

Study Programme	Business Economics and Informatics
Qualification awarded	Second degree
Professional title	Master (applied) in Economics
Length of programme	2 years/4 semesters
Number of ECTS credits	120
Level of qualification according to the National Qualification Framework and the European Qualifications Framework	VS-2 (NQF) Second cycle (EQF)
Field of study	Social sciences and humanities
Mode of study	Full-time
Language of instruction	Serbian
Admission requirements	Bachelor degree of at least 180 ECTS
Work-based learning	In the computer laboratories equipped with state-of-the-art equipment; In companies and institutions whose business activities are relevant to the study programme profile.
Access to further studies	No direct admission.
<p>Programme objectives</p> <p>The objective of the study program is to educate and enable students to perform more complex tasks in the field of business economics and business informatics. Particular emphasis is placed on education and preparation for various jobs and new tasks occurring in small and medium-sized enterprises. Students will be particularly enabled to recognize, record, analyze and formulate problems with regard to business activities of companies and institutions, as well as to contribute to and participate in finding effective solutions.</p>	
<p>Programme outcomes</p> <p>General outcomes</p> <ul style="list-style-type: none"> - graduates will be able to solve problems in public and private organizations in the fields of marketing, accounting, taxes and tax procedures; - graduates will become familiar with corporate finance and master the methods and techniques of financial management; - graduates will be able to prepare reports by the application of basic and specialized application software; - graduates will be able to use the acquired knowledge of information technology and business application software in order to solve business problems, both independently and in cooperation with other IT professionals; - graduates will be able to identify an organization's information technology needs and propose modifications and improvements to IT solutions on the basis of available information and adopted criteria. <p>Specific outcomes</p> <p>The Business Economics and Informatics graduates will be able to:</p> <ul style="list-style-type: none"> - identify and collect necessary information, conduct analysis, propose solutions, organize and/or participate in solving real business problems in companies and institutions; - plan, conduct and monitor business and market communication activities; - analyze business ideas, define necessary resources, start and manage entrepreneurial ventures; - create a detailed marketing plan for a specific business venture; - implement appropriate regulations, prepare financial statements and management reports; - identify tax liabilities and other public revenue liabilities of a particular company and perform activities related to determination, planning, payment and control of tax and other public revenue liabilities of the company; - identify problems related to corporate finance, conduct analysis, draw conclusions and propose solutions to particular problems; 	

- conduct export and import business transactions and other complex international business operations;
- implement and use integrated management systems;
- use statistical analysis software and provide reports for internal and external users;
- design, implement and use modern information and communication technologies in business;
- use mobile applications in solving business problems;
- manage computer resources of a company, manage data and administer databases.

Occupational profile of graduates

Upon completion of the programme, students will be qualified for numerous jobs/positions, some of which are: marketing manager, regional bank manager, insurance manager, market research manager, sales manager, export import manager, accountant, chief accountant, tax inspector, tax advisor, database designer, programmer, database developer, information systems designer, mobile application developer.

Business Economics and Informatics – The Second Cycle Study Programme

Study Programme Structure

No.	Code	Course	Semester	ECTS
FIRST YEAR				
	Compulsory courses:			
1.	MPDZ	Entrepreneurial Business	1	10
2.	MINS	Information Systems in Business Decision Making	1	10
3.	MRMS	Accounting for Small and Medium-Sized Enterprises	1	10
4.	MPAN	Business Analysis	2	10
5.	MPTK	Business and Market Communication	2	10
6.	MPRA	Professional Practice	2	10
Total ECTS credits per year				60
SECOND YEAR				
7 – 11.	Elective courses: five of the offered courses are selected			
	MPEN	Business English	3	6
	MIMS	Integrated Management Systems	3	6
	MKFN	Corporate Finance	3	6
	MOPJ	Taxation in Private and Public Sectors	3	6
	MUPR	Managerial Accounting	3	6
	MPMS	Applied Marketing Strategies	3	6
	MBRM	Brand Management	3	6
	MMEP	International Business Operations	3	6
	MISP	Data Mining	3	6
	MPGM	Business Presentation, Graphics and Multimedia	3	6
	MMAF	Mobile Applications	3	6
12.	MPIR	Applied Research Work	4	12
13.	MRAD	Master's Thesis	4	18
Total ECTS credits per year				60
Total ECTS credits				120

