

Study Programme	Tourism
Qualifications awarded	First degree
Professional title	Bachelor (appl.) in Tourism Economics
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
Work-based learning	In business systems whose main activities are relevant to the needs of this study programme.
Head of the study programme	Slobodanka Marković, MSc
<p>Programme objectives</p> <p>The aim of this study programme is to educate tourism professionals as the driving force of the development of tourism in our region and country as whole, and raise their awareness of the importance of environmental protection. As for our region, special emphasis is placed on medical, recreational and rural tourism.</p>	
<p>Programme outcomes</p> <p>General outcomes:</p> <ul style="list-style-type: none"> - students develop skills that are required for successful analyses, syntheses and foreseeing of solutions and consequences relating to the business operations of a tourism business system; - students master tourism-related research methods, procedures and processes; - students develop critical thinking and self-assessment skills, as well as a critical approach to tourism industry activities and development; - students learn how to apply the acquired knowledge to practice regarding the development and investments of tourism business systems on the one hand and tourism offer on the other hand; - students can understand accounting and financial activities of tourism business systems; - students are able to improve the quality management system and environmental management of tourism business systems; - students develop excellent communication skills adroitness, as well as the ability to cooperate with both the immediate social and international environment of tourism business systems; - students master the rules of professional conduct and environmental ethics relating to tourism business systems and their employees. <p>Specific outcomes:</p> <ul style="list-style-type: none"> - students acquire a thorough knowledge and understanding of tourism; 	

- students can successfully correlate the knowledge acquired in different disciplines and apply it to the business operations of tourism business systems;
- students can keep pace with innovations in the field of tourism,
- students can successfully use the information and communication technology to gain tourism-related knowledge.

Study programme: Tourism, Management			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Accounting			
Teacher (Surname, middle initial, name): Nada D. Nedovic			
Course status: Compulsory			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Students should encounter elementary accounting terms, basics of the system of double bookkeeping and its use in registering means and the source of the means, income and expenses, establishing and disposing business results. Studying programme contents of subjects. Account-keeping, students should be capable to use facts from accounting records.			
Learning outcomes: Students should understand information given from account-keeping, consider possibilities of accountantship as informational system and information that serve as basis for making decisions on all levels.			
Syllabus Theoretical instruction: Introduction to accountantship. Basis and principles of double bookkeeping; division of balances on accounts. Business books. Account frame and principles of neat accountantship; Business books; Acquiring financial means. Bookkeeping inclusion investments into basic funds, material; Liabilities; VAT; Demands; Operative bookkeeping; Billing of account and inclusion of expenses and income; Essence, evaluation, classification and registering of income. Billing results and division of results of doing business. Practical teaching: Countering and crediting of business changes on accounts; compiling balance sheets and balance of success; pre-booking crediting and compiling closing sheets; Closing and reopening of business books; Preparation for exam through creating tasks-records of tourist agencies' business and specifics of traffic and catering firms business.			
Literature: Elementary-book: 1. Dr Ilija Samardzic , Mr Mirjana Medojevic, Racunovodstvo, Beogradska poslovna skola, Visoka poslovna skola Beograd, Beograd 2008. Additional literature: 1. Dr Kata Skaric Jovanovic and the group of authors, Racunovodstvo, Visa poslovna skola, Beograd 2000. 2. Dr Radovanovic Radisa and the group of authors, Zbirka zadataka iz finansijskog racunovodstva, Ekonomski fakultet Beograd, Beograd 2000.			
Number of active teaching classes: 75			Other classes:
Lectures: 30	Practical classes: 45	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 30	-	-
Seminar papers	-	-	-
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Agency business			
Teacher (Surname, middle initial, name): Slavoljub M. Vujovic			
Course status: Compulsory			
Number of ECTS credits: 5			
Prerequisites: none			
Course aims: Development of students' competence for multidisciplinary approach towards agency business, tourists, tourist sector and tourist agency. Getting knowledge for renewal of business in tourist agency, hotel company, public sector and complementary activities.			
Learning outcomes: Student who masters this subject, has gained elementary knowledge about agency business and is able to work in a tourist agency; in a local tourist organization, as a tourist guide, to welcome guests, in a hotel company, on a tourist site and similar jobs in public and private sector.			
Syllabus Theoretical instruction: Concept of tourist agency. Beginning and development of tourist agencies in the world. Beginning and development of tourist agencies in Serbia. Future tendencies of development of tourist agencies. Tourist market and tourist agencies: Tasks of tourist agencies on the tourist market. Functions of tourist agencies. Relations between tourist agencies and their business partners. Types of tourist agencies: Tourist agencies according to a range market, Tourist agencies according to organizational constitution, Tourist agencies towards legal position, Tourist agencies according to the position on the tourist market, Tourist agencies according to business subject. Strategy marketing: Tourist arrangement as a product, Price of tourist arrangement, Sale of tourist arrangement, Promotion of the tourist arrangement. Workers in a tourist agency; People needed for work in a tourist agency; Relationship between tourist agencies and their business partners: Relationship between workers in a tourist agency and their business partners and tourists. Instruments of doing business in tourist agencies: Voucher, tourist guide. Management of tourist agencies: levels and functions of tourist agencies. Manager's knowledge and skills; Effect of management in a tourist agency. Business functions in a tourist agency: Business planning in tourist agency, Organization in tourist agency. Expenses in a company's business of tourist mediation; Tour operators: Concept and development of a tour operator; Types of tour operators; Importance of tour operator's business; Travel guide and tour guide. Practical teaching: On a tourist site: organization and presentation of tourist attraction. In a tourist agency: tourist informing, organization of events.			
Literature: 1. Snezana Stetic, Poslovanje turistickih agencija, SCUH, Beograd, 2000. 2. Ante Dulcic, Upravljanje razvojem turizma, Data status, Beograd, 2001.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 70	Final exam	Points 30
Activity during lectures	Up to 20	Written exam	Up to 15
Practical classes	Up to 15	Oral exam	Up to 15
Colloquia	Up to 20	-	-
Seminar papers	Up to 15	-	-

Assessment methods:

Study programme: Tourism, Management, Informatics, Construction engineering-universal course, Mechanical engineering
Type and Level of Studies: Basic professional studies, first level of studies
Course code and title: Application software
Teacher (Surname, middle initial, name): Milovan S. Milivojevic
Course status: Elective
Number of ECTS credits: 6
Prerequisites: none
Course aims: Gaining knowledge and skills in creating informatics models of real objects in the tourism domain, that are suitable for efficient treatment and analysis by means of programmes from the tabular calculations /Excel/, basis of data /Access/ and managing projects in tourism /Project Manager/. Mastering the concepts of construction and usage of computer and information systems in tourism.
Learning outcomes: Acquired theoretical knowledge and practical skills for application of advanced software tools in the tourism domain: validation, data list, sorting, filtration, interresults, What if analysis, Pivot tables, scenarios, technoeconomic optimisations, linear programming, Ghant's charts in managing projects in tourism, software managing of resources in tourism, managing tourist destinations, use and development of applications of data basis in tourism domain.
Syllabus Theoretical instruction: Information systems and their use in tourism. General purpose of application software. Specialized software for the tourism. Recalculating tables. Excel. Data basis. Access. Programmes for managing projects. Project Manager. Areas of application. Additional possibilities and usage. Examples. Types of the data. Formatting. Relative, mixed and absolute addresses. Structure of Excel file. Operations with worksheets. Control of cells' interdependence. Basic functions Sum, Average, If, SumIf, CountIf. Naming of zones and cells. Comments. Conditional formatting. Time functions. Text functions. Professional diagrams. Selected examples. Advanced functions of Excel and their use in tourism: Subtotal, Vlookup, Match, Offset, Index... Validation of the data. Protection of worksheets. Lists of data in Excel. Sorting. Filtration. Automatic filters. Advanced filtration. Subtotals. Selected examples. Deduced (Pivot) tables. Deduced diagrams. Consolidation. Regressive analysis. Method of the tiniest squares. Extrapolation. Techno-economic optimization. Function of the aim. What if analysis. Goal seeking. Generating of scenario. Examples from practical work. Optimization by means of software modules. Use of Slover. Use in tourism. Calculation of prices. Control of time limit and managing the supplies. Transport problem. Planning and optimization of acquisition from the aspect of the lowest price. Examination of the market. Positioning. Calculation and analysis of the expenses (Cost Analysis Tool Pack). Use of Solver in optimization of food preparation. Data basis in tourism. Use of programme package Access. Relational diagram. Entities. Fields and tables. Characteristics of fields. Connections. Types of connections (1:1...). Creating simple applications in tourism domain: Guest house, Hotel information system. Inquiries and reports. Managing tourism projects. Use of Ghant's charts. Use of Excel in project managing. Applying Project manager in project managing. Tourist destination managing by means of computer information system. Practical teaching: Practical teaching is realized through practice and tasks. Tasks that are selected according to theme contents, students realize in practical way on the computers in school labs. Two thirds of time is dedicated to these exercises. The other one third of lectures is dedicated to elaboration of selected examples from practical work. The tasks are performed in groups of 3 students.

