Soldić-Aleksić, J. (2015). <i>Primenjena analiza podataka</i> . Beograd: Ekonomski fakultet. 2. Albright, S. C., Winston, W. L., & Zappe, C. J. (2009). <i>Data Analysis & Decision Making with Microsoft Excel</i> . South-Western Cengage Learning. 3. Gerber, S. B., & Finn, K. V. (2005). <i>Using SPSS for Windows, Data Analysis and Graphics</i> . Springer Science and Business Media, Inc.				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:	
Teaching methods Theoretical lectures, practical work in computer laboratories, case analysis - presentation of techniques and the results of data analysis.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	60 points	Final exam	40 points	
Active class participation	5	Written exam	40	
Practical work	15	Oral exam		
Colloquia	2x20		
Seminar paper(s)				

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Data Processing			
Lecturer(s): Đorđe K. Petrović, Branko R. Čebić, Dejan M. Beljić, Ivan D. Pantelić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: First year/2 nd semester			
Course prerequisites: None			
Course objectives Familiarizing students with modern concepts of data processing. Developing students' skills for using spreadsheets and databases.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Use spreadsheet programs and database management for data collection and storage. - Manipulate and calculate data using built-in functions. - Edit and format data into tables and diagrams/charts and prepare them for publishing/printing. - Create a simple database, determine primary keys and establish relationships between tables, use the wizard to create data entry forms, edit and delete data, as well as group reports. - Describe the basic features of cloud computing and illustrate its advantages. - List and explain the basic stages of application development and use. 			
Course content			
Theoretical instruction:			
1. Spreadsheets – advanced techniques. Formatting. Charts and diagrams. Formulas and functions. Structuring data in tables. Increasing productivity of the program usage.			
2. Using databases. The basic concepts of databases, advantages of using databases, database system. Introduction to Microsoft Access: basic tables, primary key, foreign key, relationships, indexes, SELECT queries, forms, reports.			
3. Processing data on the Internet. Cloud computing. Creating, publishing and processing data on the web. Case analysis.			
4. Application development and basic programming concepts.			
Practical course work:			
Exercises part 1. Spreadsheets – advanced techniques			
<ul style="list-style-type: none"> - Editing: working with data, review, protection, security. - Data handling: sorting, filtering, linking, templates, charts. - Functions: date and time functions, math functions, statistical functions, text functions, financial functions, lookup and reference functions, logical functions, nested functions. - Analysis: PivotTables, formula auditing. - Special tools, macros. 			
Exercises part 2. Using databases: basic tables, primary key, foreign key, relationships, indexes, SELECT queries, forms, reports, practical application of databases.			
Exercises part 3. Processing data on the Internet: Online survey design and processing of collected data.			
Exercises part 4. Selecting, customizing applications for specific tasks and purposes.			
Literature			
1. Perić, D., & Petrović, Đ. (2013). <i>Internet i obrada podataka</i> . Valjevo: VIPOS.			
2. Obradović, S., Vujović, B., Vučinić, B., Pandurov, T., & Petković, V. (2011). <i>MS Access – Projektovanje baza podataka i aplikacija – MS ACCESS 2010</i> . Beograd: VIŠER.			
3. Stevanović, V. (2012). <i>Korišćenje baza podataka</i> . Beograd: Službeni glasnik.			
4. Wolber, D. (2011). <i>App Inventor</i> . O'Reilly Media.			
Number of teaching hours: 75			Other:
Lectures: 30	Practical classes: 45	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures combined with computer demonstrations and case study analyses; individual student exercises in computer laboratories and homework assignments.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Practical work - exercises and homework assignments	10	Written exam	30
Colloquia	2x30	Oral exam	
Seminar paper(s)		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Economics			
Lecturer(s): Dragoslava S. Sredojević, Slobodan M. Ilić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: First year/1 st semester			
Course prerequisites: None			
Course objectives Acquiring basic knowledge in macroeconomics and microeconomics. Familiarizing students with basic economic categories and market economy laws. Introduction to representative companies, consumers and consumer interactions, that is, the most important aggregates and their interrelationships in the use and distribution of gross domestic product. Acquiring the knowledge of how society manages its scarce resources for production of goods and services and enabling students to make good business decisions. Fostering critical thinking among students on a large number of open issues in macroeconomics and microeconomics.			
Course outcomes Upon successful completion of the course, students will be able to: - Interpret the economic relationship between households, companies, the state and external environment. - Independently use methods and techniques to evaluate the financial performance of a company. - Detect the possible impact of macroeconomic aggregates on the state of the economy and business activities of companies. - Examine the impact of the state on economic growth rate by fostering savings, investments and the advancement of technological knowledge.			
Course content Theoretical instruction: 1. Introduction to microeconomics 2. Enterprise and entrepreneurship 3. Company (production, cost, revenue, profit) 4. Efficiency and competitiveness of the company 5. Market types and structures 6. Macroeconomic aggregates 7. Open economy macroeconomics 8. Aggregate supply and aggregate demand 9. Consumption, savings and investments in the national economy 10. Unemployment and inflation 11. Economic growth and development 12. The economic functions of the state Practical course work: Tasks related to the ten principles of economics. Presentations, examples and discussions on opportunity costs. A case study and tasks related to market forces of supply and demand. A case study on elasticity of demand and supply. Tasks related to production costs. Discussion on the free market forces and the role of the state in limiting them. A case study on international differences in GDP and the quality of life. Tasks related to measuring the costs of living. Discussion on factors of economic growth. Tasks related to the basic tools of finance. Discussion on unemployment and inflation.			
Literature 1. Mankiw, N. G., & Taylor, P. M. (2008). <i>Ekonomija, evropsko izdanje</i> (prevod). Beograd: Data Status. 2. Burda, M., & Viploš, Č. (2012). <i>Makroekonomija</i> (prevod). Beograd: Ekonomski fakultet. 3. Samuelson, P., & Northaus, W. (2009). <i>Ekonomija</i> (prevod). Zagreb: Mate. 4. Pindyck, R. S., & Rubinfeld, D. L. (2009). <i>Microeconomics</i> . Prentice-Hall. 5. Šolak, Z. (2006). <i>Mikroekonomija</i> . Novi Sad: IGT.			
Number of teaching hours: 75			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures and practical classes, presentations of selected economic topics (individual and team presentations), discussions, case studies.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	40
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Electronic Business				
Lecturer(s): Slobodan I. Obradović, Valentina Ž. Pavlović				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: Second year/4 th semester				
Course prerequisites: None				
Course objectives Students will understand the impact of information technology on business processes and operations. They will become familiar and acquire knowledge of electronic business models, data security in electronic business, electronic banking and electronic financial markets, integrated management systems (ERP systems, CRM, SCM), e-government, e-learning, as well as the concepts and tools of internet marketing and mobile business.				
Course outcomes Upon successful completion of the course, students will be able to: - Identify electronic business goals and participants. - Define cryptographic techniques used to implement security services. - Use electronic payment models in modern business. - Select and utilize the latest technological solutions in enterprise resource management. - Apply information and communication technology in education and learning.				
Course content				
Theoretical instruction:				
1. Key electronic business terms (electronic products and services, e-commerce distribution channels, e-commerce development stages).				
2. Models of electronic business.				
3. Electronic business technologies and challenges.				
4. Cryptographic techniques in electronic business security.				
5. Electronic payment systems.				
6. Use of payment cards in e-business systems.				
7. Electronic banking.				
8. Electronic financial markets.				
9. E-learning				
10. Electronic business in public administration (models, architecture of e-government system, e-government services, etc.).				
11. Integrated Management Systems (ERP Systems, CRM – Customer Relationship Management, Supply Chain Management).				
12. Electronic marketing (e-marketing techniques, data sources in e-marketing, etc.).				
13. Internet marketing tools (blogs and banner ads, search engine optimization techniques).				
14. Mobile business (mobile technologies in e-business, mobile commerce, applications, mobile marketing).				
Practical course work:				
Types of e-business – examples. E-store development, creation of product categories, product creation. Cryptographic methods – the use of encryption software, creating digital signature, electronic document signing, digital certificates, certification bodies. Simulation of electronic banking with the help of e-banking software. Simulation of trading in the electronic financial market – Forex (on-line tools). Distance learning tools, Moodle distance learning platform.				
The analysis of existing e-government software solutions, the eGovernment Portal of the Republic of Serbia/Examples of working with smart cards used in e-government. The use of enterprise resource planning software and customer relationship management software. Creating and maintaining own blog using a blog service. Measuring and analyzing website performance (tracking website statistics – Google Analytics). Planning and implementation of campaigns and social media presence (Facebook, Twitter, YouTube, etc.). Creating and placing banner ads.				
Literature				
1. Radenković, B., & Despotović Zrakić, M. (2015). <i>Elektronsko poslovanje</i> . Beograd: FON.				
2. Scott, D. M. (2007). <i>The New Rules of Marketing and PR</i> . John Wiley & Sons.				
3. Vasković, V. (2007). <i>Sistemi plaćanja u elektronskom poslovanju</i> . Beograd: FON.				
4. Holloman, C. (2012). <i>The Social Media MBA: Your Competitive Edge in Social Media Strategy Development and Delivery</i> . John Wiley & Sons Ltd.				
5. Kalakota, R., & Robinson, M. (2007). <i>E-Poslovanje</i> . Zagreb: MATE.				
6. Chaffey, D. (2009). <i>E-Business and E-Commerce Management</i> (4th edition). Prentice Hall.				
7. Shah, M., & Clarke, S. (2009). <i>E-Banking Management: Issues, Solutions, and Strategies</i> . IGI Global.				
8. Furrht, B., & Escalante, A. (Eds.). (2010). <i>Handbook of Cloud Computing</i> . Springer publishing company.				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:	

Teaching methods			
Theoretical lectures, computer laboratory exercises, case studies, practical work – the use of e-business applications.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	5	Written exam	
Practical work	15	Oral exam	40
Colloquia	2x20	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: English 1			
Lecturer(s): Tatjana J. Dugošija			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: First year/1 st semester			
Course prerequisites: None			
Course objectives The aim of the course is to enable students to develop all language skills (reading, writing, speaking and listening) at A1/A2 level of the Common European Framework of Reference for Languages as well as to master simple grammar and language structures and general English vocabulary necessary for communication in simple everyday situations.			