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Accounting for Small and Medium-Sized Enterprises			
Lecturer(s): Marina D. Janković Perić, Nenad R. Mihailović, Branko R. Čebić			
Course status: Compulsory			
Number of ECTS credits: 10			
Year of study/semester: First year/1 st semester			
Course prerequisites: None			
Course objectives The main aim of the course is to provide students with knowledge and skills to perform accounting activities for micro, small and medium-sized enterprises, either individually or in teams.			
Course outcomes Upon successful completion of the course, students will be able to: - Apply the regulations for micro, small and medium-sized legal entities. - Prepare financial statements for micro, small and medium enterprises. - Suggest accounting policies and accounting estimates to be included in the company's internal act. - Compare financial statements of different companies.			
Course content Theoretical instruction: 1. Domestic and international legislation on small and medium-sized enterprises 2. Basics of accounting for small and medium-sized enterprises 3. International financial reporting standards for small and medium-sized enterprises 4. Regulating the accounting policies and accounting estimates by the internal regulations/acts of SMEs 5. Financial reporting for external users 6. Financial reporting for internal users 7. Financial reporting for entrepreneurs 8. Electronic documents 9. Electronic filing of financial statements Practical course work: 1. Drafting the company's act on accounting and accounting policies 2. Preparation of electronic documents and electronic document flow 3. Electronic filing of tax returns 4. Electronic filing of financial statements 5. Preparation of financial statements 6. Analyzing financial statements of micro, small and medium-sized enterprises Students are required to perform accounting tasks using application software in the virtual company.			
Literature 1. Škarić-Jovanović, K. (2015). <i>Finansijsko računovodstvo</i> . Beograd: Ekonomski fakultet. 2. International Financial Reporting Standards for Small and Medium-Sized Entities (IFRS for SMEs) 3. Božanić, J., Radovanović, S., Vasiljević, M., Janković, M., & Mihailović, N. (2015). <i>Osnovi računovodstva sa praktikumom</i> . Valjevo: VIPOS. 4. Ljubisavljević, S., Vasiljević, M., & Mihailović, N. (2013). <i>Uvod u međunarodnu računovodstvenu regulativu</i> . Valjevo: VIPOS. 5. Laws and regulations that directly and indirectly regulate the operations of small and medium-sized enterprises; accompanying by-laws; Accounting journals.			
Number of teaching hours: 120			Other:
Lectures: 60	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods The basic forms of teaching are theoretical lectures and practical classes, as well as students' work/exercises in the virtual company that will be supervised by the teacher. The student, in cooperation with the teacher or independently, will do practical assignments based on data obtained from the documentation of micro, small and medium-sized enterprises. In addition to this, students are obliged to present their results to other students through the preparation of seminar papers on given topics.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	40
Practical work	20	Oral exam	
Colloquia	10	Practical exam	
Practical assignments	20		

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Applied Marketing Strategies			
Lecturer(s): Mladen Ž. Vićentić, Nikola B. Stojanović			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives Providing students with knowledge and skills to identify marketing problems and find appropriate marketing strategies to ensure an optimal market position and business competitiveness.			
Course outcomes Upon successful completion of the course, students will be able to: - Recognize a marketing problem. - Explore, identify and analyze market opportunities. - Create an appropriate marketing strategy. - Create an appropriate marketing plan for the implementation of marketing strategy.			
Course content Theoretical instruction: 1. Market orientation of the company 2. Identifying market opportunities 3. Key elements of marketing strategy 4. Determining a marketing strategy 5. Developing a marketing strategy 6. Types of marketing strategies 7. The marketing planning process Practical course work: 1. Maintaining and increasing market share of a particular company 2. Market segmentation and choosing the right market segment 3. Competitor analysis 4. Developing and defending a marketing strategy and marketing plan			
Literature 1. Milisavljević, M. (2010). <i>Strategijski marketing</i> . Beograd: Ekonomski fakultet. 2. Filipović, V., & Janičić, R. (2010). <i>Strateški marketing</i> . Beograd: Fakultet organizacionih nauka. 3. Kotler, K. (2006). <i>Marketing menadžment</i> . Beograd: Data status.			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, case study analysis, workshops, debates, project work and presentation of the results.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	
Practical work		Oral exam	
Colloquia	20	Practical exam	50
Project	20		