Literature:			
<ol style="list-style-type: none"> 1. C. Frye, Excel 2010., Korak po korak, Mikro knjiga, Beograd, 2011. 2. J. Walkenbach, Excel, 2007. Biblija, Mikro knjiga, Beograd, 2007. 3. P. Blattner i dr., Vodic kroz Excel 2003., CET, Beograd, 2004. 4. S. Opricovic, Optimizacija sistema, Gradjevinski fakultet, Beograd, 1992. 5. A. Bateler, Access 2003. Bez tajni, Kompjuter biblioteka, Cacak, 2004. 6. Microsoft, Project Manager, Korak po korak, Mikro knjiga, Beograd, 2004. 7. C. Cartfield, Timothy Johnson, Microsoft Project, 2010. Korak po korak, Mikro knjiga, Beograd 2011. 			
Number of active teaching classes: 60			Other classes:
Lectures: 15x2=30	Practical classes: 15x2=30	Other teaching forms:	Study research work:
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 5	Written exam	Up to 25
Practical classes	Up to 15	Oral exam	Up to 25
Colloquia	Up to 15		
Seminar papers	Up to 15		
Assessment methods:			

Study programme: Tourism, all study programmes
Type and Level of Studies:
Course code and title: Basics of informatics
Teacher (Surname, middle initial, name): Nebojsa Ivkovic
Course status: Compulsory
Number of ECTS credits: 6
Prerequisites: none
<p>Course aims:</p> <ul style="list-style-type: none"> -Education for work in Windows department. Introduction to basics of computer techniques (hardware components PC computers, their functions and characteristics). Peripheral equipment of PC computers, using methods, principles of work, connecting and adjustment of devices. Local computer networks, their assignment, principle of work and adjustment. -Education for work in MS Word, MS Excel, MS Power Point programmes, using the Internet and program tools necessary for the Internet -Gaining basic knowledge necessary for every person for work on the computer, no matter what he does.
<p>Learning outcomes:</p> <ul style="list-style-type: none"> -Capability for using Windows operating system and adjusting working environment. Work with directories and documents. Work with the most popular types of archive (ZIP, RAR, ARJ, 7z). -Capability for creating and arranging both simple and complicated forms of written documents, creating circular letter in the programme package MS Word. -Capability for creating and formatting of work charts, various ways of processing documents, applying functions of programme package MS Excel. -Capability for creating multimedial presentations in programme package MS Power Point -Capability for using the Internet. Finding necessary facts on the internet. Creating user accounts, receiving and sending emails and documents. Video conference. -Gaining knowledge about functions and performances of hardware components of PC, elimination of basic hardware problems that can appear during work -Capability for independent configuration and adjusting of parameters for computer work in minor LAN-wire and wireless networks
<p>Syllabus</p> <p>Theoretical instruction:</p> <ol style="list-style-type: none"> 1.Windows operating system 2.MS Word 3.MS Excel 4.MS Power Point 5.Internet 6.Basics of computer techniques <p>Practical teaching:</p> <ol style="list-style-type: none"> 1.Windows operating system 2.MS Word 3.MS Excel 4.MS Power Point 5.Internet 6.Basics of computer techniques

Literature:			
<ol style="list-style-type: none"> 1. Excel 2007 Biblija, John Walkenbach, Mikro knjiga 2. Microsoft Office 2007 Biblija, J.Walkenbach, H.Tyson, Mikro knjiga 3. Windows XP, II izdanje, Professional, Mark Minasi, Kompjuter biblioteka, 2002. 4. WORD 2003.,Mikro knjiga, Beograd, 2003. 5. EXCEL 2003.,Patrick Blattner, Vodice kroz Mikrosoft office, CET 2004. 6. Windows napredni alati, Kompjuter biblioteka Cacak, 2003. 7. I-NET+, II izdanje, David Groth, Dorothy Mc Gee, Kompjuter biblioteka, 2003. 8. Kako rade racunari, Ron White, CET, 2003. 9. V.Devedzic, Tehnologije inteligentnih sistema, 2003., Beograd 10. Internet-potpuni vodice, Mikro knjiga, Beograd 2000. 			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms:	Study research work:
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 20
Practical classes	Up to 25	Oral exam	Up to 25
Colloquia	Up to 20		
Seminar papers			
Assessment methods:			

Study programme: Tourism, all studying programmes			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Business and ecological ethics			
Teacher (Surname, middle initial, name): Vesna O.Vasovic			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Training students for problems of the environment and for placement of the new work logic that lies on the postulates of ecologic paradigm.			
Learning outcomes: Criticism of anthropocentric mind and promotion of new, so called ethic-ecological culture, as well as training students for quality analysis, synthesis and predicting solution for protection of working and living environment.			
Syllabus Theoretical instruction: Development of ecological mind. Historical aspect of ecological ethic. Pedagogy of human world of work and life. Ecological crisis and modern theoretical thought. Anthropocentrism and theoretical and philosophical presumptions of business ethic. Various civilization models of cultural and social behaviour. Material practice and predominance of anti-ecological mind. Discrepancy of technological and economical development. Disturbance of natural systems and processes. Engineers and ecological challenges. Safety and health protection at work. Globalization and necessity of new work logic. In the labyrinth of risky society. Towards sustainable society. Ecology as a subversive activity and as a criticism of industrial civilization. Ecological crisis. Global character of ecological problems and ecological crisis. Ecological culture. Ecological mind and ecological education. Ecological terrorism. Business ethics and civilizing and cultural models in the world. Business ethics and importance of communicating. Public relations. Business life in conditions of healthy collaboration. Ethic and business codex. New managers in conditions of new theory and practice. In search of democracy. Political arena and green parties. Business ethics and legal regulation of environment in our country. Ecology, ethics and business. Thesis about relation between ethics and ecology. Business ethics and protection environment ethics. Youth, ecology and work practice. Practical teaching: Condition of resources and work practice. From bureaucratic to cosmopolitan way of living and working. Criticism of town. Business ethics and sustainable formula of life. Hierarchy, communication, publicity. New business culture and judgment. Could we rely on ecologism in search for better? Young people and level of information about thorough problems of "Thinking" community. Role of workshops in the "green" promotion.			
Literature: 1. Markovic Z. Danilo; <i>Socijalna ekologija, Zavod za udzbenike i nastavna sredstva Beograd,2005.</i> 2. Nadic Darko; <i>Partije Zelenih u Evropi, Beograd, 2005.</i> 3. Nadic Darko; <i>Ekologizam i ekoloske stranke, Sluzbeni glasnik, Beograd, 2007.</i> 4. Nadic Darko; <i>Ekoloska politika Evropske unije,skripta, Beograd, 2006.</i> 5. Djukic Petar, Pavlovski Mile, <i>Ekologija i drustvo, Ekocentar, Beograd,1999.</i> 6. Vukasin Pavlovic, <i>priredivač, Ekologija i etika, Beograd, 1996.</i> 7. Vesna Vasovic i grupa autora (primenjeni deo), <i>VPTS Uzice, 2011.</i>			
Number of active teaching classes: 60			Other classes:
Lectures:30	Practical classes:30	Other teaching forms:	
		Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			

Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 20		
Seminar papers	Up to 10		
Assessment methods:			

Study programme: Tourism, Management				
Type and Level of Studies: Basic professional studies, first level of studies				
Course code and title: Business communication				
Teacher (Surname, middle initial, name): Slavoljub Vujovic				
Course status: Elective				
Number of ECTS credits: 8				
Prerequisites: none				
Course aims: The aim is for students to gain elementary skills in communication and to learn to successfully communicate in various business contexts and situations.				
Learning outcomes: The expected results of education are that students should master basic models, techniques and means of tourist business communication, that will provide communication management in various business roles, whether they are interpersonal, group or mass (media mediated) communication.				
Syllabus Theoretical instruction: Concept of communication. Communication through history. Models of public communication. Elements of the communication system. Meeting human personality as basis for successful communication. Variety of personality types and their classification from the aspect of communication. Evaluation (research and checking) of communication system. Scenario (plan) of realizing communication procedure. Types of communication. Interpersonal communication. Group communication. Mass (media mediated) communication. Constants of mass communication. Means of mass communication. Media of mass communication. Computers as communication media. Art and communication. Construction of corporative identity as a model for mass communication. Communication in tourism. Assumptions of successful communication in tourism. Conducting communication. Communication errors and risks, communication conflicts and self-overpowering. Tourist communication in the new era. Practical teaching: Producing seminar papers from the area of mass and interpersonal communication in tourism. Within practice, students are going to develop their communication abilities with the use of rules of business good manners, and that way they will be qualified for oral and written contacts with business partners. Students are going to practise to write various forms of business letters, as well as other kinds of correspondence, such as: inquiry, offer, contract, etc. Training students to present tourist offer services by themselves and to use appropriate means for those purposes, such as video screen, overhead projector, flipchart. They are going to practice presentations in Power Point which are appropriate for appearances on world's fairs. Team work will be good for students to recognize or predict tourists' wishes and to harmonize offer with their wishes.				
Literature: 1. Dragoslav dr Jokic i Andjela mr Mikic, Komunikologija biznisa, autor i NIC Uzice, Beograd, 2005. 2. Andjela Mikic, Umetnost komuniciranja, autor i NIC Uzice, Beograd, 2007.				
Number of active teaching classes: 90				Other classes:
Lectures: 45	Practical classes: 45	Other teaching forms:	Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.				
Knowledge evaluation (maximum 100 points)				
Pre-exam obligations	Points 70	Final exam	Points 30	

Activity during lectures	10	Written exam	15
Practical classes	20	Oral exam	15
Colloquia	20		
Seminar papers	20		
Assessment methods:			