Course outcomes Upon successful completion of the course, students will be able to: - <i>Speaking:</i> communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar topics and activities; handle short social exchanges; produce brief everyday expressions in order to satisfy simple needs: personal details, daily routines, wants and needs, requests for information; use basic sentence patterns to talk about themselves and other people, what they do, places, possessions, etc. - <i>Listening:</i> understand clear, standard speech related to areas of most immediate personal relevance and catch the main point in short, clear, simple messages and announcements. - <i>Reading:</i> read and understand short, simple texts containing high frequency vocabulary; find specific information in simple written everyday material such as emails, notices, advertisements, brochures, menus, and timetables. - <i>Writing:</i> write short, simple notes and messages relating to matters in areas of immediate need, linking a series of simple phrases and sentences with simple connectors such as “and”, “but” and “because”; write a simple personal letter or email.			
Course content			
Theoretical instruction:			
1. Topics and related vocabulary: Talking about people and places. Jobs. Daily life and free time activities. My home. Giving directions. Holidays. Shopping. Education. Family and friends. Describing people. Plans for the future. Good and bad experiences. Travel. In a restaurant.			
2. Grammar: Tenses (present simple, past simple, present continuous, present perfect simple); adverbs of frequency; indefinite and definite article; pronouns (personal, object, possessive, demonstrative); possessive adjectives; prepositions of place and time; comparatives and superlatives; expressing ability (can/can't); asking for and giving permission (can/could); expressing obligation and absence of obligation (have to/not have to); giving advice (should/shouldn't); expressing future plans (be going to +verb); expressing wants and wishes (would like to); passive – present simple and past simple; adverbs of manner.			
Practical course work:			
1. Practising the use of grammatical structures, vocabulary and language functions in all language skills (speaking, listening, reading and writing) at A1/A2 level of the Common European Framework of Reference for Languages.			
2. Practising communication in everyday situations: introducing oneself and others, asking and answering questions about one's family and friends, making arrangements, asking for and giving directions, shopping, asking and answering questions about one's studies and courses, making suggestions, asking for and giving permissions, giving advice, buying tickets, ordering food and drinks in a restaurant.			
3. Writing simple emails.			
Literature			
1. Dellar, H., & Walkley, A. (2017). <i>Outcomes Elementary Student's Book</i> (2 nd Edition). National Geographic Learning, Cengage Learning.			
2. Maggs, P., & Smith, C. (2017). <i>Outcomes Elementary Workbook</i> (2 nd Edition). National Geographic Learning, Cengage Learning.			
Number of teaching hours: 75			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Active participation of students in lectures and practical classes, communicative approach to learning a foreign language, pair and group work, homework assignments, simulations, role-plays, application of information technology in teaching and learning (Moodle learning platform for homework assignments).			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	40
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: English for Economics 2			
Lecturer(s): Tatjana J. Dugošija			
Course status: Compulsory			
Number of ECTS credits: 4			
Year of study/semester: Second year/4 th semester			
Course prerequisites: None			
Course objectives Enabling students to further develop all language skills (reading, writing, speaking and listening) at A2/B1.1 level of the Common European Framework of Reference for Languages through revision and extension of students' knowledge of grammatical structures, vocabulary and language functions. Expanding and improving general English vocabulary and acquiring and enhancing business English vocabulary and profession-specific terminology in the field of economics required for communication in everyday business situations.			
Course outcomes Upon successful completion of the course, students will be able to: - <i>Listening/Speaking:</i> exchange information with colleagues, express opinions in simple terms on familiar topics and state simple requirements within their field of work; manage simple phone calls (leave a message, take and pass on a message, make a reservation, take calls at reception, complain); make brief presentations relating to their field of work and understand the general meaning of presentations; engage in limited conversations with foreign business partners, associates or visitors; engage in simple conversations when on business trips abroad. - <i>Reading:</i> read and understand routine, standard correspondence on familiar topics relating to their field of work, short reports on familiar matters, and simple product/procedure description within their own work area. - <i>Writing:</i> write simple business emails and letters giving basic information or making simple requests to colleagues or contacts in another company; note down simple instructions or requests from clients.			
Course content			
Theoretical instruction:			
1. Topics and related vocabulary: Companies and their activities. Departments in a company. Describing jobs. Telephone calls. Welcoming visitors. Product development. Product description. Employment procedures and job benefits. Customer service and customer satisfaction. Complaints. Travelling by plane. Placing orders.			
2. Grammar: Tenses (present simple, present continuous, past simple, past continuous, present perfect simple, expressing future – will+infinitive, be going to+infinitive, present simple, present continuous for future arrangements); zero and first conditional; countable and uncountable nouns; a lot of, much/many, some/any; comparison of adjectives; adverbs of frequency; adverbs of place, manner and time; adjectives ending in -ed/-ing.			
3. Business correspondence: writing simple business emails and letters.			
Practical course work:			
1. Practising the use of grammatical structures, vocabulary and language functions in all language skills.			
2. Practising communication in everyday business situations: introducing oneself at a conference; making polite requests; describing jobs and responsibilities at work; making and receiving telephone calls at work (leaving, taking and passing on messages, booking hotel accommodation/plane tickets, making and responding to complaints); welcoming visitors and socializing before business meetings; describing products; discussing progress; asking for and giving opinions, agreeing/disagreeing; checking in at the airport/a hotel/a company reception; buying a plane ticket at the ticket office; 3. Writing simple business emails and letters.			
Literature			
1. Grant, D., Hudson, J., & McLarty, R. (2012). <i>Business Result Pre-Intermediate Student's Book</i> . Oxford: Oxford University Press.			
2. Davies, G., Speck, C., & Wilden, S. (2012). <i>Business Result Pre-Intermediate Interactive Workbook Material</i> . Oxford: Oxford University Press.			
3. Mascull, B. (2002). <i>Business Vocabulary in Use</i> . Cambridge: Cambridge University Press.			
4. Murphy, R. (2004). <i>English Grammar in Use</i> (3rd Edition). Cambridge: Cambridge University Press.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods: Active participation of students in lectures and practical classes, communicative approach to learning a foreign language, pair and group work, simulations, role-plays, the use of Internet and application of information technology in teaching and learning (Moodle learning platform).			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	40
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: English for Economics 3			
Lecturer(s): Tatjana J. Dugošija			
Course status: Compulsory			
Number of ECTS credits: 4			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives Further development of all language skills (reading, listening, writing and speaking) at B1 level of the Common European Framework of Reference for Languages. Expanding general and business English vocabulary and enabling students to communicate effectively in various business situations. Developing students' business writing skills. Acquiring more complex profession-specific terminology used in the field of economics and business and enabling students to interpret authentic texts and articles in the field of economics and business.			
Course outcomes Upon successful completion of the course, students will be able to: - <i>Listening/Speaking:</i> exchange factual information and instructions with colleagues or business partners/associates; express opinion and present arguments; leave and take more complex messages; participate in meetings on familiar subjects and routine negotiations; handle discussions on practical problems; understand and make more complex business presentations describing trends and interpreting visual data; socialize with native and non-native speakers without making errors that might lead to misunderstandings. - <i>Reading:</i> read and understand more complex business correspondence, business reports and instructions in a form of a continuous text; identify a general idea and specific information in authentic texts and articles in their field of economics and business; summarize selected authentic texts and articles in the field of economics and business. - <i>Writing:</i> write different types of business letters/emails (making reservations, placing orders, replying to orders, complaints); write a CV and a cover letter.			
Course content Theoretical instruction: 1. Topics and related vocabulary: Sales and advertising. Business meetings. Environmental issues. Presentations. Corporate entertainment. Company performance. Describing trends. Future trends. Managing time. Negotiations. Personal development and training. Careers. 2. Grammar: Revision of tenses; modals verbs (obligation, absence of obligation, permission, prohibition, advice); the passive voice; conditionals; present perfect simple and continuous; expressing future. 3. Writing: different types of business letters/emails (making reservations, placing orders, replying to orders, complaints), a CV and a cover letter. Practical course work: 1. Practising the use of grammatical structures, vocabulary and language functions in all language skills. 2. Simulating different business situations: taking part in meetings; giving a formal presentation; invitations and offers; describing trends and visual data (tables, charts and diagrams); taking part in negotiations. 3. Writing different types of business letters/emails, CVs and cover letters. 4. Reading and summarizing selected authentic texts and articles in the field of economics and business.			
Literature 1. Grant, D., Hudson, J., & McLarty, R. (2012). <i>Business Result Pre-Intermediate Student's Book</i> . Oxford: Oxford University Press. 2. Hughes, J., & Naunton, J. (2016). <i>Business Result Intermediate Student's Book with Online Practice</i> (2nd Edition). Oxford: Oxford University Press. 3. Mascull, B. (2002). <i>Business Vocabulary in Use</i> . Cambridge: Cambridge University Press. 4. Murphy, R. (2004). <i>English Grammar in Use</i> (3rd Edition). Cambridge: Cambridge University Press.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Active participation of students in lectures and practical classes, communicative approach to learning a foreign language, pair and group work, simulations, role-plays, case studies, the use of Internet and application of information technology in teaching and learning (using presentation software and Moodle learning platform).			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Entrepreneurial and Financial Investment			
Lecturer(s): Slobodan M. Ilić			
Course status: Elective			
Number of ECTS credits: 3			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives The objective of the course is to enable students to understand the logic of investing and to familiarize them with the sources of information. It is intended to enable students to consider problems occurring in this business area, to conduct appropriate research and analysis, to propose possible solutions to specific problems and to select the optimal solution for each individual problem, as well as to prepare and deliver the presentation of possible and selected solutions, and to defend their choice.			
Course outcomes Upon successful completion of the course, students will be able to: - Consider different aspects of the problem, propose possible solutions and select the optimal solution to the problem situation occurring in the real financial sector, as well as to implement the selected solution in practice. - Apply the acquired professional knowledge and skills to analyze investing in starting their own business (as entrepreneurs) or to analyze investing in the financial and/or real estate markets, creating a personal portfolio; be employed in business entities and public companies at the national or local level and perform jobs in the domain of investment and property management. - Use application software to solve business (investment and management) problems in the real financial sector, in both domestic and international markets. - Work in teams in the field of entrepreneurial and financial investment and asset management. - Work in the multicultural global environment.			
Course content Theoretical instruction: 1. Basics of investment 2. Entrepreneurial investment 3. Financial investment 4. Portfolio and asset management 5. Problem solving: analysis, solution proposal and selection of the optimal solution Practical course work: Students will conduct specific research which will entail: 1. The analysis of the problem situation (task); 2. Determining the necessary information basis required for solving a specific problem task; 3. Gathering the necessary data using selected research methods in order to propose possible solutions; 4. The analysis of the collected data, possible solutions proposal and the selection of the optimal solution; 5. Presentation of results of the problem task analysis, possible solutions and the selected solution; 6. Presentation of results and oral defence of the selected solution.			