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Applied Research Work				
Course status: Compulsory				
Number of ECTS credits: 12				
Year of study/semester: Second year/4 th semester				
Course prerequisites: the student has passed Professional Practice				
Course objectives The main aim is to conduct research related to practical problems in the field of business economics and business informatics. It is also intended to adequately prepare students for the preparation and defence of their master's theses.				
Course outcomes Applied research enables students to independently identify and define the research problem, to search for information sources, evaluate the sources, use the literature and apply research methods and techniques in order to write the problem solution proposal.				
Course content 1. Identification of a practical problem in the company/institution or the possibility for the business process improvement. 2. Collecting the necessary information/data. 3. Analysis of the collected information/ data; consultations with the mentor. 4. Formulation of the initial solution proposal; consultations with the mentor. 5. Preparation of the applied research paper (i.e. the report on the problem solution) 6. Defence of the applied research paper before the examination board and all interested parties.				
Number of teaching hours:				Other: 15 hours a week
Lectures: 0	Practical classes: 0	Other forms of instruction: 0	Research work: 10 hours a week	
Teaching methods The students or practitioners from companies/institutions propose the problems which are to be analyzed and solved. These proposals are analyzed by the master's studies committee, consisting of all teaching staff members engaged at the master's study programme. The committee decides on the issues (topics) that are to be analyzed, on the particular students who will deal with the particular issues, as well as on the applied research work mentor (the professor responsible). The report on the problem solution (in the form of an applied research paper) is defended by the student before an examination board consisting of at least the applied research work mentor and a practitioner from the company/institution. Applied research work is conducted in companies and institutions, whereas consultations with the mentor are held at the college.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	50 points	Final exam	50 points	
Active class participation		Written exam		
Applied research work	50	Oral exam – defence of the applied research paper	50	
Colloquia		Practical exam		
Seminar paper(s)				

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Brand Management				
Lecturer(s): Mladen Ž. Vićentić, Ivana M. Marković				
Course status: Elective				
Number of ECTS credits: 6				
Year of study/semester: Second year/3 rd semester				
Course prerequisites: None				
Course objectives The main aim is to provide the knowledge of branding process, brand features, elements of brand identity and application of branding, and to familiarize students with the importance of branding and its direct impact on business financial performance.				
Course outcomes Upon successful completion of the course, students will be able to: - Describe the basics of brand management. - Independently design a successful brand strategy and propose a brand positioning strategy. - Apply traditional and modern branding methods, procedures and strategies for successful market performance. - Create and manage brand value.				
Course content Theoretical instruction: 1. Brand concept and the evolution of branding 2. Sources of brand added value 3. The modern consumer-brand relationship 4. Brand positioning 5. Branding strategies and brand extension opportunities 6. Creating brand value 7. Determining brand value 8. Elements of brand identity 9. Sensory branding 10. Specific aspects of branding (brand in the service sector, place branding, etc.) Practical course work: 1. Solving case studies independently and in groups 2. Creating, presenting and analyzing successful brands 3. Company visits and the analysis of the brand impact on financial performance of visited companies				
Literature 1. Veljković, S. (2010). <i>Brend menadžment</i> . Beograd: Ekonomski fakultet. 2. Cicvarić, S. (2006). <i>Brend – Kreiranje, pozicioniranje i održavanje</i> . Beograd: Zadužbina Andrejević. 3. Keler, K. (2003). <i>Strategic Brand Management – Building, Measuring and Managing Brand Equity</i> . New Jersey: Prentice Hall. 4. Keler, K. (2008). <i>Slučajevi najbolje prakse u brendiranju</i> . Beograd: Mass Media 5. Rakita, B., & Mitrović, I. (2007). <i>Brend menadžment</i> . Beograd: Savremena administracija.				
Number of teaching hours: 90				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:	
Teaching methods Theoretical lectures, case study analysis, workshops, role-play, quizzes, presentations, debates, project work.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam	30 points	
Active class participation	10	Written exam		
Practical work	15	Oral exam	30	
Colloquia	30	Practical exam		
Project	15			