Study programme: Tourism, Management, Information Technology			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Business economics			
Teacher (Surname, middle initial, name): Nada Nedovic			
Course status: Compulsory			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Students should gain knowledge about specifics of tourist services and organizing of economic subjects in tourist economy. The emphasis is on the internal economy of these companies with the aim to realize the best possible results in doing business			
Learning outcomes: Acquisition of knowledge and skills in conducting internal economy of economic subject In modern earning conditions.			
<p>Syllabus</p> <p>Theoretical instruction:</p> <p>Organizational forms of economic subjects in tourism. Activity and aims of economic subjects in tourism. Means and sources of companies' means in tourism. Engaging and spending means in the process of offering tourist services. Costs and their characteristics in the field of services. Managing of costs. Economy of costs. Crucial point of profitability. Zone of optimality. Costs and level of exploitation of capacities. Border expenditures. Expenditures according to the way of including into the price of costing. Calculation of prices.</p> <p>Economic results put through physical volume. Total income and profit. Distribution of profit. Tax system and other fiscal duties. Taxes, tariffs, contributions, chargeable fees etc. Quality of the functioning of companies in tourism. Efficiency and effectiveness of their doing business. Economic principles of reproduction. Concept, importance and measuring of productivity, economy and profitability. Concept and kinds of securities. Financial markets and securities trading. Brokers and dealers as go-betweens in securities trading.</p> <p>Practical teaching:</p> <p>Practical lessons are performed during practice classes when the tasks related to following and analysis of expenditures and incomes are done. Calculating critical point of doing business in catering companies, traffic companies etc. Settling of accounts and calculation of prices of tourist services. Diagram of profitability and establishment of the extent of services in tourism when the company is able to do business profitably. Simulation of results on diagram. Establishment of the zone of optimality. Measuring the efficiency of doing business. Measuring and analysis of productivity, economy and profitability of doing business in tourism.</p>			
<p>Literature:</p> <p>Main book:</p> <p>1. Dr N. Nedovic, Ekonomika biznisa, VPTS Uzice, 2009.</p> <p>Additional literature:</p> <p>1. Dr Dragana Pokrajcic, Ekonomika preduzeca, Ekonomski fakultet Beograd, Beograd 2006.</p> <p>2. Dr Blagoje Paunovic, Ekonomika preduzeca, Ekonomski fakultet Beograd, Beograd 2006.</p>			
Number of active teaching classes: 75			Other classes:
Lectures: 45	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 20	-	-
Seminar papers	Up to 10	-	-

Assessment methods:

Study programme: Tourism, Management				
Type and Level of Studies: Basic professional studies, first level of studies				
Course code and title: Business finances				
Teacher (Surname, middle initial, name): Biljana Đuričić				
Course status: Compulsory				
Number of ECTS credits: 7				
Prerequisites: none				
Course aims: Students are going to get the knowledge from the domain of getting and engaging funds in a company in order to achieve liquidity and solvency in doing business. This knowledge are going to be used by managers in all types of companies no matter the activities, as well as the entrepreneurs who do all kinds of business, as well as business in tourism.				
Learning outcomes: Gaining knowledge in business finances and qualifying for rational usage of available funds in doing business. Analysis of the sources of funds and choice of the most favourable sources is very important problem, especially when bank credits are in question.				
Syllabus Theoretical instruction: Rules of business resolutions. Vertical and horizontal rules of financing. Forms of financing. Self-financing and other sources of financing. Sources of financing and prices. Short-termed sources of financing. Long-termed sources of financing. Personal sources of financing. Borrowed fund sources. Price of the capital. Finance analysis. Indicators of liquidity. Indicators of activity. Indicators of financial structures. Indicators of rentability. Indicators of market value. Risk and leverage. Report of funds' courses. Managing of net trade funds. Managing cash. Managing customers. Financial analysis of successful business. Evaluation of depositing projects for investment in tourist capacities. Assessment of personal means for investment. Quality analysis of borrowed means for investment. Financial management of investments. Analysis of the total means' income, personal means and borrowed means' income. Evaluation of property and capital value. Methods for evaluation of capital. Report about evaluation of the value. Practical teaching: Calculation of ratio numbers and analysis of liquidity, activity and financial structure, rentability and market value. Making reports on financial courses and courses of total business means, net swivel means and courses of cash. Making projects on evaluation of the capital.				
Literature: 1. Dr D. Krasulja, Dr M. Ivanisevic, Business finances, Ekonomski fakultet, Beograd,2007. Additional literature: 1. Dr M.Filipovic, Poslovne finansije,Visa poslovna skola, Beograd 2001.				
Number of active teaching classes: 75				Other classes:
Lectures: 45	Practical classes: 30	Other teaching forms:	Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.				
Knowledge evaluation (maximum 100 points)				
Pre-exam obligations	Points 50	Final exam	Points 50	
Activity during lectures	Up to 10	Written exam	Up to 25	
Practical classes	Up to 10	Oral exam	Up to 25	
Colloquia	Up to 20			

Seminar papers	Up to 10		
Assessment methods:			

Study programme: Tourism, Management			
Type and Level of Studies: Basic vocational studies, first level of studies			
Course code and title: Business mathematics			
Teacher (Surname, middle initial, name): Milenko T. Pikula			
Course status: Compulsory			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: The aim of the course is gaining basic knowledge in business mathematics that is necessary for successful studying of professional and professionally applicable subjects			
Learning outcomes: Student is capable to successfully solve mathematical, financial and statistic problems related to the practice of Professional economist of tourism			
Syllabus Theoretical instruction: Elements of mathematical logic Real and complex numbers Elements of linear algebra Linear programming Vector space and Bull's algebra Real functions of a real variable (limes, deduction, integral) Economic functions (offer, demand, total expense, income) Concept of possibility. Basic statistics terms Interest account (simple, complex, rate of interest) Discounting of the promissory note Production of the replacement plan Practical teaching: Students practice the tasks from the given fields			
Literature: 1. R.Markovic, Matematika, Visa tehnicka skola, Uzice 1996. 2. M.Pikula, Matematika, Bijeljina 2003. 3. R.Ralevic i dr., Matematika za ekonomiste, Savremena administracija, Bgd 1999. 4. R.Milicic, M.Uscumlic, Zbirke zadataka iz matematike 1 i 2, Naucna knjiga, Beograd 5. P.Hotomski i Z.Branovic, Verovatnoca i statistika, Zrenjanin 1986.			
Number of active teaching classes: 75			Other classes:
Lectures: 30	Practical classes: 45	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 70	Final exam	Points 30
Activity during lectures	Up to 10	Written exam	Up to 15
Practical classes	Up to 10	Oral exam	Up to 15
Colloquia	Up to 50	-	-
Seminar papers	-	-	-
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Commercial law			
Teacher (Surname, middle initial, name): Miodrag Lj. Panic			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Introducing students to basic economic subjects and contracts in economy; how the contracts are made and some contractual provisions interpreted.			
Learning outcomes: Mastering the knowledge of regular interpretation of economic contracts, their composing and use in practice.			
Syllabus Theoretical instruction: Term of law and legal norms. Subjects of law (physical and legal persons). Legal relations. Concept, elements and types of legal work. Concept of contract and conclusion of the contract. Invalid legal work. Obsolescence. Specifics of the contracts in economy. Contracts concluded by modern means of connection. General characteristics of the contracts for purchase. Contracts for intercession and representation. Contracts for tourist services (contract for trip organizing and contract for allotment). Practical teaching: How to make a contract in economy – important, natural and casual elements. How to interpret some provisions of contract in economy and especially, contract for tourist services.			
Literature: 1. Vukicevic S., Brkovic R. Poslovno pravo i osnove radnog prava, Kominotrade, Kraljevo, 2003.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 20	Written exam	Up to 25
Practical classes	-	Oral exam	Up to 25
Colloquia	Up to 15		
Seminar papers	Up to 15		
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Consumers' behaviour in tourism			
Teacher (Surname, middle initial, name): Milos M. Jovanovic			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Students should master theoretical and practical knowledge and key determinants of consumers' behaviour in tourism, that are basis of marketing concept in business.			
Learning outcomes: Students would master scientific, professional knowledge and skills from the domain of tourism consumers and are capable for their use in conceiving marketing strategies in market research and practical work with consumers in tourism.			
Syllabus Theoretical instruction: Consumers on tourist market. Segmentation of tourist market. Strategies for market segmentation. Defining, categories and typology of tourism consumers. Models of behaviour consumers in tourism. Research of consumers in tourism. Goals of research. Purpose of research. Strategies for research of behaviour of consumers in tourism. Procedure for research of consumers. Research of needs and motives of consumers in tourism. Structure of tourist needs and motives. Attractiveness of tourist destination. Trends that influence the choice of tourist destination. Determinants of behaviour of consumers in tourism. Geographic determinants. Demographic factors. Economic factors. Sociological factors. Psychological research of tourists. Psychological factors of consumers' behaviour. Consumers' attitudes. Persuasive propaganda. Satisfaction of consumers in tourism. Implication of consumers' satisfaction. Protection of users of tourist services. Consumerism. Practical teaching: Presentation of additional information and examples. Individual and group work on solving problems from practical work. Methods and techniques of research psychological determiners of consumers' behavior (questionnaire, attitude scale, focus groups, testing of conceptual solution). Methods and techniques of research of other determinants of consumers' behaviour.			
Literature: Elementary-textbook: 1. Zivkovic R., 2007. Ponasanje i zastita potrosaca u turizmu, Beograd, Fakultet za turisticki i hotelijerski menadzment Additional literature: 1. Maricic B., 2008. Ponasanje potrosaca, Beograd, Ekonomski fakultet, 2. Radulovic D., 1998., Psihologija marketinga-teorijski pristupi u proucavanju ponasanja potrosaca, Institut za kriminoloska i socioloska istrazivanja			
Number of active teaching classes: 105			Other classes:
Lectures: 45	Practical classes: 60	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25