Literature 1. Bodie, Z., Kane, A. & Marcus, A. J. (2009). <i>Osnovi investicija</i> . Beograd: Data status. 2. Šoškić, D. (2013). <i>Hartije od vrednosti: Upravljanje portfoliom i investicioni fondovi</i> . Beograd: Ekonomski fakultet. 3. The relevant legislation			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 15	Other forms of instruction: 15	Research work:
Teaching methods Theoretical lectures, individual and/or team research, individual and/or team presentation of the results and oral defence of the selected solutions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	5	Written exam	
Research work	65	Oral exam (presentation)	30
Colloquia		
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Entrepreneurship			
Lecturer(s): Snežana P. Rakić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives Providing knowledge and develop skills in the field of entrepreneurship and starting own business. Presenting personal characteristics and necessary business skills of entrepreneurs. Familiarizing students with the characteristics of the modern global business environment. Familiarizing students with the legal requirements for starting a business. Acquiring the skills needed to develop a business plan. Familiarizing students with the institutional framework and support for entrepreneurship development in Serbia.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Recognize and define the characteristics of successful entrepreneurs. - Analyze the characteristics of the modern global business environment and its impact on entrepreneurial activity. - Identify the key factors in the analysis of business ideas. - Consider and choose the most appropriate form of starting an entrepreneurial venture. - Differentiate various sources of financing business ideas. - Evaluate the effectiveness of different business strategies and choose the optimal one. - Develop a business plan for their own business idea. - Select the most appropriate organizational form for starting an entrepreneurial venture and running the business. 			
Course content			
Theoretical instruction: Characteristics of the modern business environment. The concept of entrepreneurship. The profile of an entrepreneur, the analysis of personal characteristics and business skills. Entrepreneurial idea and opportunity analysis. Innovation and entrepreneurship. Entrepreneurial strategies. Business plan. Legislative support for entrepreneurship. Institutional framework and support for entrepreneurship development in Serbia.			
Practical course work: <ol style="list-style-type: none"> 1. Thematic discussions – Chapter 3 (The profile of an entrepreneur) – Harper’s test of entrepreneurial characteristics, personality test, motivation. 2. Case analyses – Chapter 3 (Personal profile of a successful entrepreneur – practical examples); Chapter 4 (the analysis of external sources of financing based on a list of selected companies); Chapter 6 (creating an entrepreneurial strategy based on examples from the practice of selected companies); Chapter 7 (developing a business plan based on examples from the practice of selected companies). 3. Entrepreneurial workshops on how to develop a business idea, how to develop a business plan, on modern business tools, etc. 4. Guest lectures delivered by successful local entrepreneurs, local government representatives in charge of local and economic development, and organizations and associations which promote entrepreneurship and support its development. 5. Visits to selected companies and entrepreneurship fairs in Valjevo and Belgrade. 			
Literature <ol style="list-style-type: none"> 1. Jokić, D., Rakić, S., & Mikić, A. (2013). <i>Preduzetništvo</i>. Valjevo: VIPOS. 2. Deakins, D. (2012). <i>Preduzetništvo malih firmi</i>. Beograd: Data Status. 3. Hisrich, R., Peters, M., & Shepherd, D. (2013). <i>Entrepreneurship</i>. McGraw-Hill. 4. Paunović, B., & Zipovski, D. (2013). <i>Poslovni plan: vodič za izradu</i>. Beograd: Centar za izdavačku delatnost. 5. Avlijaš, R., & Avlijaš, G. (2013). <i>Preduzetništvo</i>. Beograd: Univerzitet Singidunum. 6. Paunović, B. (2012). <i>Preduzetništvo i upravljanje nalim i srednjim preduzećima</i>. Beograd: Ekonomski fakultet. 			
Number of teaching hours: 75			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 15	Research work:
Teaching methods: Theoretical lectures combined with interactive teaching methods, presentation of examples from the practice of companies, creative workshops, software application in solving practical tasks, preparation and presentation of seminar papers.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work		Oral exam	
Colloquia	2x20	
Seminar paper(s)	20		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Final Project in Business Economics				
Lecturer(s): Dragoslava S. Sredojević, Snežana P. Rakić				
Course status: Compulsory				
Number of ECTS credits: 4				
Year of study/semester: Third year/6 th semester				
Course prerequisites: None				
Course objectives Enabling students to solve practical business problems in companies and institutions by applying the knowledge and skills related to their respective modules.				
Course outcomes Upon successful completion of the course, students will be able to: - Identify a real business problem in the company/institution. - Collect relevant internal and external information. - Analyze the collected data. - Create the solution proposal. - Present and defend their solution proposal.				
Course content Theoretical instruction: 1. Defining the scope, objectives and expected results of the project assignment 2. Defining the project stages and activities at each stage 3. Selection and presentation of appropriate methodology for processing the collected information, the analysis of obtained results and project presentation Practical course work: 1. Identification of a practical problem in the company/institution or the possibility for improving the business process 2. Collecting the necessary information/data 3. Analysis of the collected information/data 4. Formulation of initial solution proposal and consultations with the mentor 5. Preparation of the initial report on the problem solution and consultations with the mentor 6. Preparation of the final project report 7. Preparation of the project presentation 8. Project defence				
Literature 1. Jovanović, P. (2010). <i>Upravljanje projektima</i> . Beograd: Zuhra. 2. Nouks, S. (2005). <i>Upravljanje projektima</i> . Beograd: Clio. 3. General acts of the company/institution in which the project is conducted. 4. Regulations and standards governing business operations of the company/institution for which the project proposal is created.				
Number of teaching hours: 30				Other:
Lectures: 15	Practical classes:	Other forms of instruction: 15	Research work:	
Teaching methods Lectures combined with case study analysis; visits to the company/institution for which the project proposal is created; project preparation; project defence.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	50 points	Final exam	50 points	
Active class participation	10	Written exam		
Final report	40	Oral exam – project defence	50	
Colloquia			
Seminar paper(s)				

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Accounting, Auditing and Taxes			
Course: Financial Accounting			
Lecturer(s): Marina D. Janković Perić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives Acquiring knowledge and skills in the field of financial accounting through: understanding complex business changes in assets, capital, liabilities, revenues, expenses and financial performance; acquiring the knowledge of accounting monitoring of business operations of manufacturing and trading companies; acquiring the knowledge of the preparatory and final actions for the preparation of financial statements of the company; enabling students for independent observing and keeping informed about accounting and other regulations; the application of modern electronic services (Business Registers Agency, Tax Administration, Central Registry for Compulsory Social Insurance).			
Course outcomes Upon successful completion of the course, students will be able to: - Record complex business changes in accounting of manufacturing and trading companies. - Perform pre-closing actions and recording related to the preparation of financial statements of the company. - Prepare financial statements of manufacturing and trading companies. - Analyze and interpret information and communicate the results to the company management and other stakeholders. - Apply accounting regulations and regulations on the submission of financial statements electronically.			
Course content Theoretical instruction: 1. Basic accounting principles 2. Recording of fixed assets 3. Recording of current assets 4. Recording of equity 5. Recording of long-term provisions and liabilities 6. Recording of expenses 7. Recording of revenues 8. Pre-closing actions and closing of accounts 9. Methods for measuring financial performance 10. Financial statements 11. Off-balance sheet evidence 12. Cost accounting 13. Specific business operations Practical course work: Practical tasks relating to changes in equity, long-term provisions and liabilities, fixed assets, current assets, expenses, income, advances, accruals, deferrals and measuring of financial performance; seminar papers relating to particular companies (content items 2-12), presentations and debates; software application in accounting.			
Literature 1. Škarić-Jovanović, K. (2016). <i>Finansijsko računovodstvo</i> . Beograd: Ekonomski fakultet. 2. Božanić, J., Radovanović, S., Vasiljević, M., Janković, M., & Mihailović, N. (2015). <i>Osnovi računovodstva sa praktikumom</i> . Valjevo: VIPOS. 3. Meigs, R., & Meigs, W. (2005): <i>Računovodstvo</i> . Zagreb: Mate. 4. Accounting laws and regulations 5. Accounting journals			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, exercises, practical work, individual and team solving of specific tasks, group discussions on relevant topics based on examples from the practice of companies, group analysis of complex cases.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work	20	Oral exam	
Colloquia	2x20	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Accounting, Auditing and Taxes			
Course: Financial Control and Audit			
Lecturer(s): Kosana R. Vićentijević, Marina D. Janković Perić, Nenad R. Mihailović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives Acquiring basic knowledge of financial control (tax control and budget inspection), external audit of financial statements and internal audit, as well as practical training in tax administration, budget inspection, the sectors of internal audit of legal entities and audit firms.			
Course outcomes Upon successful completion of the course, students will be able to: - Identify the difference between financial control and external and internal audit. - Solve specific tasks in Tax Administration, budget inspection and the sector of internal audit of legal entities. - Prepare parts of the external and internal audit reports, as well as the audit of public expenditure (under the supervision of the audit team leader). - Compare the effect of the application of national regulations and standards to business operations of specific legal entities.			
Course content Theoretical instruction: 1. Regulatory framework (national regulations and international standards) 2. Financial control (the concept, types, objectives and procedures) 3. Theoretical basis for the financial statement audit 4. Audit of business cycles and balance sheet items 5. Internal audit (objectives, procedures and standards) 7. Audit of public expenditure (objectives, procedures and standards) Practical course work: 1. The analysis of specific accounting and auditing examples 2. The analysis of specific reports on external and internal audit, as well as audit of public expenditures 3. The analysis of examples from the textbook "Audit" (Manual for auditors and students) - V. Messier 4. Presentation and defense of seminar papers related to auditing of business cycles			
Literature 1. Ranković, M. (2013). <i>Finansijska kontrola i revizija</i> . Valjevo: VIPOS. 2. Accounting and auditing legislation, translation of IAS/ IFRS and ISAs 3. Andrić, M., Krsmanović, B., & Jakšić, D. (2012). <i>Revizija – teorija i praksa</i> . Subotica: Ekonomski fakultet. 4. Milojević, D. (2006). <i>Revizija finansijskih izveštaja</i> . Beograd: FTB i BBA. 5. Koder, D. (2011). <i>Interna revizija – Automatizacija do efikasnosti</i> (prevod). Beograd: SRRS. 6. Mesiera, V. (2000). <i>Revizija</i> . Zagreb: Faber i Zgombić. 7. Any other textbook in the field of audit			
Number of teaching hours: 90			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction: 15	Research work:
Teaching methods Active participation in lectures and practical classes, the use of compulsory and supplementary literature, independent preparation of relevant professional papers, teamwork in reading specific records and decisions of the Tax Administration and audit reports, as well as their analysis.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	5	Written exam	
Practical work	30	Oral exam	50
Colloquia	15	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Financial Markets			
Lecturer(s): Slobodan M. Ilić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives Acquiring the knowledge of different segments of the financial market and their functioning. Acquiring the knowledge of different financial instruments and financial market participants. Familiarizing students with trading mechanisms in order to perform various financial operations. Fostering critical thinking on a large number of open issues regarding financial markets.			