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Business Analysis			
Lecturer(s): Vesna D. Marković, Kosana R. Vićentijević, Valentina Ž. Pavlović			
Course status: Compulsory			
Number of ECTS credits: 10			
Year of study/semester: First year/2 nd semester			
Course prerequisites: None			
Course objectives Familiarizing students with the importance and procedures of using different business analysis techniques and methods. Enabling students to analyze financial statements of companies and procedures of financial statement analysis by using advanced spreadsheet program techniques.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Select appropriate techniques for creating and using formulas in business analysis. - List and describe the objectives, assumptions, methods and types of business analysis and financial statement analysis. - Distinguish and explain the tools and techniques of financial statement analysis. - Apply commonly used analysis indicators when performing business and financial analysis of a particular company. - Analyze and compare the results of the analysis. - Summarize the causes and consequences of the obtained values of analysis indicators. - Evaluate the financial position and business efficiency of a particular company and recommend improvement measures. 			
Course content			
Theoretical instruction:			
1. Advanced techniques for creating and using formulas in a spreadsheet program			
2. Working with lists			
3. Derived tables (pivot tables)			
4. What-if analysis, sensitivity analysis			
4. Analysis of the basic functions of the company			
5. Financial analysis; tools of financial analysis			
6. Financial analysis procedure			
7. Application of spreadsheet programs in business analysis and reporting			
8. Business performance evaluation and report			
Practical course work:			
1. The most important operations performed on worksheets, techniques of working with diagrams.			
2. Numeric functions, logical functions, lookup functions, reference functions and financial functions.			
3. Working with internal databases (lists): sorting lists, filtering lists, creating subtotals, D-functions; Goal Seek Tool, Solver Tool.			
5. Tools of financial analysis: case study analysis.			
6. Performing the financial analysis procedure using a spreadsheet program: case study analysis.			
7. Evaluation and report on the business performance of a particular company as a result of the applied tools and procedures.			
Literature			
1., Albright, S. C., Winston, W. L., & Zappe, C. J. (2009). <i>Data Analysis & Decision Making with Microsoft Excel</i> . South-Western Cengage Learning.			
2. Van Horne, J. C., & Wachowichz, J. M. Jr. (2012). <i>Osnovi finansijskog menadžmenta</i> . Zagreb: Mate.			
3. Ivanišević, M. (2012). <i>Poslovne finansije</i> . Beograd: Ekonomski fakultet.			
4. Žager, K., Mamić Sačer, I., Sever, S., & Žager, L. (2008). <i>Analiza finansijskih izveštaja</i> . Zagreb: Masmedia.			
5. Peterson, P., & Fabrozzi, F. (2006). <i>Analysis of Financial Statements</i> . Wiley Publications.			
6. Higgins, R. (2006). <i>Analysis for Financial Management</i> . McGraw Hill.			
Number of teaching hours: 120			Other:
Lectures: 60	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, practical classes, exercise, case studies, project assignment, business analysis of a particular company and presentation of the analysis results.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Test	10	Oral exam	
Colloquia	20	Practical exam	40
Project	20		