Colloquia	Up to 30		
Seminar papers			
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies,first level of studies			
Course code and title: E-business in tourism			
Teacher (Surname, middle initial, name): Slobodan M. Petrovic			
Course status: Elective			
Number of ECTS credits: 8			
Prerequisites: none			
Course aims: Introducing students to e-doing business and its use in tourism.			
Learning outcomes: Students' ability to successfully apply gained knowledge on execution of tasks in tourist business systems,using e-business.			
Syllabus Theoretical instruction: Introduction to Internet and e-business. Development of e-business. Virtual organizations and virtual teams in tourism. Electronic trade and models of electronic trade in tourism. Forms of electronic trade in tourism. Positioning and choice of software for e-business in tourism. Informational and reservational systems in tourism. Computer networks and infrastructure of electronic business in tourism. E-banking, means by which bank transactions and models for paying business transactions in tourism are realised. Internet marketing in tourism. Protection and security of e-business, legality and measuring success of e-banking with the emphasis on tourist economy. Future of e-banking in tourism. Practical teaching: Doing seminar papers, internet business plan or case study, applying e-business for tourist destination or tourist business system. Public presentation of seminar work by elaboration of presentation in software by means of modern computer techniques (PC, overhead projector).			
Literature: 1. R. Stankic, <i>Elektronsko poslovanje, Ekonomski fakultet, Beograd 2009.</i> 2. R. Stankic, M. Stankic, <i>Informatika u turizmu, Visoka turisticka skola strukovnih studija, Beograd, 2008</i> 3. M. Ivkovic, <i>Elektronsko poslovanje, Tehnicki fakultet Zrenjanin, 2005.</i>			
Number of active teaching classes: 90			Other classes:
Lectures: 15x3=45	Practical classes: 15x3=45	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 70	Final exam	Points 33
Activity during lectures	Up to 6	Written exam	Up to 15
Practical classes	Up to 8	Oral exam	Up to 18
Colloquia	Up to 33		
Seminar papers	Up to 20		
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Ecology and tourism			
Teacher (Surname, middle initial, name): Trumbulovic Bujic M. Ljiljana			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Establishing knowledge and competence for noticing the importance of ecological factors and environment for the development of tourism. Understanding mutual influence and interactions between environment and tourism.			
Learning outcomes: Students who master this programme, will be able to: coordinate relations between realization of tourism aims and protection of the environment, to make right decisions connected to protection, preservation and use of natural resources in tourism; to work in eco-tourism and on sustainable development; to create and convey ecological politics etc.			
Syllabus Theoretical instruction: Basic concepts about environment. Basic terms in tourism. Environment as a tourist attraction. Biodiversity and tourism. Degradation and pollution of the environment. Air and water pollution. Degradation of soil. Connections of tourism and environment. Expansive ,aggressive and destructive forms of tourism. Influence that tourists and travel organizers have on the environment. Ecological influence. Economic analysis of influence. Tourism in protected natural assets. Protection of nature and importance of protected natural assets. Relations between tourism and protected natural assets. Concept and importance of ecotourism. Characteristics of ecotourism. Types of ecotourism. Destinations of ecotourism and ecohostels. Ecotourists and policy of ecotourism. Ecotourism in protected natural assets. Ecotourism in Serbia and Zlatibor district. Practical teaching: Practices, other kinds of teaching, study research Studies if cases related to state, protection of environment in Serbia, especially in Zlatibor district. Simulation of cases from ecological and tourist practice. Elaboration of tourist arrangements related to ecotourism and sustainable development.			
Literature: 1. Lj.Trumbulovic Bujic: Izvori zagadjenja zivotne i radne sredine, Savez inzenjera metalurgije Srbije, Beograd, 2011. 2. Lj.Trumbulovic Bujic: Ekologija i turizam,skripta,VPTS, Uzice, 2011. 3. S. Berber: Ekologija, Univerzitet u Novom Sadu, Pedagoski Fakultet u Somboru, Sombor, 2006. 4. V. Stojanovic: Odrzivi razvoj turizma i zivotne sredine, PMF, Novi Sad 2007. 5. Blagojevic S.: Turizam i ekologija, skripta, PMF, Nis, 2007.			
Number of active teaching classes: 75			Other classes:
Lectures: 45	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 5	Written exam	Up to 25
Practical classes	Up to 5	Oral exam	Up to 25
Colloquia	Up to 30		

Seminar papers	Up to 10		
Assessment methods:			

Study programme: Tourism, all study programmes			
Type and Level of Studies: basic professional studies, first level of studies			
Course code and title: English language 1			
Teacher (Surname, middle initial, name): Marinkovic M. Ivana			
Course status: Compulsory			
Number of ECTS credits: 5			
Prerequisites: none			
Course aims: Gaining required English language knowledge and learning professional language. Qualifying students for elementary communication. Emphasis is on the practical, communicative use of language, with understanding already read text and oral presentation from professional domain and everyday business life.			
Learning outcomes: Application of gained knowledge and skills in various situations. Continuous learning English language after High school. Achieving satisfying level of knowledge.			
Syllabus Theoretical instruction: Basic sentence models, as well as elementary phonetics, morphology, lexicology, syntax and semantics are included through following thematic: First contacts (greetings and addressing, filling-in elementary questionnaires), Services (making verbal arrangements and agreements personally and on the phone, booking hotel rooms and flying tickets, train tickets, bus tickets, offering various services that are offered by a hotel or agency), Information (giving or asking for information), Advice and instructions (planning trips, giving advice to passengers about weather, money, possibilities for spending free time), Travel agency (describing agency's services-basic characteristics and working principles, writing short letters with professional information etc.) Practical teaching: Auditorium exercises, presentation of tourist destinations, visiting tourist agencies, hotels. Use of English language in everyday and special situations (at work, in a café, in free time). Talking on the phone, talking about weather, going shopping, British currency, writing informal letters etc.			
Literature: 1. Thompson A.J, Martinet A.V., 1994. A Practical English Grammar; Oxford, Oxford University Press 2. Murphy R., 1990., English Grammar in Use, Cambridge University Press 3. Student's Grammar (practice material by Dave Willis), 1991., Collins Cobuild 4. Skripta strucnih tekstova, Ljiljana Kovacevic, 2007. 5. Advanced Learner's Dictionary of Current English, 1998., Oxford University Press 6. Casopis New Review-Jat Airways 7. Lj. Jovkovic, Z. Prnjat, 2002, English for Tourism, Belgrade 8. Lj. Jovkovic, English for Travel and Tourism, Visoka Turisticka Skola, Beograd 9. Liz & John Soars, 1966, New Headway English Course (Pre-Intermediate), Oxford, Oxford University, Press			
Number of active teaching classes: 45			Other classes:
Lectures: 2x15=30	Practical classes: 1x15=15	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 20
Practical classes		Oral exam	Up to 20
Colloquia	Up to 50		

Seminar papers			
Assessment methods:			

Study programme: Tourism, all study programmes			
Type and Level of Studies: basic professional studies, first level of studies			
Course code and title: English language 2			
Teacher (Surname, middle initial, name): Marinkovic M. Ivana			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: to pass the exam in English language 1			
Course aims: Further development of students' speaking abilities, ability to understand already read text and oral presentation related to profession, as well as qualifying for spoken and written communication in foreign language on topics from modern management in tourism. Development of all language skills for expressing professional contents, unification of lexical and grammatical material. Conducting conversation in everyday and specific situations.			
Learning outcomes: Securing continuity of learning foreign language. Satisfying level of foreign language knowledge. Unification of lexical and grammatical material with adoption of professional terminology and syntax singularities of professional language, qualifying students for independent translating in both directions with the use of a dictionary.			
Syllabus Theoretical instruction: Phonetics, morphology, lexicology, syntax and semantics of English language are practised in the following framework: Foreign and our country (geographic, historical and cultural characteristics of a country which language is being learnt and our country, more important tourist characteristics and tourist resources of foreign language speaking countries and our country); Jobs and vocations in tourism (types of jobs and vocations and description of workplaces, behaviour at the workplace, writing of CVs and applying for a position, business interviews), travel agencies (types of agencies, types of travelling, business correspondence), Hotel management (types of hotels and hotel services, equipment, possibilities for cultural and entertainment activities and recreation, work of tourist guide) Practical teaching: Use of English language in everyday and special situations. Auditory practice, orientation in business situations with the use of special terminology from the tourism area. Speaking practices (description of interesting tourist sites). Writing of formal letters.			
Literature: 1. Thompson A.J., Martinet A.V., 1994., A Practical English Grammar, Oxford, Oxford University Press 2. Murphy R., 1990., English Grammar in Use, Cambridge University Press 3. Student's Grammar (practice material by Dave Willis), 1991., Collins Cobuild 4. Skripta strucnih tekstova, Ljiljana Kovacevic, 2007. 5. Advanced Learner's Dictionary of Current English, 1998, Oxford University Press 6. English for Travel and Tourism, Visoka turisticka skola Beograd 7. Lj. Jovkovic, Z. Prnjat, English for Tourism, 2002., Beograd 8. R. Falk, Spotlight on the USA, 1993, Oxford University Press 9. S. Sheerin, J. Seath, G. White, Spotlight on Britain, 1990., Oxford University Press			
Number of active teaching classes: 60			Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			

Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 15
Practical classes	Up to 10	Oral exam	Up to 15
Colloquia	Up to 40		
Seminar papers	Up to 10		
Assessment methods:			