Course outcomes Upon successful completion of the course, students will be able to: - Explain the role and relationship of financial markets and institutions. - Trade in certain segments of the financial market. - Make an optimal choice of financial instruments in order to perform various financial transactions. - Evaluate different investment alternatives. - Perform stock exchange operations. - Evaluate the situation in certain financial markets, identify relevant signals of possible changes and evaluate future trends in financial markets.			
Course content Theoretical instruction: 1. The concept, types and importance of financial markets 2. Financial markets operations 3. Institutional framework for the of financial market functioning 4. Financial market instruments 5. Financial market participants 6. Stock exchange operations and over-the-counter (OTC) operations 7. Financial market crises and their solutions Practical course work: 1. Preparation and presentation of seminar papers (on financial market instruments, financial market participants, stock exchange operations and over-the-counter operations) and follow-up discussions. 2. Calculation of costs of different types of financial instruments. 3. Guest lectures delivered by prominent experts in the field of financial markets (lectures on financial market instruments, financial market participants, stock exchange operations and over-the-counter operations). 4. Visits to financial institutions and organizations (Belgrade Stock Exchange, the National Bank of Serbia, banks) and regulatory authorities (Securities Commission). 5. Case study analysis. 6. Project work.			
Literature 1. Erić, D. (2007). <i>Finansijska tržišta i instrumenti</i> . Beograd: Čigoja štampa. 2. Jeremić, Z. (2003). <i>Finansijska tržišta</i> . Beograd: Fakultet za finansijski menadžment i osiguranje. 3. Law on the Capital Market; Law on Banks; Law on the National Bank of Serbia; Individual Income Tax Law; Corporate Income Tax Law. 4. Biznis i finansije (journal)			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, case study analysis, exercises, problem solving, discussions. Students are encouraged to present their own understanding of particular topics and issues and present their own analytical results.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	5	Written exam	30
Practical work	5	Oral exam	
Colloquia	2x20	
Seminar paper(s)	20		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: Accounting, Auditing and Taxes				
Course: Fiscal Systems				
Lecturer(s): Kosana R. Vićentijević, Nenad R. Mihailović				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: Second year/4 th semester				
Course prerequisites: None				
Course objectives Acquiring the knowledge related to fiscal systems, with particular emphasis on public expenditures, public revenue and their functions, the tax system of the Republic of Serbia and the tax system of OECD member countries. Application of tax regulations as well as the analysis of the impact of taxation on companies and institutions.				
Course outcomes Upon successful completion of the course, students will be able to: - Apply tax regulations in the private and public sectors. - Make tax calculations. - Compile and submit different types of tax returns. - Prepare different types of tax reports in companies and institutions. - Select optimal tax-related solutions and tax saving strategies in specific companies.				
Course content Theoretical instruction: 1. Introduction to fiscal systems 2. Public expenditures 3. Public revenue 4. Budget and funds: theory and practice 5. The tax systems in Serbia and OECD member countries 6. Application of tax regulations in the private sector practice in the Republic of Serbia 7. Application of tax regulations in the public sector practice in the Republic of Serbia Practical course work: 1. Solving practical problems related to the calculation of different types of taxes and submission of tax returns. 2. The analysis of specific records and decisions of the Tax Administration authorities. 3. Presentation of seminar papers in the domain of individual income tax, corporate income tax, value added tax, property tax. 4. Calculation, completion and filing of tax returns; creation of tax reports. 5. Creation of tax-related solutions and drafting of accompanying acts.				
Literature 1. Ranković, M. (2012). <i>Fiskalni sistemi</i> . Valjevo: VIPOS. 2. Tax laws and by-laws 3. Textbooks and manuals in the field of fiscal systems, i.e. public finances and transfer prices 4. Stiglic, Dž. (2004). <i>Ekonomija javnog sektora</i> . Beograd: Ekonomski fakultet. 5. Journals in the field of taxation, finance, accounting and auditing				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:	
Teaching methods: Active participation in lectures and practical classes, the use of compulsory and supplementary literature, preparation of seminar papers, the analysis of specific records and decisions of the Tax Administration and audit reports.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	60 points	Final exam	40 points	
Active class participation	5	Written exam	40	
Practical work	15	Oral exam		
Colloquia	20		
Seminar paper(s)	20			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Marketing, Trade and Tourism			
Course: Foreign Trade Business			
Lecturer(s): Đorđe M. Pavlović			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives Providing the knowledge of organization and performance of foreign trade operations. Enabling students to draft and implement contracts for standard foreign trade operations. Familiarizing students with the models of complex foreign trade operations. Familiarizing students with the use of modern information technologies and electronic commerce in business organizations.			
Course outcomes Upon successful completion of the course, students will be able to: - Create a list of all participants involved in export and import of goods. - Assess trade risks. - Draft a purchase contract. - Plan all the stages of foreign trade operations. - Select a suitable model of complex foreign trade operations. - Apply the concept of electronic commerce.			
Course content Theoretical instruction: 1. Foreign trade and international market 2. Organization, participants and documents in foreign trade operations 3. International practice, standards and regulations 4. Calculations in foreign trade 5. International payments and financing foreign trade operations 6. Regular foreign trade operations 7. Complex foreign trade operations 8. Electronic commerce 9. Risks in international trade Practical course work: 1. Case studies on specific companies and successful traders (presentation of business operations of freight forwarders, foreign trade companies and the customs) 2. The analysis of foreign trade contracts for export and import of goods 3. The analysis of all documents related to the execution of a purchase contract 4. Preparation and presentation of seminar papers (electronic commerce, complex foreign trade operations) 5. Guest lectures on international payment operations and electronic banking 6. Visits to selected foreign trade companies and freight forwarders			
Literature 1. Kozomara, J. (2012). <i>Osnove međunarodnog poslovanja – Spoljnotrgovinske robne transakcije</i> . Beograd: Ekonomski fakultet. 2. Laušević, Lj. (2015). <i>Spoljnotrgovinsko poslovanje i instrumenti plaćanja</i> . Valjevo: VIPOS. 3. Kozomara, J. (2005). <i>Spoljnotrgovinsko poslovanje</i> . Beograd: Institut za ekonomsku diplomatiju. 4. Kozomara, J. (2000). <i>Izvoz i uvoz robe</i> . Beograd: Ekonomski fakultet. 5. INCOTERMS 2010 6. Law on Foreign Trade Operations; Law on Foreign Exchange Operations; Law on Payment Services; The Customs Law			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, exercises, practical classes, seminar papers, case studies, the use of Internet, guest lecturers from foreign trade companies and banks, visits to foreign trade companies.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x20	
Seminar paper(s)	10		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Human Resource Management			
Lecturer(s): Nikola Đ. Jančev, Nikola B. Stojanović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/4 th semester			
Course prerequisites: None			
Course objectives Providing knowledge in the field of human resource management. Familiarizing students with the concepts of job analysis and job evaluation as well as human resource planning methods. Enabling students to conduct recruitment and candidate selection activities, to define and use candidate selection tools and implement employee remuneration system and evaluate human resource activities.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Define human resource strategy and policy. - List and describe human resource management activities. - Select methods of human resource planning and justify their application. - Prepare and conduct recruitment and candidate selection activities. - Demonstrate the use of candidate selection tools. - Compare and classify jobs on the basis of job analysis information. - Reorganize organizational units. - Propose new solutions regarding the remuneration system. - Evaluate the implementation of human resource management activities and recommend the necessary changes. 			
Course content Theoretical instruction: Introduction to human resource management. Strategic human resource management. Linking human resource management and corporate strategy. Job analysis and organizational design. Planning human resources demand and supply. Recruitment and selection of candidates. Rewarding employees. Employee performance appraisal. Employee motivation. Performance-based pay. Labour relations and collective bargaining. Employees' safety and health. Leaving an organization. Activities of international human resource management. Practical course work: Designing human resource management in line with the corporate strategy. Training students to perform human resource management activities. Defining the stages of human resource management implementation in a business organization. Development of research projects on job analysis, planning, selection, remuneration system, etc. Cooperation with human resources departments in different companies and the National Employment Agency. Presentation of the research project.			
Literature 1. Stanković, M. (2013). <i>Menadžment ljudskih resursa</i> . Valjevo: VIPOS. 2. Stanković, M. (2016). <i>Određivanje sistema zarada – organizacioni pristup</i> . Beograd: Prosveta. 3. Mondy, W., et al. (2005). <i>Human Resource Management</i> . Pearson Prentice Hall. 4. Gomez-Mejia, L., Balkin, D., & Cardy, R. (2007). <i>Managing Human Resources</i> . New Jersey: Pearson/Prentice Hall. 5. Briscou, D., Schuler, R., & Tarique, I. (2012). <i>International Human Resource Management</i> . New York: Routledge.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures combined with interactive teaching methods, discussions, case study analysis, preparation of seminar papers, research project and public presentation of the project.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	
Practical work		Oral exam	50
Colloquia	25	
Seminar paper(s)	15		

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Finance, Banking and Insurance			
Course: Insurance Company Business			
Lecturer(s): Sanja V. Radovanović, Svetlana Ž. Tomić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives Familiarizing students with the specific features of insurance operations. Developing students' ability to analyze the financial stability of insurance companies. Familiarizing students with the types of risks to which insurance companies are exposed and methods used to manage and overcome these risks.			
Course outcomes Upon successful completion of the course, students will be able to: - Analyze financial statements of insurance companies. - Make an optimal choice with regard to the investment activity of an insurance company. - Identify risks to which insurance companies are exposed. - Manage risks in the insurance business. - Perform managerial jobs at the branch level.			