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Business and Market Communication			
Lecturer(s): Biljana S. Rabasović, Nikola B. Stojanović			
Course status: Compulsory			
Number of ECTS credits: 10			
Year of study/semester: First year/2 nd semester			
Course prerequisites: None			
Course objectives Enabling students to create and develop business and market communication strategies and effectively apply a number of communication methods and techniques.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Explain the role and importance of different forms of internal and external communication in performing business activities of a company. - Critically analyze positive and negative examples of business and market communication. - Collect information to make decisions on integrating the market communication mix while respecting legal and ethical standards . - Plan and implement, individually and/or in a team, certain business communication techniques and tools. - Manage the development of a company's market communication strategy. - Propose the methods for measuring effectiveness of the applied strategy. 			
Course content			
Theoretical instruction:			
1. The strategic role of communication in business			
2. The concept, importance, roles and types of communication in business			
3. Written and oral, verbal and non-verbal, internal and external communication			
4. Overcoming communication barriers			
5. Marketing concept and corporate communication			
6. Integrated marketing communication			
7. Electronic communication means in business and market communication			
8. The role and use of social networks in business and market communication			
Practical course work:			
1. The research and analysis of positive and negative business communication practices			
2. Application of methods and skills of written, oral and non-verbal communication			
3. Conducting research in order to create a promotional strategy			
4. Developing a marketing communication plan for a particular company/institution			
5. Event organization, media relations, simulations of press conferences and other public relations activities			
Literature			
1. Ognjanov, G. (2014). <i>Marketinške komunikacije</i> . Beograd: Ekonomski fakultet.			
2. Vračar, D. (2007). <i>Strategije tržišnog komuniciranja</i> . Beograd: Ekonomski fakultet.			
3. Lehman, C. M., & DuFrene, D. D. (2015). <i>Poslovna komunikacija</i> . Beograd: Data status.			
4. Bovee, C. L., & Thill, J. V. (2010). <i>Suvremena poslovna komunikacija</i> . Zagreb: Mate.			
5. Bazić, M. (2009). <i>Poslovna komunikacija – savremeni put do uspeha</i> . Beograd: Univerzitet Megatrend.			
Number of teaching hours: 120			Other:
Lectures: 60	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, case study analysis, workshops, simulation of communication methods, project work, project presentation and defence.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	5	Written exam	50
Practical work	15	Oral exam	
Project	30	Practical exam	

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Business English			
Lecturer(s): Tatjana J. Dugošija			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The main aim of the course is to enable students for effective spoken and written business communication in English in an international business environment, while working with both native and non-native English speaking professionals.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Effectively communicate in English in both spoken and written form in a real business environment and everyday business situations with foreign business partners and associates, respecting cultural diversity. - Use the English language terminology in the field of economics and information technology. - Make business telephone calls. - Prepare and deliver business presentations. - Participate in business meetings and negotiations with foreign business partners. - Produce effective business correspondence. - Prepare supporting documents for a job application (a CV and cover letter). - Interpret and translate various types of business documents written in English. - Use professional literature in the field of economics and information technology written in English. 			
Course content			
Theoretical instruction:			
1. Business correspondence: different types of business letters/emails – making and confirming reservations, making and confirming appointments, asking for information, placing orders, replying to orders, complaints and dealing with complaints, proposals and invitations, letters of thanks, business announcements.			
2. Job applications: CV and cover letter.			
3. Business presentations: rules for creating effective business presentations, vocabulary/phrases for welcoming the audience, introducing oneself, introducing the topic, structuring, referring to slides, referring to visuals, concluding the presentations, inviting questions.			
4. Telephone calls for business purposes: asking for information, reservations (hotel accommodation and transport), scheduling/confirmation/ rescheduling or cancellation of appointments, complaints, etc.			
5. Business meetings and negotiations: vocabulary and language functions – opening the meeting, stating the principal objectives, introducing the agenda, discussing items, summarizing, closing the meeting, agreeing/disagreeing, giving opinions, suggesting, asking for clarification and clarifying, asking for repetition, etc.			
6. Revising grammar and applying grammar rules in written and spoken production.			
Practical course work:			
1. Writing different types of business letters/emails – making and confirming reservations, making and confirming appointments, asking for information, placing orders, replying to orders, complaints and dealing with complaints, proposals and invitations, letters of thanks, business announcements.			
2. Writing a CV and a cover letter.			
3. Preparation of business presentations.			
4. Translation of different business documents from English to Serbian.			
5. Simulation of business telephone conversations and other everyday business situations.			
6. Simulation of business meetings and negotiations.			
Literature			
1. Grussendorf, M. (2015). <i>Express Series English for Presentations</i> . Oxford: Oxford University Press.			
2. Amato, R. A. (2015). <i>Poslovna korespondencija ENGLESKI</i> . Beograd: Klett.			
3. Thomson, K. (2015). <i>Express Series English for Meetings</i> . Oxford: Oxford University Press.			
4. Ashley, A. (2003). <i>A Handbook of Commercial Correspondence</i> . Oxford: Oxford University Press.			
5. Whitby, N. (2006). <i>Business Benchmark Pre-Intermediate to Intermediate Student's Book</i> . Cambridge: Cambridge University Press.			
6. Sweeney, S. (2003). <i>English for Business Communication Student's Book (2nd Edition)</i> . Cambridge: Cambridge University Press.			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	
Teaching methods Active participation of students in lectures and practical classes, communicative approach to learning a foreign language, individual and team work, simulations (telephone conversations, everyday business situations), role-plays (meetings and negotiations), case studies, individual and group presentations, application of information technology in teaching and learning (Moodle learning platform, presentation software). Students' practical work is evaluated and			