Study programme: Tourism, Management			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Entrepreneurship			
Teacher (Surname, middle initial, name): Slavoljub Vujovic			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: The aim is to introduce students to the concept of entrepreneurship and the contents of business entrepreneurship.			
Learning outcomes: Training students for qualified production of business plan, appropriate presentation of to the public and successful implementation.			
Syllabus Theoretical instruction: <ol style="list-style-type: none"> 1. Concept, importance and contents of entrepreneurship and entrepreneurship business 2. Characteristics of the best entrepreneurs 3. Determinants of success in entrepreneurship business 4. Entrepreneurship management 5. Market business in entrepreneurship 6. Informing in entrepreneurship business 7. Financing entrepreneurship business 8. Strategic management in entrepreneurship 9. Marketing in entrepreneurship 10. Financial management of entrepreneurs 11. Business plan-concept and contents 12. Implementation of business plan 13. Business in home- made conditions 14. Risks in entrepreneurship business 15. Crisis in entrepreneurship business-causes and solving ways Practical teaching: <ol style="list-style-type: none"> 1. Business plan production for a particular business, appropriation of a technological and management plan, appropriation of financial plan 2. Production and testing of business organization in home -made conditions 3. Simulation of models for identification of risks and crisis solving in particular areas of entrepreneurship business Literature: <ol style="list-style-type: none"> 1. Prof Dr Dragoslav Jokic: «Preduzetnistvo«, izdanje autora i Naucno-istrazivackog centra u Uzicu, cetvrto dopunjeno izdanje, Beograd, 2005. 2. Prof Dr Dragoslav Jokic: «Visi nivo preduzetnistva-Strategije top menadzmenta«, izdanje autorai Naucno-istrazivackog centra u Uzicu, Beograd, 2006. 			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	10	Written exam	25

Practical classes	10	Oral exam	25
Colloquia	20		
Seminar papers	10		
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: professional studies, first level of studies ,elementary			
Course code and title: French 1			
Teacher (Surname, middle initial, name): Ivan N. Jovanovic, Ivana Milojevic - assistant			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Gaining elementary language and communicative competence of French language. Mastering basic grammar, enhancing vocabulary with special focus on expressions used in tourism and culture.			
Learning outcomes: Student is capable of communicating in French in everyday situations and in tourist sphere; student can introduce himself/herself, to introduce his/her town and region, to understand dialogues from the tourist sphere, to write an email as well as to reply to it.			
Syllabus Theoretical instruction: Present and past tenses. Article, questions and negative forms of sentences. Requests, demands and complaints, expressions of gratitude. Expressions for weather forecast. Introducing oneself in French. Making simple conversations in hotel management and tourism. Elementary terms of French civilisation and culture. Practical teaching: Exercises Dialogues, introductions, pronunciation, reading.			
Literature: 1. Berthet, Annie et al. <i>Alter ego 1</i> , Paris Hachette livre, 2006. 2. Monnerie, Anne-Goarin, Sirejols,Evelyne, <i>Champion 1</i> , Paris, Cle international, 2001. 3. Jamet, Marie Cristine, <i>Delf A1 scolaire et junior</i> , Paris, Hachette livre, 2006. 4. Jovanovic Slobodan, <i>Savremeni francusko-srpski rečnik</i> , Beograd, Prosveta, 2009. 5. Arrive, Michel, <i>La conjugaison pour tous:12000 verbes</i> , Paris, Hatier, 2004.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Test	Up to 30	-	-
Seminar papers	-	-	-
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic studies, first level of studies: Elementary			
Course code and title: French 2			
Teacher (Surname, middle initial, name): Ivan N. Jovanovic, Ivana Milojevic, assistant			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Gaining basic language and communicative competence of French language. Mastering basic grammar and enhancing vocabulary with special focus on expressions used in tourism and culture.			
Learning outcomes: Student is capable to communicate in French in everyday conversation and in tourist domain: student can introduce himself, to introduce his town and region , to understand dialogues and professional texts from tourism domain, to write a short email and answer the mail, to use basic grammatical structures in speech and in writing, to use French websites and to find information, to get to know the possibilities of European reference frame for foreign languages (CECR) and possibilities of gaining the international certificate for French language (DELFI), to read ,understand and translate professional texts, to understand basic communication in French(to ask and answer the question), to introduce French tourist regions, to know French tourism, as well as French culture and civilization.			
Syllabus Theoretical instruction: Knowing basic grammatical forms: polite phrases (je voudrais, pourriez –vous...), affirmative and negative forms, modal verbs, present of regular and irregular verbs, conditional, asking and answering the questions; translating professional terms, dialogues and tourist texts. Communicative competence-situations: in the shop (buying something), at the hotel(making reservation, paying), at the restaurant(ordering, paying), in the taxi(calling taxi, explaining destination, paying), in the tourist agency(suggesting, asking, speaking about sightseeing); introducing :facts about yourself, in-laws, free time; introducing your town and region with the emphasis on the tourist topics. Understanding of written texts, expressing thoughts in writing: understanding brochures, pamphlets and other tourist publications; writing basic tourist brochure, understand and analyze Mychlen’s online guide. Civilization and culture: French symbols, everyday life, tourist regions, hotel business, gastronomy. Non-verbal communication. Getting acquainted with French websites: www.pointdufle.net , www.voila.fr , www.tv5.monde , www.bonjourdefrance.fr . Getting acquainted with CECR, EUROPASS and DELFI exams. Practicing the use of theoretic knowledge on understanding and analysis of texts , as well as individual oral and written expression.			
Literature: 1. Berthet, Annie et al. Alter ego, Paris, Hachette livre, 2006. 2. Monnerie, Anne-Goarin, Sirejols, Evelyne, Champion 2, Paris, Cle International,2001 3. Miquel,Claire, Communication progressive du francais, Paris, Cle International,2003 4. Jamet,Marie Cristine, Delf A1 scolaire et junior, Paris, Hachette livre, 2006. 5. Jovanovic Slobodan, Savremeni francusko-srpski rechnik,Beograd,Prosveta, 2009. 6. Arrive, Michel, La conjugaison pour tous: 12000 verbes, Paris, Hatier, 2004.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points

Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 30		
Seminar papers			
Assessment methods:			

Study programme: Tourism				
Type and Level of Studies: Basic professional studies, first level of studies				
Course code and title: Hotel management				
Teacher (Surname, middle initial, name): Slavoljub M. Vujovic				
Course status: Compulsory				
Number of ECTS credits: 5				
Prerequisites: none				
Course aims: Students should gain knowledge and skills necessary for successful work in hotel management and in economy in general; in public and private sector and other complementary activities.				
Learning outcomes: Student who masters the subject, is able to do management work of various levels : In a hotel, tourist agency, complementary activities in private and public sector, state organs, tourist agencies, agencies for sports, culture and tourist manifestations, teachers in professional catering and tourist high schools...				
Syllabus Theoretical instruction: Defining catering; Defining restoring, division of hotel management, difference among hotel management, restoring and gastronomy; structure of hotel buildings in accommodation capacities; Importance of hotel management: concept of hotel management, hotel management in the wider and broader sense, buildings in hotel management. Interdependence of hotel management and economic work in tourism. Position of hotel management in tourism; connection of hotel management with traffic, commerce and other economic and non-economic activities. Functions of hotel management; importance of hotel management for the development of tourism. Mutual terms the development of hotel management and tourism; adapting hotel offer to market tendencies in tourism. Changes in building classifications: minimal conditions asked, new standards in buildings, changes in categorization, quality and service recognizing, protection of guests, classification of buildings in hotel management, sorting of buildings. Application of modern standards in international hotel management. New technologies in hotel management. Application of ecological standards in hotel management. Standards of hotel management in the domain of human resources. Responsibilities in hotel management. Insurance in hotel management. Strategic management of hotel products and services. Practical teaching: In hotels: doing business with reception, upstairs offices, production and catering departments; commercial and financial business.				
Literature: 1. Ljiljana Kosar: <i>Hotelijerstvo, teorija i praksa</i> ; PMF, Novi Sad, 2002. 2. Slobodan Blagojevic: <i>Osnovi hotelijerstva</i> ; PMF, Novi Sad, 2004. 3. Ante Dulcic: <i>Upravljanje razvojem turizma, Data status, Beograd 2001.</i>				
Number of active teaching classes: 60				Other classes:
Lectures:	Practical classes:	Other teaching forms:	Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.				
Knowledge evaluation (maximum 100 points)				
Pre-exam obligations	Points 60	Final exam	Points 40	
Activity during lectures	Up to 20	Written exam	Up to 20	
Practical classes	Up to 10	Oral exam	Up to 20	
Colloquia	Up to 20	-	-	
Seminar papers	Up to 10	-	-	
Assessment methods:				