Course content Theoretical instruction: 1. Business principles of insurance company business 2. Financial statements of insurance companies 3. Assets; guarantee reserves and technical reserves of insurance companies 4. Managing financial resources of insurance companies 5. Risks in the insurance business 6. Insurance pricing 7. Investment activity of insurance companies 8. Marketing in insurance 9. Bank insurance 10. Supervision of insurance operations Practical course work: 1. Assessment of insurance company solvency 2. Calculation of the solvency margin using premium index and loss index 3. Risk assessment in a specific insurance company 4. Marketing strategy for an insurance company – a case study 5. Study visit to Dunav Insurance Company			
Literature 1. Kočović, J., Šulejić, P., & Rakonjac-Antić, T. (2010). <i>Osiguranje</i> . Beograd: Ekonomski fakultet. 2. Avdalović, V., & Petrović, E. (2011). <i>Menadžment rizika i osiguranje</i> . Niš: Ekonomski fakultet. 3. Vaughan, E., & Vaughan, T. (2007). <i>Osnove osiguranja i upravljanja rizicima</i> . Zagreb: Mate. 4. Kapor, P. (2008). <i>Osnove osiguranja – teorija, praksa i regulative</i> . Beograd: Poslovni biro. 5. Kočović, J. (2006). <i>Aktuarske osnove formiranja tarifa u osiguranju lica</i> . Beograd: Ekonomski fakultet. 6. Rejda, G. E. (2001). <i>Principles of Risk Management and Insurance</i> . New York: Harper Collins.			
Number of teaching hours: 90			Other:
Lectures: 45	Practical classes: 30	Other forms of instruction: 15	Research work:
Teaching methods Lectures, practical classes, exercises, seminar papers, case study analysis, visits to insurance companies and state institutions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Finance, Banking and Insurance			
Course: Insurance			
Lecturer(s): Sanja V. Radovanović, Svetlana Ž. Tomić			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Second year/4 th semester			
Course prerequisites: None			
Course objectives The aim of the course is to familiarize students with the concept, role and importance of insurance and provide them with the knowledge and understanding of insurance companies and insurance processes. It is also intended to develop the skills necessary for individual and team solving of insurance-related problems by the application of various methods and techniques.			
Course outcomes Upon successful completion of the course, students will be able to: - Perform insurance operations of higher degree of complexity. - Draft documents crucial for the property and personal insurance portfolios. - Process documents related to damage assessment and liquidation. - Compare and evaluate risks in order to select optimal options. - Draft contract documents. - Apply the Insurance Law and General Insurance Terms and Conditions to individual cases.			
Course content Theoretical instruction: 1. Insurance as a legal and economic category 2. Scope and types of insurance 3. Functions of insurance 4. Elements of insurance 5. Insurance documents 6. Contractual aspects of insurance 7. Insurance participants 8. Policies and other insurance instruments 9. Organization of insurance companies 10. Insurance funds 11. Harmonization of insurance operations with the EU regulations 12. Types of insurance Practical course work: 1. The completion of insurance documents (insurance policy and covering list) 2. The sale of insurance (practical examples) 3. The review and analysis of damage in insurance 4. Drafting of insurance contracts (practical examples) 5. Software application in standard insurance operations 6. Practical work in an insurance company			
Literature 1. Šulejić, P. (2002). <i>Pravo osiguranja</i> . Beograd: Pravni fakultet. 2. Kočović, J., Šulejić, P., & Rakonjac-Antić, T. (2010). <i>Osiguranje</i> . Beograd: Ekonomski fakultet. 3. Rakonjac-Antić, T. (2010). <i>Penzijsko i zdravstveno osiguranje</i> . Beograd: Ekonomski fakultet. 4. Williams, C. A., Smith, M. L., & Young, P. C. (1998). <i>Risk Management and Insurance</i> . Boston: McGraw-Hill. 5. Insurance Law			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical course work, seminar papers, visits to selected banks, insurance companies and state institutions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Accounting, Auditing and Taxes			
Course: International Accounting Regulations			
Lecturer(s): Kosana R. Vićentijević, Marina D. Janković Perić, Nenad R. Mihailović			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives Acquiring basic knowledge of international accounting regulations through familiarizing students with International Accounting Standards (IAS), International Financial Reporting Standards (IFRS), International Financial Reporting Standards for Small and Medium-Sized Entities (IFRS for SMEs), and International Standards on Auditing (ISAs). Enabling students to apply regulations in different countries as a requirement for increasing the availability of quality and comparable information, especially to creditors and investors in the international market.			
Course outcomes Upon successful completion of the course, students will be able to: - Identify appropriate regulations for the preparation of internationally comparable financial statements. - Prepare financial statements using appropriate regulations. - Relate the information obtained from comparable financial statements. - Suggest the regulations to be applied. - Determine the effects of implementation of different regulations.			
Course content Theoretical instruction: 1. Regulatory framework 2. The objectives and qualitative characteristics of the financial statements in accordance with IAS 3. Recognition and measurement of assets, liabilities, revenues and expenditure 4. Preparation and presentation of financial statements 5. Submission and disclosure of financial statements 6. Consolidation of financial statements 7. Structure of international auditing standards 8. Implementation of international auditing standards Practical course work: 1. The analysis of specific examples using IAS/IFRS and IFRS for small and medium-sized entities 2. Case studies on business practice of different countries 3. The analysis of selected audit reports on Serbian companies 4. Presentation and defense of seminar papers related to the preparation and presentation of financial statements 5. Debate on practical examples regarding the submission and disclosure of financial statements			
Literature 1. Ljubisavljević, S., Vasiljević, M., & Mihailović, N. (2013). <i>Uvod u međunarodnu računovodstvenu regulativu</i> . Valjevo: VIPOS. 2. Grupa autora. (2009). <i>Priručnik o praktičnoj primeni MSFI</i> . Beograd: Savez računovođa i revizora Srbije. 3. Grupa autora. (2014). <i>Priručnik za primenu kontnog okvira za srednja, mala i mikro pravna lica i preduzetnike u skladu sa MSFI za MSP i Pravilnikom za mikropravna lica</i> . Beograd: Privredni savetnik. 4. Christophen, N., & Parker R. (2010). <i>Comparative International Accounting</i> (11 th edition). FT Prentice Hall. 5. Updated translation of standards (IAS, IFRS, IFRS for SMEs), Ministry of Finance of the Republic of Serbia - www.mfin.gov.rs 6. Accounting and Auditing Journals			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, case studies, individual and group assignments, discussions, workshops, guest lectures.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	55 points	Final exam	45 points
Active class participation	5	Written exam	
Practical work	30	Oral exam	45
Colloquia	20	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: International Business			
Lecturer(s): Dragoslava S. Sredojević			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/6 th semester			
Course prerequisites: None			
Course objectives Familiarizing students with the modern global business environment. Providing students with the knowledge of principles, strategies and tactics necessary for companies to operate in the global business environment. Familiarizing students with the strategies for entering, positioning and survival of companies in global markets. Acquiring practical skills through analyzing and solving selected case studies.			
Course outcomes Upon successful completion of the course, students will be able to: - Evaluate different forms of business operations and international marketing instruments. - Select the methods of entering the global market in accordance with the company's capacities and characteristics of the business environment. - Make decisions in specific business situations. - Effectively communicate and participate in teamwork.			
Course content Theoretical instruction: 1. Definition, development and importance of international business 2. Effects of globalization and internationalization of business 3. Dimensions of international business environment 4. Foreign market segmentation and international market targeting 5. Forms of international business, different approaches when choosing a form of doing business in a foreign market 6. Management and accounting issues affecting international business 7. Financial and commercial issues affecting of international business 8. International marketing tools and internationalization of business Practical course work: 1. Case studies on foreign market segmentation 2. Case studies on the social responsibility of foreign companies in the host country 3. Case studies on export business, various forms of countertrade, contractual cooperation, international joint ventures, foreign direct investments 4. Presentations of students' seminar papers related to the cultural dimensions of international business 5. Visits to companies involved in international business			
Literature 1. Sredojević, D., Stojadinović-Jovanović, S., & Vasiljević, M. (2009). <i>Međunarodni biznis</i> . Valjevo: VIPOS. 2. Kozomara, J. (2013). <i>Osnovi međunarodnog poslovanja – složeni oblici</i> . Beograd: Ekonomski fakultet. 3. Rakita, B. (2012). <i>Međunarodni marketing</i> . Beograd: Ekonomski fakultet. 4. Kozomara, J., & Stojadinović-Jovanović, S. (2011). <i>Međunarodno poslovno finansiranje</i> . Beograd: Ekonomski fakultet. 5. Gregori, P. R., & Stjuart, R. S. (2015). <i>Globalna ekonomija i njeni ekonomski sistemi</i> . Beograd: Ekonomski fakultet.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods An integrated teaching model will be adopted by combining lecturing with group discussions, individual assignments, case analysis and presentations.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	15	Written exam	30
Practical work		Oral exam	
Colloquia	2x20	
Seminar paper(s)	15		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Introduction to Informatics				
Lecturer(s): Andrija D. Tošič, Branko R. Čebić, Dejan M. Beljić				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: First year/1 st semester				
Course prerequisites: None				
Course objectives The main aim of the course is to provide theoretical knowledge and develop students' basic computer skills (word processing applications, the use of the Internet, creating presentations) and enable them to use computer skills in their future workplace.				
Course outcomes Upon successful completion of the course, students will be able to: - Explain the basic principles of information and communication technologies and distinguish between computer components and their functions. - Manage and store documents. - Design and print complex documents and use circulars in business correspondence. - Use electronic mail in business communication and search for information on the Internet. - Create and format presentations.				
Course content Theoretical instruction: 1. The basics of using computers: Computers and devices. Desktop environment. Printing. File management. The use of computer networks. Safety. 2. Word processing, advanced techniques: Text formatting. In-text referencing. Increasing productivity in word processing. Document collaboration. Preparing files for print. 3. The use of the Internet: Basic Internet terms. Internet security. Web browsers. Electronic mail. Social networking systems. Internet communication. Internet search. Other Internet services. 4. Presentations, advanced techniques: Planning presentations. Master slides and templates. Graphic objects. Charts and diagrams. Multimedia. Productivity improvement. Presentation management. Practical course work: Computer laboratory exercises (group and individual) – organizing computer files, word processing and text formatting, creating and formatting presentations.				
Literature 1. Lambert, J. & Lambert, S. (2016). <i>Windows 10 Korak po korak</i> . Beograd: CET. 2. Soper, M. E. (2016). <i>Windows 10 Kao od šale</i> . Beograd: Mikro knjiga. 3. Rutledge, P. A. (2016). <i>Office 2016 Kao od šale</i> , Beograd: Mikro knjiga. 4. Munnely, B. & Holden, P. (2005). <i>ECDL</i> . Beograd: Mikro knjiga.				