assessed on the basis of communicative activities/tasks in practical classes and a number of homework assignments whereas the colloquium comprises tasks relating to business correspondence. As for the final exam, students select one of the offered topics prior to the exam, create a presentation on the selected topic, and deliver and defend the presentation in the exam.

Assessment (maximum number of points: 100)			
Pre-exam obligations	60 points	Final exam	40 points
Active class participation	10	Written exam	
Practical work	20	Oral exam	40
Colloquia	30	
Seminar paper(s)			

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Business Presentation, Graphics and Multimedia				
Lecturer(s): Slobodan I. Obradović, Ivan D. Pantelić, Dejan M. Beljić				
Course status: Elective				
Number of ECTS credits: 6				
Year of study/semester: Second year/3 rd semester				
Course prerequisites: None				
Course objectives Enabling students to use appropriate software in order to prepare and process graphic and multimedia content for business purposes, as well to use the tools for preparing and processing business presentations.				
Course outcomes Upon successful completion of the course, students will be able to: - Create and use multimedia presentations in business. - Use applications to process multimedia content. - Plan, design and create business presentations. - Deliver effective business presentations.				
Course content Theoretical instruction: 1. Preparation and processing of graphic and multimedia content Raster and vector graphics - principles and creation. Photo processing. Sound. Recording, processing and editing sound and effects. Video. Recording and processing. Animations: effects, animation software. 2. Preparation and processing of business presentations The impact of the environment on a presentation. Audience interaction, delivering a presentation, slides. The use of pictures, images and drawings, diagrams and charts and multimedia content in business presentations. Managing presentations. Linking information in a presentation. 3. Planning the content, preparing, creating and delivering oral presentations Practical course work: Case study analysis. Preparation and processing of graphic and multimedia content. Preparation and processing of business presentations. Distributing and publishing presentations, graphic and multimedia content. Project: preparation and delivery of a company business presentation.				
Literature 1. Kelby, S. (2013). <i>Photoshop CS6 i CC za digitalne fotografe</i> . Kompjuter biblioteka. 2. Cvetković, D. M. (2006). <i>Računarska grafika</i> . Beograd: CET. 3. Grupa autora. (2009). <i>ECDL Advanced Syllabus 2.0 Module AM6 Presentation Using PowerPoint</i> . CIA Training Ltd. 4. Smith, J., Osborn, J., & AGI Creative Team. (2011). <i>Adobe Creative Suite 5 Design Premium: digitalna učionica</i> . Beograd: Mikro knjiga.				
Number of teaching hours: 90				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:	
Teaching methods Theoretical lectures; computer laboratory exercises; case studies; identifying a specific business problem to be addressed and solved by the business presentation; project work.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam	30 points	
Active class participation	10	Written exam		
Practical work		Oral exam	30	
Test	30	Practical exam		
Project	30			