Study programme: Tourism, Management			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Innovation management			
Teacher (Surname, middle initial, name): Zorica M. Sagic			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Gaining knowledge from the domain of innovation management, with the emphasis on the key role of innovation in creating value and achieving competitiveness and integrating innovative processes and management in modern conditions of earning.			
Learning outcomes: Mastering scientific, professional knowledge and skills necessary for creative use of basic precepts of innovation management conception. Understanding of instruments which the conception is based on, as well as the way of use of those instruments in solving particular problems in the process of controlling innovations.			
Syllabus Theoretical instruction: Concept of innovation. Dynamics, effects and trend of technological changes. Uncertainty and risk of innovative projects. Models of innovative processes. Innovative aspects of strategic competitiveness. Technology and competitive advantage. Emergence, development and importance of technology transfer. Modern forms of collaboration of companies on the field of innovation. New forms of organization and support of research-developing activity. Strategic aspect of managing innovations. Strategic managing of technology. Practical teaching: Practical work; Other forms of teaching; Study research work Presentation and analysis of particular examples of innovative undertaking from the practical work of native and foreign companies. Discussion/interactive participation related to examples, solving tasks, asking questions and answering; Simulation of situations from work practice and presentation of solutions.			
Literature: 1. Sagic Z., 2012., Menadzment inovacija, Uzice, Graficar 2. Milisavljevic M., 1995., Menadzment u funkciji inovacija, Beograd, Univerzitet 3. Levi Jaksic M., Marinkovic S., Obradovic J., 2005., Menadzment inovacija i tehnoloskog razvoja, Beograd, FON			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 30		
Seminar papers			
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Introduction to tourism			
Teacher (Surname, middle initial, name): Dr Slavoljub M.Vujovic			
Course status: Compulsory			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Development of students' competence for multidisciplinary approach to tourism, tourists, tourist sector and tourist destination. Development of competence for revival of jobs in tourist agency, hotel company,public sector and complementary activities.			
Learning outcomes: A student that masters this subject, gains elementary knowledge about tourism and is ready for work in tourist economy such as local tourist organization,tourist agency,tourist guide,reception of guests,work in a hotel company etc.			
Syllabus			
Theoretical instruction: Elementary concept and the history of the development of tourism. Tourist destination. Material basis of tourism, tourist infrastructure and tourist suprastructure. Tourist demand and factors of the demand. Tourist offer: attractive,communicative, receptive and mediatory factor. Tourist product. Tourism functions:economic and non-economic. Interdependence of tourism and surroundings. Concept of sustainable tourism development.Tourist politics, tourist system,organization,statistics and tourist propaganda. Necessity,role and importance of marketing in the development of tourism. Economic and organizing aspects of tourism in Serbia. Strategy for the development of tourism in Serbia 2005-2015. Modern tendencies and trending of tourism on global level.			
Practical teaching: On tourist site: organization and presentation of a tourist attraction. In the tourist organization:tourist informing,organization of event. Organizational , technical-technological and economic aspects of companies' doing business in tourism. In the hotel company: running business in reception department, hotel household and production-service department.			
Literature:			
1. S.Vujovic:Materijalna osnova turizma, Institut za ekonomiku poljoprivrede, Beograd			
2. O.Bakic:Osnove turizma sa osnovama ugostiteljstva, Cigoja, Beograd			
3. S.Bлагоjevic:Uvod u turizam, skripta,VTS, Uzice,2007.			
4. L.Lazic:Uvod u turizam,PMF, Novi Sad, 2005.			
Number of active teaching classes: 90			Other classes:
Lectures: 30	Practical classes: 60	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 70	Final exam	Points 30
Activity during lectures	Up to 20	Written exam	Up to 15
Practical classes	Up to 15	Oral exam	Up to 15
Colloquia	Up to 20		-
Seminar papers	Up to 15		-
Assessment methods:			

Study programme: Tourism, Management				
Type and Level of Studies: Basic professional studies				
Course code and title: Management in tourism				
Teacher (Surname, middle initial, name): Zorica M. Sagic				
Course status: Compulsory				
Number of ECTS credits: 6				
Prerequisites: none				
Course aims: Forming of knowledge, management skills and competence for observing and solving particular problems of management in tourism as activity on macro level, as well as on the level of particular companies in the department of tourism and hotel industry.				
Learning outcomes: Students who master this subject are able and competent to manage, make decisions, and take action in order to realize aims in the department of tourism and hotel management, in state organs, local, regional republic organizations for tourism, tourist destination, travel agencies, hotel and other companies, business partners of tourism companies, tourist propaganda etc.				
Syllabus Theoretical instruction: Tourism as global phenomenon, tourism through various historical epochs; Strategy for tourism development and implementation of tourist organizations. Managing of human resources in tourism; Tourist demand. Tourism offer. Tour-operating and tourist retail. Managing of tourist companies in modern conditions of making money. Managing the brand of tourist destination. Designing and development of tourist attraction. Consumers' satisfaction in tourism. Future of tourism: post tourism? Concept and dimensions of sustainable tourism and influence of tourism on the quality of environment. Practical teaching: Exercises. Other forms of teaching. Study research. Studies of cases connected to realised lectures. Discussion-interactive participation related to presented theoretical teaching and additional information and examples, asking questions, searching for answers; Simulation of situations from business practice and presentation of solutions.				
Literature: 1. Sagic Z., 2013. Menadzment u turizmu, Beograd, Naucna KMD 2. Cerovic S. 2003., Menadzment u turizmu, Novi Sad, Prirodno-matematicki fakultet 3. Cacic K., Poslovanje preduzeca u turizmu, 2005. Beograd, Ekonomski fakultet				
Number of active teaching classes: 60				Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms:	Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.				
Knowledge evaluation (maximum 100 points)				
Pre-exam obligations	Points	Final exam	Points	
Activity during lectures	Up to 10	Written exam	Up to 25	
Practical classes	Up to 10	Oral exam	Up to 25	
Colloquia	Up to 30			
Seminar papers	-			
Assessment methods:				

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Marketing in tourism			
Teacher (Surname, middle initial, name): Zorica M. Sagic			
Course status: Compulsory			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Gaining knowledge and skills in the domain of marketing in tourism, necessary for understanding marketing as business philosophy in the context of tourist industry.			
Learning outcomes: Mastering scientific, professional knowledge and skills necessary for creative synthesis of tourist sector, tourist market and marketing, for critique analysis of various instruments of tourist marketing, as well as application of process of strategic and tactical planning of marketing in tourism.			
Syllabus Theoretical instruction: Subject and aim of marketing in tourism. Marketing in tourism on micro and macro level. Development of tourism theory and influence on marketing. Characteristics of tourist market. Marketing on the level of tourist destination (conceptual model). Orientation on the indulgence of tourists' wishes and needs in business and tourist politics. Contents and importance of marketing informational system. Research of marketing and forming tourist and economic "observatory". Politics of product. Elements of policy of prices management. Elements of promotional politics. Elements of policy of sale management. Levels and organization of marketing planning in tourism. Global changes in tourist industry. Practical teaching: Presentation and analysis of particular examples of marketing projects from the practice of native and foreign companies. Discussion – interactive participation in the form of examples and solving problems. Simulation from the business practice and presentation of solution.			
Literature: Elementary-textbook: 1. Bakic O., Marketing u turizmu, Ekonomski fakultet, Beograd, 2005. Additional literature: Popesky J., Marketing u turizmu, Ekonomski fakultet, Beograd, 2002.			
Number of active teaching classes: 90			Other classes:
Lectures: 45	Practical classes: 45	Other teaching forms:	Study research work:
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 30		
Seminar papers		-	-
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies,first level of studies			
Course code and title: National tourist geography			
Teacher (Surname, middle initial, name): Radmila P. Novakovic Kostic			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: The students are introduced to the basics of tourist geography, potentials for the development of tourism in Serbia, natural, anthropogenic, receptive resources, tourist circulation, regional development of tourism and perspectives for the whole development of Serbian economy, as well as gaining knowledge and skills in recognizing tourist areas.			
Learning outcomes: Mastering scientific ,professional knowledge and skills necessary for creative participation in recognizing, selection and forming tourist resources into tourist product, development of tourist places and regions with the aim of successful development of country's tourism.			
Syllabus Theoretical instruction: Tourist-geographical position of Serbia; Territory, borders and border-lines; Tourist position of Serbia towards main tourist directions. Conditions for development of tourism; natural tourist values-geomorphological, climate, hydrological, biogeographic; anthropogenic tourist values, archeological, monumental, artistic tourist values, town settlements as tourist centres, objects of world cultural heritage, material basis for the development of tourism, accommodation and catering capacities, traffic roads and traffic resources, tourist agencies, social conditions for development of tourism. Strategy for the development of Serbian tourism, regional development and tourist products; Investments and perspectives of tourism in Serbia. Practical teaching: Practices are performed through seminar papers and presentations about tourist places and localities, as well as visiting terrains with exploring work.			
Literature: 1. Novakovic Kostic Radmila, Turisticka geografija Srbije, Pentrade, Uzice, 2011. 2. Stetic Snezana, Nacionalna turisticka geografija, Cicero,Beograd, 2004. 3. Stankovic Stevan, Turisticka geografija, Geografski fakultet, Beograd 2000.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 20	-	-
Seminar papers	Up to 10	-	-
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic profesional studies, first level of studies			
Course code and title: Organization of training			
Teacher (Surname, middle initial, name): Zorica R.Tanaskovic			
Course status: Elective			
Number of ECTS credits: 8			
Prerequisites: none			
Course aims: Development of knowledge and skills for organizing training programmes in organization.			
Learning outcomes: Gaining elementary knowledge and enabling students for practical use.			
Syllabus Theoretical instruction: Elementary directions of training management and training. Training management in a company. Education standards in a company. Development and designing of training programmes. Training process in a company. Establishing education needs. Specifics of establishing education needs in a company, education needs of a manager. Process of planning and programming training. Soundness of programming and phases of work on a programme. Contents of a programme. Checking and evaluation of programme. Programming of manager's education. Organization and realization of training. Evaluation of training. Evaluation of education in a company. Evaluation of education and staff contract. Evaluation of a manager's education. Evaluation of training process. Practical teaching: Practices follow teaching units, with special emphasis on development of manager's skills necessary for organizing training programmes in organization.			
Literature: 1. Dr Gordana Milosavljevic, Organizacija treninga, FON, Beograd, 1998. 2. P. Nick Blanchard, James W.Thacker, Effective training, Pearson, 2004. 3. Dr Gordana Milosavljevic,Trening i razvoj, FON, Beograd, 2010.			
Number of active teaching classes: 90			Other classes:
Lectures: 45	Practical classes: 45	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 20	-	
Seminar papers	Up to 10	-	
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies,first level of studies			
Course code and title: Quality management in tourism			
Teacher (Surname, middle initial, name): Milutin R.Djuricic			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Students should master necessary knowledge about synchronized and continuous enhancement of doing all activities in tourist business system – PC in time and space.			
Learning outcomes: Mastering the knowledge for quality management in tourism, so that services and products fully satisfy and possibly surmount expectations of clients.			
Syllabus Theoretical instruction: Evolution of approach in creating quality, from operation controlling to establishing control over contribution of every individual in realizing quality of tourist product. Quality of tourist product (from an idea, over realization, to establishing customer's content)-number one priority of business system management. Economic dimension of quality: quality expenses, low-quality expenses. Optimization of quality expenses. Observation of quality expenses. Decreasing quality expenses. Influential factors on tourist product quality. Statistic methods of quality control. Methods of improving quality of tourist product. Computer supported quality. Practical teaching: Auditory exercises(explanations and examples from practice of tourist companies related to theoretical teaching). Doing seminar papers. Required drawing up surveys from practices and seminar papers.			
Literature: 1. Textbook: 1. Djuricic R.M., Acimovic Pavlovic Z.- Savremeni integrisani menadzment sistem, IR-MIR, Uzice, 2011. 2. Additional literature: M.Zizic, M.Lovric,D.Pavlicic:Metod statisticke analize-zbirka resenih zadataka, Ekonomski fakultet, Beograd 2006.; Juran J.M., Oblikovanjem do kvaliteta, PS Grmec, Beograd, 1997.; Standards: SRBS ISO 9001/2008, ISO 14001/2004,JUS A.A2.022,JUS N.NO.020			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 45	Other teaching forms:	Study research work:
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 70	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 15
Practical classes	Up to 10	Oral exam	Up to 15
Colloquia	Up to 2x20	-	-
Seminar papers	Up to 10	-	-
Assessment methods:			