Number of teaching hours: 90				Other:
Lectures: 45	Practical classes: 45	Other forms of instruction:	Research work:	
Teaching methods Lectures, computer laboratory exercises, individual assignments.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam		30 points
Computer lab classes	10	Written exam		30
Practical work		Oral exam		
Colloquia	2x30		
Seminar paper(s)				

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Introduction to Tourism with Basics of Rural Tourism			
Lecturer(s): Biljana S. Rabasović, Vladimir A. Krivošejev			
Course status: Elective			
Number of ECTS credits: 3			
Year of study/semester: Second year/4 th semester			
Course prerequisites: None			
Course objectives To familiarize students with the basic concepts of tourism, its importance and current trends in the tourism industry, as well as with the specific characteristics of rural tourism and its role in both the global tourism industry and the development and revitalization of rural areas.			
Course outcomes Upon successful completion of the course, students will be able to: - Explain the main processes of tourism activities. - Recognize different tourism resources. - Recognize different roles and potentials of various tourism resources. - Identify the basic principles of rural tourism and explain its importance for the revitalization and development of rural areas.			
Course content			
Theoretical instruction:			
1. Basic concepts of tourism			
2. The origins and development of tourism			
3. Tourist destinations			
4. Tourism resources			
5. Tourist attractions			
6. Sustainable tourism			
7. Selective forms of tourism			
8. Characteristics and importance of rural tourism			
9. Attractions of rural tourism			
10. Accommodation capacities of rural tourism			
11. Potentials for rural tourism development in Serbia			
Practical course work:			
1. Exploring the tourism potential of a particular area.			
2. The analysis of tourist attractions of a particular area, with recommendations for utilization.			
3. The analysis of activities of a particular tourism entity with recommendations for business improvements			
4. Familiarization with the rural tourism capacities, the analysis and recommendations for improvements.			
Literature			
1. <i>Uvod u turizam sa osnovama ruralnog turizma</i> (skripta). Valjevo: VIPOS.			
2. Besermenji, S. (2008). <i>Uvod u turizam</i> . Novi Sad: PMF – Departman za geografiju, turizam i hotelijerstvo.			
3. Lazić, L., et al. (2007). <i>Ruralni turizam</i> . Novi Sad: PMF – Departman za geografiju, turizam i hotelijerstvo.			
4. Unković, S., & Zečević, B. (2009). <i>Ekonomika turizma</i> . Beograd: Ekonomski fakultet.			
5. Bole, D., et al. (2013). <i>Sinergija kulture i turizma za razvoj ruralnih područja</i> . Novi Sad: Prirodno-matematički fakultet.			
6. Đurović, D., & Cvejić, S. (2001). <i>Ruralni turizam kao činilac ruralnog razvoja</i> . Beograd: SeConS.			
7. Đorđević Milošević, S. & Milovanović, J. (2012). <i>Održivi turizam u funkciji ruralnog razvoja – Mala poljoprivredna gazdinstva i ruralni turizam u Srbiji</i> . Beograd: Fakultet za primenjenu ekologiju Futura, Univerzitet Singidunum.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 15	Other forms of instruction: 15	Research work:
Teaching methods Theoretical lectures, case studies, preparation and presentation of seminar papers, discussions and workshops.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)	10		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Management				
Lecturer(s): Branko Ž. Matić				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: First year/2 nd semester				
Course prerequisites: None				
Course objectives Familiarizing students with management as the basic function of a modern company. Acquiring the knowledge of management processes and the manner of their organization and functioning. Mastering the basic management techniques and methods.				
Course outcomes Upon successful completion of the course, students will be able to: - Explain the importance and role of management in a company. - Independently organize management processes at the operative and middle level. - Autonomously observe and keep informed about the development of management theory and practice trends. - Apply management methods, techniques and software.				
Course content Theoretical instruction: 1. Basic aspects of business and management 2. The concept and scope of management 3. Management development 4. The planning process 5. The process of organizing 6. The leadership process 7. The controlling process Practical course work: 1. Case studies of specific companies and successful managers 2. Contributions of management theorists 3. Plans and SWOT analysis development 4. Organizational scheme development 5. Job classification scheme development 6. Motivation methods 7. Documentation of the quality management system				
Literature 1. Matić, B. (2012). <i>Menadžment</i> . Valjevo: VIPOS. 2. Matić, B. (2013). <i>Menadžment praktikum</i> . Valjevo: VIPOS. 3. Mašić, B., et al. (2014). <i>Savremena teorija menadžmenta – škole i novi pristupi</i> . Beograd: Data status. 4. Chuck, W. (2010). <i>Principi menadžmenta</i> . Beograd: Data status. 5. Boddy, D. (2008). <i>Management: An introduction</i> . Prentice Hall.				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:	
Teaching methods Theoretical lectures and interactive teaching methods, practical examples, assignments, case studies, presentations and defense of seminar papers through discussions.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	60 points	Final exam	40 points	
Active class participation	3	Written exam		
Practical work	10	Oral exam	40	
Colloquia	2x20		
Seminar paper(s)	7			

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: Marketing, Trade and Tourism				
Course: Market Research				
Lecturer(s): Mladen Ž. Vičentić, Ivana M. Marković				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: Second year/4 th semester				
Course prerequisites: None				
Course objectives Students will become familiar with the importance and the process of market research in the contemporary business environment. They will understand the process of market research and its practical application, methodological aspects of measuring market and sales potential, empirical analysis of consumer demand by applying the knowledge and concepts of elasticity of demand (price elasticity and income elasticity) and econometric analysis of demand.				
Course outcomes Upon successful completion of the course, students will be able to: - Define a marketing problem and research objectives. - Identify information sources. - Select a sample selection strategy and determine the sample size. - Collect and prepare the necessary data to be analyzed. - Analyze data by applying the knowledge acquired as well as the appropriate data analysis software. - Present research results.				
Course content Theoretical instruction: 1. Dimensions of market research 2. Market research process 3. Measuring market and sales potential 4. Demand analysis 5. Consumer behavior research 6. Planning market research 7. Ethical issues of market research Practical course work: 1. Sample design and determination 2. Preparation and implementation of the focus group research method 3. Writing good survey questions and creating effective surveys by following the guidelines 4. Using tools to create online surveys 5. Data entry and analysis using Excel and SPSS				
Literature 1. Hanić, H., Vičentić, M., & Đurica, M. (2010). <i>Istraživanje tržišta</i> . Valjevo: VIPOS. 2. Hanić, H. (2005). <i>Istraživanje tržišta i marketing informacijski sistem</i> . Beograd: Ekonomski fakultet. 3. Hanić, H., & Vičentić, M. (2001). <i>Istraživanje marketinga</i> . Valjevo: Viša ekonomska škola. 4. Anđelković, S. (2002). <i>Istraživanje ponašanja potrošača</i> . Beograd: Beogradska poslovna škola. 5. Journals in the field of marketing and market research.				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:	
Teaching methods Theoretical lectures, practical classes, field research, computer laboratory exercises, case studies - presentation of techniques and results of the analysis.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam		30 points
Active class participation	5	Written exam		
Practical work		Oral exam		30
Colloquia	50		
Seminar paper(s)	15			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Marketing			
Lecturer(s): Mladen Ž. Vičentić, Ivana M. Marković			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: First year/1 st semester			
Course prerequisites: None			
Course objectives The objective of the course is to provide students with thorough knowledge of basic marketing principles and enable them to acquire the marketing mindset when making business decisions. Therefore, it is necessary to familiarize students with the fundamental aspects of observing and defining marketing, with a particular emphasis on market research activity as the most important function of marketing. It will analyze all marketing mix instruments and develop students' analytical, critical and creative thinking skills through the analysis of practical examples in order to make the right marketing decision.			
Course outcomes Upon successful completion of the course, students will be able to: - Define, organize, implement and use the results of market research, independently or in teams. - Define an optimal offer based on market research and analysis. - Successfully plan marketing strategies for particular companies. - Conduct marketing activities in the company.			
Course content Theoretical instruction: 1. Definition of marketing 2. Creating value for customers and customer satisfaction 3. Customer loyalty research 4. Marketing management in a company 5. Marketing information system 6. Market research 7. Market analysis 8. Market segmentation and market positioning 9. Marketing mix instruments 10. Marketing organization models Practical course work: 1. Developing a marketing concept for a specific business entity and not-for-profit organization 2. Simulation of the market research process 3. Planning a new product 4. Designing and creating a specific promotional campaign 5. Implementation of an appropriate marketing strategy			
Literature 1. Vičentić, M., & Mijailović, I. (2011). <i>Marketing</i> . Valjevo: VIPOS. 2. Vičentić, M. (2008). <i>Marketing</i> . Valjevo: VIPOS. 3. Milisavljević, M., Maričić, B., & Gligorijević, M. (2009). <i>Osnovi marketinga</i> . Beograd: Ekonomski fakultet 4. Hanić, H. (2007). <i>Principi marketinga</i> . Beograd: Beogradska bankarska akademija. 5. Jobber, D., & Fahy, J. (2006). <i>Osnovi marketinga</i> . Beograd: Data status. 6. Kotler, F. (2001). <i>Upravljanje marketingom</i> . Zagreb: Mate. 7. Časopis Marketing. Beograd: Publisher.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, case studies, role-plays, quizzes, debates, preparation of seminar papers, presentations, guest lectures.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	5	Written exam	
Case studies	15	Oral exam	40
Colloquia	40	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Professional Practice 1			
Lecturer(s): Sanja V. Radovanović, Jelica V. Božanić, Slobodan M. Ilić, Marina D. Janković Perić, Branko Ž. Matić, Nenad R. Mihailović, Mladen Ž. Vićentić, Nikola B. Stojanović			
Course status: Compulsory			
Number of ECTS credits: 4			
Year of study/semester: First year/2 nd semester			
Course prerequisites: None			
Course objectives Practical application of theoretical knowledge acquired within different first year courses in the simulation of business events and processes in the Virtual Company. Familiarization with business operations of selected companies or institutions. Development of practical skills through teamwork, business communication and the use of information technologies.			
Course outcomes Upon successful completion of the course, students will be able to: - Apply the knowledge acquired in the first year courses to a specific business environment. - Identify, analyze and solve practical problems in teams. - Apply information technology in performing professional practice in legal entities and state authorities.			