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Corporate Finance			
Lecturer(s): Slobodan M. Ilić			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The objective of the course is to familiarize students with corporate finance and enable them to use the methods and techniques of corporate financial management.			
Course outcomes Upon successful completion of the course, students will be able to: - Define, identify and explain the issues related to corporate finance. - Independently draw conclusions. - Apply the acquired knowledge in practice.			
Course content Theoretical instruction: 1. Corporation as a form of business organization 2. Specific features of corporate finance 3. Corporate financial policy and financial analysis 4. Corporate working capital management 5. Capital budgeting and estimating the profitability of investment projects 6. Sources of funding and the cost of capital 7. Corporate borrowing and dividend policy 8. Estimating corporate value Practical course work: 1. Corporate financial analysis – case studies 2. Determining the capital structure and the cost of capital – practical examples 3. Corporate working capital management – practical examples 4. Methodology for the design of investment projects and evaluation of profitability of investment projects 5. Designing an investment project and estimating corporate value			
Literature 1. Damodaran, A. (2009). <i>Korporativne finansije</i> . Beograd: DataStatus. 2. Kastratović, M. (2001). <i>Menadžment finansija preduzeća</i> . Beograd: FIM. 3. Van Horne, J. C., & Wachowich, J. M. (2007). <i>Osnove finansijskog menadžmenta</i> . Beograd: Data Status. 4. Ivanišević, M. (2011). <i>Poslovne finansije</i> . Beograd: CID. 5. Brealey, R. A., Myers, S. C., & Marcus, A. J. (2007). <i>Osnove korporativnih financija</i> . Zagreb: Mate.			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, practical classes, case studies, project work, project presentation and defence.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	50
Practical work		Oral exam	
Colloquia	20	Practical exam	
Project	20		

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Data Mining			
Lecturer(s): Ilja B. Stanišević, Đorđe K. Petrović			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The course is intended to enable students to apply data mining and data analysis techniques, methods and tools.			
Course outcomes Upon successful completion of the course, students will be able to: - Use the principles and techniques of data mining. - Use modern data mining and data analysis tools. - Analyze the data. - Create data models. - Design and maintain data mining and data analysis systems for business purposes.			
Course content Theoretical instruction: 1. Theoretical and practical aspects of information retrieval and data mining. 2. Data and data mining. 3. Introduction to machine learning techniques, artificial intelligence and neural networks. 4. Basic concepts and algorithms (classification algorithms, clustering algorithms, etc.). 5. Familiarizing with programming languages and data analysis and data mining tools. 6. Text mining and mining other non-structured data. 7. Web mining, social network mining, GIS and other systems and the use of data. 8. Data visualization. Practical course work: Practical course work is intended to develop students' skills to apply techniques, methods and tools in the domain of data mining and data analysis through practical examples and by the application of appropriate programming languages (R, Python, Octave, etc.) and tools (RStudio, Anaconda, RapidMiner, Weka, etc.). In addition, students will design and work on individual projects entailing: - collecting data from the business environment, available databases, websites, etc. - data mining and data analysis - drawing appropriate conclusions based on the conducted research conducted			
Literature 1. Han, J., & Kamber, M. (2011). <i>Data Mining: Concepts and Techniques</i> . Morgan Kaufmann Publishers. 2. Witten, I. H., Frank, E., & Hall M. A. (2011). <i>Data Mining: Practical Machine Learning Tools and Techniques</i> . Morgan Kaufmann Publishers. 3. Miner, G., et al. (2012). <i>Practical Text Mining and Statistical Analysis for Non-structured Text Data Applications</i> . Academic Press. 4. Liu, B. (2011). <i>Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data</i> . Springer. 5. Tan, P., Steinbach, M., & Kumar, V. (2006). <i>Introduction to Data Mining</i> . Addison Wesley. 6. Aggarwal, C. C., & Reddy, C. K. (2014). <i>Data Clustering: Algorithms and Applications</i> . CRC Press.			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures combined with computer demonstrations and case study analysis; computer laboratory exercises; Individual projects: data collection, data mining and analysis.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	70 points	Final exam	30 points
Active class participation	10	Written exam	
Practical work	30	Oral exam	30
Colloquia		Practical exam	
Project	30		