Study programme: Tourism, all study programmes			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Russian 1			
Teacher: Terzić V. Svetlana			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Teaching students how to use specialized literature related to a specific vocational area; developing students' language skills (reading, translation, conversation); combining lexical and grammatical structures. Increasing public awareness of the importance of management through discipline-related texts.			
Course outcomes: Providing continuous foreign language education upon high school completion. Developing communication skills and the skills that will enable students to cooperate with the immediate social and international environment.			
Syllabus:			
Theoretical instruction: Airport – parts of speech that decline; Customs – nouns (three types); Phone conversation – adjectives (hard and soft declension); At the post office – the comparative degree; Commercial letters; Hotel – the superlative degree; At the restaurant – verbs of motion; International fairs and exhibitions – adverbs of manner; The theatre life of Moscow – the imperative mood. The protection of workers - taking personal protection measures and informing the workers about the signs (the implementation of the international project TEMPUS JPHES 158781)			
Practical instruction: Grammar revision. Practicing conversation in unfamiliar situations.			
Literature:			
<ol style="list-style-type: none"> 1. Marojević M., 1996, Ruski poslovni jezik, Beograd, Srpski leksikograf 2. Aleksić B., 2000, Ruski jezik za ekonomiste, Beograd, Ekonomski fakultet 3. Marojević R., 1983, Gramatika ruskog jezika, Beograd, Zavod za udžbenike i nastavna sredstva 4. Terzić S., 2006, Odabrani tekstovi iz ruskog jezika struke, VPTŠ Užice 			
Number of active teaching classes: 30			Other classes:
Lectures: 30	Practical classes: 0	Other forms of instruction:	Research study:
Teaching methods: Monologue and dialogue-based methods.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 70	Final exam	Points: 30
Activity during lectures	10	-	-
Practical classes	-	Oral exam	30
Colloquia	60	-	-
Seminar papers	-	-	-

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Russian 2			
Teacher: Terzić V. Svetlana			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: Passed examination in Russian 1.			
Course aim: Teaching students how to use specialized literature related to a specific discipline; developing students' language skills (reading, translation, conversation); combining lexical and grammatical structures. Increasing public awareness of the importance of management through specialised texts.			
Course outcomes: Students can use the foreign language on their own. They will develop communication skills that will enable them to cooperate with the immediate social and international environment.			
Syllabus:			
Theoretical instruction: Joint ventures – present participles. Advertisements – past participles. Commercial and industrial palaces – definite pronouns. Conversation in a Moscow bank – adverbs of reason, adverbs of purpose. Tourism – active present and past participles. World tourism congress – passive present and past participles. Management – imperative. Environmental protection – economy vs. ecology			
Practical classes: Listening exercises to practise coping with unfamiliar business situations, using specific management-related terminology.			
Literature:			
<ol style="list-style-type: none"> 1. Marojević M., 1996, Ruski poslovni jezik, Beograd, Srpski leksikograf 2. Aleksić B., 2000, Ruski jezik za ekonomiste, Beograd, Ekonomski fakultet 3. Marojević R., 1983, Gramatika ruskog jezika, Beograd, Zavod za udžbenike i nastavna sredstva 1. Terzić S., 2006, Odabrani tekstovi iz ruskog jezika struke, VPTŠ Užice 			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research study:
Teaching methods: Monologue and dialogue-based methods.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 70	Final exam	Points: 30
Active participation during lectures	10		-
Practical classes		Oral exam	30
Colloquia	60	-	-
Seminar papers		-	-

Study programme: Tourism
Type and level of studies: Undergraduate Vocational Studies, first degree studies
Course title: Sociology
Teacher: Vesna Vasović
Course status: Compulsory
Number of ECTS: 7
Prerequisites: none
Course aim: Teaching students about what is specifically human, about everything that is the result of human activities, as well as promoting the awareness of the importance of social and working environment.
Learning outcomes: Introducing students to the social orientation, as well as providing them with skills for critical and independent thinking about issues related to society and labour.
<p>Syllabus:</p> <p>Theoretical instruction:</p> <p>Society and truth, development of sociology – its position among other sciences – the role and classification of theories – classical theories – modern and postmodern theories – the system in general and social system – the global social system – society and nature – human energy – types of social action – social relations and their types – the concepts of <i>institution</i> and <i>organization</i> and their types – social groups and their importance in the global social system – the classification of social groups – the concept of <i>nation</i> and its development throughout history, the model of nations, the characteristics of a nation – castes, social classes, professions, intelligence – bureaucracy and technocracy – the concept, characteristics and models of <i>elite</i> - social power as common energy – power, government, authority – the importance of social power in the global social development – environmental problems – the importance of ecological culture – the necessity for sustainable development, ecological awareness and education, basic approaches to ecological problems and how to solve them – the national environmental policy – the EU environmental policy – the concept of <i>settlement</i> and its types – the concept and types of <i>marriage</i> and its accompanying institutions – the concept of <i>family</i>, its functions and accompanying institutions – population – the consequences of human reproduction – the concept of <i>economy</i> as a social category – job insecurity – the importance of safety and health at work – state – law – forms of political government – political subjects – the power of the ecology movement – the concept, types and cultures of <i>culture</i> – the culture of symbolic communication (language and signs) – the concept of <i>meaning</i> and its functions – cognitive and experiential culture – reasonable knowledge – the concept of <i>science</i> and its types – the concept and types of <i>mythology</i> – the concept, types and functions of <i>religion</i> – the concept, types and functions of <i>art</i> – normative culture (the concept, essence, nature, types) – traditional culture – everyday life culture – cultural values – cultural needs – <i>personality</i>, the concept and social character – the concept and types of <i>socialization</i> and <i>personalization</i> – old and new concepts of changes – the appearance of the unique world system – stratification – the division of the world (center, periphery, third world, transition zone).</p> <p>Practical instruction:</p> <p>Development of the sociological view of the world – research methods in sociology – the founder of sociology – Auguste Comte – the approaches to an individual and society in Emile Durkheim's work – the nature and causes of social changes in Max Weber's work – premodern world and industrial society – organizations and modern world and a ten-minute test – nation, national identity and globalization – the future of bureaucracy – the criticism of the logic of growth and urban “dinosaurs” – the ecological criticism of modern society – greening the world of life and work, ecological parties and movements – demographic transition and population dynamics – the analysis of unemployment, job insecurity – new social movements and political parties – new religious movements – identity, kitsch and trash – popular culture and cultural imperialism – poverty, social exclusion under the conditions of new divisions.</p>
<p>Literature:</p> <ol style="list-style-type: none"> 1. M.Pečujlić, V.Milić, Sociologija, Službeni glasnik, Beograd, 2005. 2. E.Gidens Sociologija, Ekonomski fakultet, Centar za izdavačku delatnost, Beograd, 2007.

3. Marković Ž. Danilo, Socijalna ekologija, Zavod za udžbenike i nastavna sredstva, Beograd, 2005. 4. Nadić Darko, Ekologizam i ekološke stranke, Službeni glasnik, Beograd, 2007. 5. Nadić Darko, Ekološka politika Evropske unije, skripta, Beograd, 2006. 6. Đukić Petar, Pavlovski Mile, Ekologija i društvo, EKO centar, Beograd, 1999. 7. Bezbednost i zdravlje na radu, knjiga 2 8. Primenjeni deo - Vesna Vasović i grupa autora, VPTŠ, Užice, 2011.			
Number of active teaching classes: 60			Other classes:
Lectures: 45	Practical classes: 15	Other forms of instruction:	Research study:
Teaching methods: Workshops, auditory methods, colloquia, consultations, demonstrations and other methods. Using board and chalk, overhead projector and foils, video presentations, examples from practice, brochures, instructions, paper, notebooks and other demonstration materials.			
Knowledge (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	10	Written exam	25
Practical classes	10	Oral exam	25
Colloquia	20		
Seminar papers	10		