Course content Theoretical instruction: There is no theoretical instruction in this course. Practical course work: 1. Introducing students to the basic legal forms of legal entities, their establishment, activities, organizational structure and basic documents of legal entities 2. Application of the knowledge acquired in particular first year courses through practical work in the Virtual Company 3. Professional practice in a legal entity of the student's choice			
Literature 1. Đurić, Ž., Vasiljević, M., Božanić, J., Radovanović, S., Janković, M., & Mihailović, N. (2013). <i>Praktikum iz Stručne prakse I</i> . Valjevo: VIPOS.			
Number of teaching hours: 0			Other:
Lectures: 0	Practical classes: 0	Other forms of instruction:	Research work:
Teaching methods Simulation of work through activities in the Virtual Company and recording them in the Practicum. Practical work in the company under the guidance and supervision of an expert (practitioner) and preparation of professional practice diaries/reports.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation		Practicum, diary/report	30
Practical work	70	Oral exam	
Colloquia		
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Professional Practice 2			
Lecturer(s): Marina D. Janković Perić, Vesna D. Marković, Sanja V. Radovanović, Mladen Ž. Vičentić, Jelica V. Božanić, Kosana R. Vičentijević, Nenad R. Mihailović, Nikola B. Stojanović, Ivana M. Marković			
Course status: Compulsory			
Number of ECTS credits: 4			
Year of study/semester: Second year/4 th semester			
Course prerequisites: None			
Course objectives Enabling students to apply their theoretical knowledge in the course of their professional practice undertaken in companies and institutions in the private and public sectors. Developing students' employability skills and improving their competitiveness in the labour market.			
Course outcomes Upon successful completion of the course, students will be able to: - Implement the regulatory framework in the private and public sectors. - Use procedures, methods and techniques in performing a variety of job tasks and activities in consistence with the scope of their modules. - Prepare different types of reports in companies and institutions. - Select optimal solutions in companies and institutions in which they perform the professional practice.			
Course content Theoretical instruction: There is no theoretical instruction in this course. Practical course work: Students participate in business activities of companies and institutions in the private and public sectors, in compliance with the scope of their modules, through problem solving, needs analysis of the companies and institutions, preparation of reports, as well as the implementation of the companies' and institutions' internal acts.			
Literature 1. Relevant laws and regulations 2. Professional publications 3. Textbooks containing examples from practice 4. Internal company documentation			
Number of teaching hours: 0			Other:
Lectures: 0	Practical classes: 0	Other forms of instruction:	Research work:
Teaching methods Active participation in the activities of companies and institutions under the supervision of the mentor (a mentor is a person employed by the company or the institution who monitors and evaluates the tasks performed by the student in the course of the professional practice); the use of regulatory framework and professional literature in solving specific problems in practice; the students' independent preparation of reports; keeping records (diaries) of performed activities during the professional practice; the evaluation performed by the mentor from the company or institution on the basis of completed professional practice and written report, as well as the final evaluation of professional practice by the college professor/mentor based on the report presentation, which confirms that the student has successfully performed the professional practice in their field of study.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation		Practicum, diary/report	40
Practical work	60	Oral exam	
Colloquia		
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Finance, Banking and Insurance			
Course: Public Administration Law			
Lecturer(s): Slobodan Z. Nenadović			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives Familiarizing students with state administration and local government authorities and their organization as well as their procedures, primarily those affecting the functioning of entities and organizations that operate in compliance with the financial regulations. Defining “the systems orientation” within the legal system and legal order from the administration perspective. Providing basic knowledge with regard to administrative treatment of natural persons and legal entities.			
Course outcomes Upon successful completion of the course, students will be able to: - Perform activities with regard to the implementation of laws and procedures relevant to business operations and management. - Analyze administrative procedures. - Participate in administrative procedures. - Evaluate possible actions following the adoption of administrative decisions. - Apply the acquired knowledge in relations with state administration and local government authorities.			
Course content			
Theoretical instruction:			
1. Administration as a system of social and business regulation.			
2. Functions and organization of public administration.			
3. The main principles and institutes of administrative law.			
4. State administration and local government in Serbia; public services and public companies.			
5. Administrative regulations and administrative acts; administrative contracts.			
6. Administrative procedure (general and special).			
7. Public administration regulations and procedures relating to banks, insurance companies and business entities.			
8. Public administration as an actor in ensuring the implementation of socially responsible practices in financial institutions and business entities.			
9. Forms of synergistic action of the state administration and local government and financial and business entities.			
10. Forms of administrative supervision of banks and insurance companies.			
Practical course work:			
1. Participation in the administrative procedure – a simulation.			
2. Tasks related to the exercise of supervision by the monetary authorities			
3. Professional practice in state administration and local government authorities.			
4. Guest lectures on the implementation of laws and other regulations in the fields of tax and administrative procedure as well as in the exercise of public authority.			
Literature			
1. Tomić, Z. (2011). <i>Upravno pravo</i> . Beograd: Pravni fakultet.			
2. Đurić, Ž. (2005). <i>Lokalna uprava u Srbiji i Crnoj Gori</i> . Beograd: Službeni glasnik.			
3. Đurić, Ž. (2001). <i>Praktikum za upravni i upravno carinski postupak</i> . Valjevo: VEŠ.			
4. Popović, S., Lilić, S., & Slavinšek, J. (2001). <i>Komentar Zakona o opštem upravnom postupku</i> . Beograd: Savremena administracija.			
5. Denhardt, B. R., & Denhardt, V. J. (2008). <i>Public Administration: An Action Orientation</i> . Wadsworth Publishing.			
6. Lane, J. E. (2000). <i>Public Administration and Public Management: The Principal-Agent Perspective</i> . Routledge.			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical classes, seminar papers, study visits to state administration authorities and state institutions.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work		Oral exam	40
Colloquia	2x25	
Seminar paper(s)			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: Accounting, Auditing and Taxes			
Course: Public Sector Accounting			
Lecturer(s): Jelica M. Božanić			
Course status: Elective			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives: Acquiring complex knowledge and developing skills related to: the specific features of the budget system and the public sector accounting and reporting; bookkeeping and preparing annual statements of direct and indirect budget users; independent monitoring of changes in the public sector accounting and reporting regulations; the use of electronic services (Business Registers Agency, Tax Administration, Central Registry for Compulsory Social Insurance).			
Course outcomes Upon successful completion of the course, students will be able to: - Independently record complex business changes. - Prepare annual statements of direct and indirect budget users. - Analyze and interpret financial statements of budget users. - Monitor and implement the public sector accounting regulations.			
Course content Theoretical instruction: 1. Public sector accounting legislation 2. Financial plans of budget users 3. Standardized chart of accounts and the chart of accounts for the public sector accounting 4. Public sector accounting – specific features 5. Non-financial and financial assets of budget users 6. Liabilities and sources of capital 7. Current expenditures and revenues 8. Evaluation of the financial performance of budget users 9. Annual financial statement of budget users Practical course work: 1. Individual and group seminar papers based on particular budget beneficiaries (content items 1-9), presentations and debates 2. Software application in accounting 3. Solving tasks in the practicum and analyzing the results 4. Visits to the Public Payments Administration and the Municipality of Valjevo (regarding the preparation and implementation of the budget)			
Literature 1. Grupa autora. (2014). <i>Primena kontnog plana za budžetski sistem sa primerima knjiženja</i> . Beograd: IPC. 2. Božanić, J. (2016). <i>Budžetsko računovodstvo sa praktikumom</i> . Valjevo: VIPOS. 3. Čanak, J., & Kilibarda, Z. (2007). <i>Primena kontnog plana za budžetsko računovodstvo</i> . Beograd: Savez računovođa i revizora Srbije. 4. Public sector accounting laws and regulations 5. Public sector accounting journals			
Number of teaching hours: 60			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:
Teaching methods Theoretical lectures, practical classes, individual and team solving of tasks, group assignments and presentations of topics related to specific budget users, group analysis of complex cases.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	40
Practical work		Oral exam	
Colloquia	2x20	
Seminar paper(s)	10		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Quality Management and Ecology				
Lecturer(s): Branko Ž. Matić				
Course status: Elective				
Number of ECTS credits: 3				
Year of study/semester: Second year/4 th semester				
Course prerequisites: None				
Course objectives Familiarizing students with the quality concept and the standards and principles of the quality system. Providing the knowledge of quality management systems and ISO 9000 series of standards. Enabling students to perform quality management activities. Familiarizing students with the basic concepts of environment, environmental threats and sources of threats. Enabling students to develop and implement pollution prevention measures in production and agriculture. Enabling students to plan and conduct environmental protection activities as well as the activities ensuring product quality and food safety.				
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Describe the functioning of the quality system. - Apply appropriate methods to increase the efficiency of a management system. - Define the indicators of quality and environmental suitability of a product. - Apply the principles of the quality management system in practice. - Define the elements of the quality policy, analyze its advantages and improve the policy. - Classify the roles and tasks of the company management and employees in terms of quality. - Demonstrate an environmentally friendly attitude. - Develop HACCP and sustainable development plans. 				
Course content Theoretical instruction: The basics of management and standardization. The evolution of quality concept. ISO 9000 series of standards. Quality management system (its evolution, objectives, scope, design, structure, accreditation). Quality management. Total quality management - TQM (concept, models, elements, implementation). Basics of ecology and environmental protection. ISO 14000 series standards. Environmental management system. Product quality. HACCP method and food safety. Ecology in agriculture. Practical course work: Practical examples of ISO 9001 and ISO 14001 certified companies; task assignments; case studies; presentation and defence of seminar papers through discussion; visits to companies with a certified management system and follow-up analyses and discussions; development of HACCP plan.				
Literature 1. Filipović, J., & Đurić, M. (2009). <i>Osnove kvaliteta</i> . Beograd: Fakultet organizacionih nauka. 2. Filipović, J., & Đurić, M. (2010). <i>Sistem menadžmenta kvaliteta</i> . Beograd: Fakultet organizacionih nauka. 3. Petrović, N. (2016). <i>Ekološki menadžment</i> . Beograd: Fakultet organizacionih nauka. 4. Petrović, N. (2012). <i>Ekološki menadžment u poljoprivredi (CD-ROM)</i> . Beograd: Fakultet organizacionih nauka. 5. Varga, J. (2013). <i>Bezbednost hrane korak po korak: HCCP priručnik za praksu</i> . Valjevo: RPK.				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 15	Other forms of instruction: 15	Research work:	
Teaching methods Theoretical lectures combined with interactive teaching methods, case analyses, group projects.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	60 points	Final exam	40 points	
Active class participation	3	Written exam		
Practical work	20	Oral exam	40	
Colloquia	30		
Seminar paper(s)	7			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Quantitative Methods			
Lecturer(s): Ljubica V. Mihić, Đorđe K. Petrović, Valentina Ž. Pavlović			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: First year/2 nd semester			
Course prerequisites: None			
Course objectives Students will understand the importance and the process of solving a number of real economic problems in the domain of quantitative methods. The course will formulate and illustrate the solutions to certain problems that are frequently encountered in economic practice by using mathematical and statistical methods. It will also demonstrate the application of algebra, analysis, financial mathematics, theory of probability and mathematical statistics in economics.			