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Tourism and culture			
Teacher (Surname, middle initial, name): Radmila P. Novakovic Kostic			
Course status: Compulsory			
Number of ECTS credits: 7			
Prerequisites: none			
Course aims: Gaining knowledge about worldwide and national cultural heritage and estates; types and protection of cultural estates, tourist assessment of cultural estates, cultural tourism as specific sort of tourism, marketing and management in cultural tourism, Serbian cultural tourism products.			
Learning outcomes: Students who master this subject, are able to form cultural tourism product, tourist presentation and assessment of cultural estate, forming of programmes for cultural journeys and visiting monuments in tourist agencies, tourist organization, institute of culture, museum, on cultural and historical monuments etc.			
Syllabus Theoretical instruction: Basic culture ideas: culture, arts, cultural needs, cultural habits, tourist culture. Concept, classification, characteristics and protection of cultural estates. History of arts: prehistory, Greek, Roman, Byzantine art, gothic, romanic, renaissance, baroque, rococo, neoclassicism, romantism, realism, avanguard, modern art. Cultural heritage in Serbia: ancient, middle-aged castles, monasteries and churches of Raska, style group of Moravska, contemporary Serbian art. Methods, aims and process of tourist assessment of cultural estates. Shaping and tourist arranging of cultural estates. Presentation of art and works of art, museums, galleries. Cultural tourism: destinations, kinds of cultural tourism... Practical teaching: Elaboration of seminar papers about cultural and monumental heritage, presentation of artistic directions, observation of interaction between culture and tourism.			
Literature: 1. H.W Jonson, Istorija umetnosti, Enciklopedija Britanika, Narodna knjiga Bgd,2005. 2. Novakovic-Kostic R. Turizam i kultura, Nju pres , Smederevo 2011. 3. Hadzic O., Kulturni turizam, PMF, Novi Sad, 2005.			
Number of active teaching classes: 60			Other classes:
Lectures:	Practical classes:	Other teaching forms:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 20		
Seminar papers	Up to 10		
Assessment methods:			

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Tourist market research and marketing information system (MIS)			
Teacher (Surname, middle initial, name): Milos M. Jovanovic			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Gaining knowledge and skills from the domain of research of tourist market, necessary for successful connection of organization and its work, by means of information used for making decisions in marketing.			
Learning outcomes: Mastering scientific, professional knowledge and skills necessary for creative participation in managing projects of tourism market research; evaluation of ad hoc and continuous research projects, as well as for analysis and creative participation in designing marketing information systems in tourism.			
Syllabus Theoretical instruction: Modern tendencies in tourist market; Dimensions of market research in tourism; Multidisciplinary market research; Organization of market research; Process of tourism market research; Defining problem and aims of research; Establishing sources of data; Developing strategy of sampling; Choice of the method of data gathering; Measuring of attitudes; Creating survey questionnaire and organization of gathering primary data; Analysis of the data. Elaboration of the report of research results; Analysis of marketing surroundings. Measuring of market and sales potential; Basic dimensions of marketing information systems; Components of marketing information system in tourist company. Practical teaching: Measures of central tendencies and their use in tourist market research. Index numbers. Example of use semantic differential and staple scale for analysis business profile of tourist companies. Use of Likert's scale for research of image in tourism; Measuring on ordinal scale using technique of multidimensional scaling; Practicing on the examples of market research of native and foreign tourist companies; Concept of creative analysis of sales in tourism; Scanning the surroundings in tourism-analysis of business cases.			
Literature: Elementary-textbooks: 1. Cerovic S., 2004., Istrazivanje turisticnog trzista, Novi Sad, PMF 2. Hanic H., 2006., Istrazivanje trzista i marketing informacioni sistem, Beograd, Ekonomski fakultet Additional literature: 1. Aker D, Kumar V., Dej Dz., 2008, Marketinsko istrazivanje, Beograd, Ekonomski fakultet (za izdanje na srpskom jeziku) 2. Marusic M., Prebezac D., 2004., Istrazivanje turistickih trzista, Zagreb, Adeco			
Number of active teaching classes: 75			Other classes:
Lectures: 45	Practical classes: 30	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 30	-	-
Seminar papers	-	-	-

Assessment methods:

Study programme: Tourism			
Type and Level of Studies: Basic professional studies, first level of studies			
Course code and title: Tourist world regions			
Teacher (Surname, middle initial, name): Radmila P. Novakovic Kostic			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course aims: Learning basics of world tourist geography, the most important tourist regions of Europe, Africa, Asia, America, world famous tourist attractions, as well as modern tendencies and directions of tourists' movements both in the world and in Europe and their influence on the development of tourism in Serbia.			
Learning outcomes: Mastering professional and scientific knowledge from the area of European and world tourist resources and gaining skills necessary for creative participation in recognizing, selection and formation of tourist programs intended for native clients, as well as tourist recognition of Serbia in regional and European tourist offer.			
Syllabus Theoretical instruction: Social, economic, political and cultural basis of development of European and world tourism; Tourist communication and tourist demand of Europe; Touristic and geographic regions of Europe; Alpine tourist area; Mediterranean tourist area; the Pyrenees, Azure coast; the Apennines; the Balkans; Tourism on the coast of the Black sea; Tourism of central and north Europe; Centres of city tourism in Europe; Tourist regions of Asia, Africa, North America, Central and South America World tourist centres outside of Europe. Practical teaching: Practices are performed through seminar papers about world famous tourist countries, centres, sites and attractions.			
Literature: 1. R.Novakovic Kostic, Turisticke regije sveta, Pen Trejd, Uzice 2011. 2. S.Stetic, Geografija turizma, Autor, Beograd, 2003. 3. M.Vasovic, Z.Jovicic, Turisticko-geografske regije Evrope, Beograd, 1982. 4. Internet sajтови turističkih zemalja u svetu i Evropi, Svetske turisticke organizacije			
Number of active teaching classes: 75			Other classes:
Lectures: 30	Practical classes: 45	Other teaching forms: Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.			
Knowledge evaluation (maximum 100 points)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	Up to 10	Written exam	Up to 25
Practical classes	Up to 10	Oral exam	Up to 25
Colloquia	Up to 20		
Seminar papers	Up to 10		
Assessment methods:			

Study programme: Tourism			
Type and level of studies: Undergraduate Vocational Studies, first degree studies			
Course title: Trade Management			
Teacher: Miloš M. Jovanović			
Course status: Compulsory			
Number of ECTS: 7			
Prerequisites: None			
Course aim: Providing students with trade-related knowledge and skills required for successful selling, procurement, trade (retail and wholesale) and marketing logistics.			
Course outcomes: Students will be qualified for the jobs in the field of trading in goods and services in commercial companies and other enterprises; they will be able to run trade-related businesses on their own, as well as to contribute to new scientific achievements in the field of trade management.			
Syllabus:			
Theoretical instruction: The concept of trade management. The concept of trade and its importance. Trade prosperity. Distribution channels. Commercial business resources. Trading competition. Conditions for success. Trading tricks and skills. Trade marketing. Trade communications. Procurement. Marketing logistics. Sales. Promotion. Price. Trading economics. Financial management and trading. Positioning in financial trading.			
Practical instruction: Exercises based on the examples from business practice of domestic and foreign trade companies. Simulating business situations of commercial organizations. Interactive participation in the discussion about the material presented during lectures, performing different tasks, asking questions, searching for answers. Preparing a seminar paper – trade business positioning strategy. Individual and collective presentation of students' seminar papers.			
Literature:			
Main textbook: Jokić, D., Trgovačko preduzetništvo, Beograd, NIC, 2003.			
Additional literature: 1. Lovreta, S., Trgovinski menadžment, Beograd, Ekonomski fakultet, 2010. 2. Petković, G., Modeli za donošenje odluka u trgovini, Beograd, Ekonomski fakultet, 2000.			
Number of active teaching classes: 75			Other classes:
Lectures: 45	Practical classes: 30	Other forms of instruction:	
Teaching methods: Ex cathedra, case study, discussion about selected topics, individual and group presentations, simulations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	Up to 10	Written exam	Up to 50
Practical classes	Up to 10		
Colloquium			
Seminar papers	Up to 30		

Study programme: Tourism				
Type and Level of Studies: Basic professional studies; first level of studies				
Course code and title: Traffic communication and infrastructure in tourism				
Teacher (Surname, middle initial, name): Radmila P. Novakovic Kostic				
Course status: Compulsory				
Number of ECTS credits: 8				
Prerequisites: none				
Course aims: Introduction of general state of infrastructure in the country, necessary for the development of tourism, traffic infrastructure of Serbia and corridors 7 and 10, tourist infrastructure and suprastructure, problems and functioning of communal, traffic and local infrastructural network in receptive tourist places during the tourist season.				
Learning outcomes: Mastering scientific, professional knowledge and skills necessary for recognition and forming quality traffic, tourist, communal infrastructural and suprastructural network necessary for the development of tourist destination, in order to form quality services/tourist products intended for tourists.				
Syllabus Theoretical instruction: General characteristics and importance of infrastructure for the development of tourism. Traffic communication and traffic infrastructural network in Serbia, railway, river, air, road traffic, corridor 7 and 10, establishing values of traffic services, discounts, schedules; role and importance of railway, road, river and air traffic communication in the development of tourism in Serbia; transit and nautical tourism; Tourist infrastructure, building for accommodation, catering, commercial, handicraft trades and service companies, skiing centres, spas, cultural, sports and recreational centres. Communal infrastructure, water supplying, sewage system, telecommunications, Internet; Local tourist infrastructure, tourist information centres, public objects, car parks, parks, viewpoints. Safety in tourism. Practical teaching: Practices are done through seminar papers about infrastructural and suprastructural problems important for the development of tourism in tourist places.				
Literature: 1. Stetic S., Saobraćaj i turizam, Beograd 2007. 2. Novakovic Kostic R., Saobraćaj i infrastruktura u turizmu, Uzice 2012. 3. Drago Bates, Ekonomika saobraćaja, Beograd 1979.				
Number of active teaching classes: 105				Other classes:
Lectures: 45	Practical classes: 60	Other teaching forms:	Study research work:	
Teaching methods: Lectures, exercises, assignments, projects, consultations.				
Knowledge evaluation (maximum 100 points)				
Pre-exam obligations	Points	Final exam	Points	
Activity during lectures	Up to 10	Written exam	Up to 25	
Practical classes	Up to 10	Oral exam	Up to 25	
Colloquia	Up to 20			
Seminar papers	Up to 10			
Assessment methods:				