Course outcomes Upon successful completion of the course, students will be able to: - Apply algebra and financial mathematics to solve business problems. - Calculate principal, interest, debt repayment period by using interest rate calculation. - Determine the probability of different events. - Display data in tables and calculate measures of central tendency. - Determine the relationship between variables. - Apply knowledge of index numbers when interpreting reports of financial and statistical institutions.			
Course content Theoretical instruction: 1. Elements of linear algebra 2. Differential calculus 3. Economic functions 4. Proportionality and percentage calculus 5. Financial mathematics, interest calculation 6. Bill of exchange discounting and loan amortization 7. Introduction to probability theory 8. Descriptive statistics 9. Distribution of random variables 10. A sample and sample statistics 11. Regression and correlation 12. Index numbers Practical course work: Introduction to linear algebra and its applications. Applications of differential calculus. Functions in economics. Proportionality and percentage calculus. Interest calculation. Bill of exchange discounting and loan amortization. Probability. Descriptive statistics (measure of central tendency, measure of spread/dispersion). Random variable distribution (mathematical expectation of a random variable, graphical representation of a random variable, standard deviation of a random variable, binomial probability distribution). A sample and sample statistics. Regression and correlation. Index numbers (basic, chain). Software application (Minitab and SPSS) in research, surveys, regression models, trends in specific life processes.			
Literature 1. Jovašević, Lj., & Gledović, B. (2010). <i>Kvantitativne metode</i> . Valjevo: VIPOS. 2. Andrić, V., & Janković, M. (2013). <i>Kvantitativne metode – zbirka rešenih zadataka</i> . Valjevo: VIPOS. 3. Backović, M. (2004). <i>Ekonomsko matematički metodi i modeli</i> . Beograd: Ekonomski fakultet. 4. Vukdelija, D., & Jovašević, Lj. (2011). <i>Elementi finansijske matematike</i> . Valjevo: VIPOS.			
Number of teaching hours: 90			Other:
Lectures: 45	Practical classes: 45	Other forms of instruction:	
Teaching methods Theoretical lectures, practical classes, tasks and practical assignments.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	
Practical work		Oral exam	30
Colloquia	2x30	
Seminar paper(s)			

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: All modules				
Course: Sales Management				
Lecturer(s): Đorđe M. Pavlović				
Course status: Elective				
Number of ECTS credits: 7				
Year of study/semester: Third year/6 th semester				
Course prerequisites: None				
Course objectives Introduction to the concept of sales management, its characteristics, elements, development and application. Understanding the importance of sales management and its direct impact on business performance. Mastering sales management skills and methods of entering, positioning and surviving in the domestic and global markets.				
Course outcomes Upon successful completion of the course, students will be able to: - Independently manage the sales function. - Solve tasks and overcome challenges related to sales management and effectively communicate and participate in teamwork. - Critically evaluate and successfully apply sales management skills and methods.				
Course content Theoretical instruction: 1. Evolution of sales 2. Sales management process 3. The impact of environmental factors on sales programme 4. Corporate marketing strategy and sales programme 5. Sales forecasting 6. Sales organization and sales quota 7. Implementation of the sales programme 8. Evaluation and control of the sales programme 9. International sales and sales management 10. Business etiquette Practical course work: 1. Group work on case studies related to international sales and sales management 2. Presentation and the analysis of successful companies based on the examples from practice 3. Seminar papers in the field of trade economics				
Literature 1. Pavlović, Đ. (2012). <i>Menadžment prodaje</i> . Valjevo: VIPOS. 2. Lovreta, S., Janičijević, N., & Petrović, G. (2003). <i>Prodaja i menadžment prodaje</i> . Beograd: Savremena administracija. 3. Gašović, M. (2003). <i>Menadžment prodaje</i> . Beograd: Savremena administracija. 4. Kotler, F. (2004). <i>Kako kreirati, ovladati i dominirati tržištem</i> . Novi Sad: Adizes. 5. Porter, M. (2006). <i>Konkurentna prednost</i> . Novi Sad: Adizes.				
Number of teaching hours: 60				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research work:	
Teaching methods Theoretical lectures, exercises, practical classes, presentation of seminar papers, discussions, guest lectures delivered by successful managers.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam		30 points
Active class participation	10	Written exam		
Practical work		Oral exam		30
Colloquia	2x20		
Seminar paper(s)	20			

Study programme: Business Economics			
Type and level of studies: Basic applied studies/First degree studies			
Module: All modules			
Course: Services Marketing			
Lecturer(s): Biljana S. Rabasović, Ivana M. Marković			
Course status: Compulsory			
Number of ECTS credits: 7			
Year of study/semester: Third year/5 th semester			
Course prerequisites: None			
Course objectives Familiarizing students with the unique nature of services and the impact of their unique characteristics on marketing strategies. Providing knowledge and develop students' skills to apply marketing concepts in order to achieve business success in the growing service sector.			
Course outcomes Upon successful completion of the course, students will be able to: - Explain the specific and complex nature of the service product. - Plan and conduct research into the quality of services, customer satisfaction, customer interactions, service environment, etc. - Make recommendations for improving marketing strategy based on research results. - Apply an appropriate service management strategy (research, service design, target market selection, promotion, positioning).			
Course content Theoretical instruction: 1. Modern service economy 2. Definition, characteristics and classification of services 3. Service consumer satisfaction 4. Quality of service 5. Service design, branding and positioning 6. Service pricing policy and distribution channels 7. Customer interactions and people management in service organizations 8. Physical evidence and service environment 9. Integrated marketing communication in services 10. Managing supply and demand in the service sector 11. Services marketing research 12. Application of services marketing in specific sectors (tourism, banking, insurance) Practical course work: The analysis of current trends in the service sector. The analysis of the service characteristics on a specific example. Detecting difficulties in service delivery and propose solutions. The impact of expectations on customer satisfaction. Service design, branding and positioning. Planning the service environment for different types of services. The analysis and application of research methods in services.			
Literature 1. Bateson, J., & Hoffman, D. (2013). <i>Marketing usluga</i> (prevod). Beograd: Data status. 2. Veljković, S. (2009). <i>Marketing usluga</i> . Beograd: Ekonomski fakultet. 3. <i>Materijal za vežbe</i> (skripta). VIPOS. 4. Sudžuk, D., & Rabasović, B. (2010). <i>Marketing usluga</i> . Valjevo: VIPOS. 5. Grönroos, C. (2007). <i>Service Management and Marketing</i> . West Sussex: John Wiley and Sons. 6. Senić, R., & Senić, V. (2008). <i>Menadžment i marketing usluga</i> . Kragujevac: Ekonomski fakultet. 7. Journal of Services Marketing. Emerald Group Publishing.			
Number of teaching hours: 75			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 15	Research work:
Teaching methods Theoretical lectures, case studies, preparation and presentation of seminar papers, discussions, workshops, simulations, role-plays, guest lecturers.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	30
Practical work		Oral exam	
Colloquia	2x25	
Seminar paper(s)	10		

Study programme: Business Economics				
Type and level of studies: Basic applied studies/First degree studies				
Module: Marketing, Trade and Tourism				
Course: Tourism Business				
Lecturer(s): Biljana S. Rabasović, Vladimir A. Krivošejev				
Course status: Compulsory				
Number of ECTS credits: 7				
Year of study/semester: Third year/5 th semester				
Course prerequisites: None				
Course objectives The main aim of the course is to familiarize students with business activities of different types of entities that directly or indirectly affect tourist movements. It will explain the necessity of cooperation between tourism entities and provide the knowledge of different types and levels of this cooperation between.				
Course outcomes Upon successful completion of the course, students will be able to: - Describe business operations of different business entities directly involved in tourist movements. - Justify the necessity and recognize the manners of cooperation between other stakeholders and business entities which are directly involved in tourist movements. - Organize cooperation with different tourism service providers – hospitality companies, travel agents and tour operations, transport companies and other tourism-related companies directly involved in servicing tourists' needs.				
Course content Theoretical instruction: 1. Strategic management in tourism 2. Partnership as an imperative in the tourism industry 3. Managing tourist attractions 4. Travel agent and tour operator business 5. Hotel business 6. Tourism destination management Practical course work: 1. The analysis of the activities of tourism organizations and other management structures in tourism industry. 2. The analysis of the tourist attractions management in a particular area; recommendations for improvements. 3. Visits to tourism entities (tour operators, travel agents), the analysis of their business activities and drawing conclusions for business improvements. 4. SWOT analysis of the business activity of a particular tourism entity.				
Literature 1. <i>Turistička poslovanja</i> (skripta). Valjevo: VIPOS. 2. Popesku, J. (2001). <i>Menadžment turističke destinacije</i> . Beograd: Univerzitet Singidunum. 3. Jegdić, V. (2013). <i>Strategijski menadžment u turizmu</i> . Novi Sad: Fakultet za sport i turizam. 4. Čerović, S. (2009). <i>Strategijski menadžment u turizmu</i> . Beograd: Univerzitet Singidunum. 5. Čačić, K. (2011). <i>Poslovanje hotelskih preduzeća</i> . Beograd: Univerzitet Singidunum. 6. Spasić, V. (2012). <i>Poslovanje turističkih agencija i organizatora putovanja</i> . Beograd: Univerzitet Singidunum. 7. Spasić, V. & Radošević, B. (2010). <i>Poslovanje turističkih agencija</i> . Beograd: Visoka turistička škola.				
Number of teaching hours: 90				Other:
Lectures: 45	Practical classes: 30	Other forms of instruction: 15	Research work:	
Teaching methods Theoretical lectures, case studies, preparation and presentation of seminar papers, discussions and workshops.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam	30 points	
Active class participation	10	Written exam	30	
Practical work		Oral exam		
Colloquia	2x25		
Seminar paper(s)	10			