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Entrepreneurial Business				
Lecturer(s): Snežana P. Rakić, Nikola B. Stojanović				
Course status: Compulsory				
Number of ECTS credits: 10				
Year of study/semester: First year/1 st semester				
Course prerequisites: None				
Course objectives The aim of the course is to enable students to organize and manage a new entrepreneurial venture.				
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Apply specific skills for managing an entrepreneurial business. - Identify an entrepreneurial opportunity. - Analyze and evaluate the potential of business ideas. - Define the resources required at different stages of development of an entrepreneurial venture. - Start and manage an entrepreneurial venture. - Manage business processes related to the development of new products, services and processes. - Measure the performance and success of entrepreneurial ventures. 				
Course content Theoretical instruction: Entrepreneurship and business development. Entrepreneurial strategies. Entrepreneurship and small and medium-sized enterprises. Entrepreneurial process. Identifying an entrepreneurial opportunity and defining a business idea. Initiating entrepreneurial investment. Feasibility analysis and evaluation. Developing a business plan. Environmental analysis. Entrepreneurial resources. Financing new ventures. Provision of technical and human resources. Starting and managing entrepreneurial business. The state support for entrepreneurship development. Current trends in entrepreneurship and forms of modern entrepreneurial business. Practical course work: Case study analysis. Seminar papers/projects in the domain of entrepreneurial business. Defining the criteria for choosing a business idea. Implementation of methodology for developing a strategy and a business plan. Determining market potential and analyzing necessary resources. Designing an entrepreneurial management system. Application of business plan software. Guest lectures delivered by successful entrepreneurs and visits to selected companies and entrepreneurship fairs.				
Literature 1. Paunović, B. (2010). <i>Preduzetništvo i upravljanje malim i srednjim preduzećima</i> . Beograd: Ekonomski fakultet. 2. Milićević, V., & Ilić, B. (2008). <i>Preduzetnički biznis</i> . Beograd: Fakultet organizacionih nauka. 3. Milićević, V. (2006). Izrada biznis plana za novi preduzetnički poduhvat. <i>Ekonomski vidici, 1</i> . 4. Hisrich, R. D., Peters M. P., & Shepherd, D.A. (2011). <i>Poduzetništvo</i> . Zagreb: Mate.				
Number of teaching hours: 120				Other:
Lectures: 60	Practical classes: 30	Other forms of instruction: 30	Research work:	
Teaching methods Theoretical lectures, practical classes, exercises, case study analysis, project work, project presentation and defence, preparation and presentation of seminar papers, guest lectures delivered by successful entrepreneurs, visits to selected companies and entrepreneurship fairs.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam		30 points
Active class participation	10	Written exam		
Practical work		Oral exam		30
Colloquia	30	Practical exam		
Project	30			

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Information Systems in Business Decision Making			
Lecturer(s): Ilja B. Stanišević			
Course status: Compulsory			
Number of ECTS credits: 10			
Year of study/semester: First year/1 st semester			
Course prerequisites: None			
Course objectives Enabling students to use information systems in business and business decision making. Familiarizing students with the life cycle of information system design and development, the possibilities of using information systems in business processes, and the types of information systems depending on the level of decision making and its function in the organizational entity. Enabling students to recognize positive effects and impact of information systems application on the increase in competitiveness, quality and cost-effectiveness of business.			
Course outcomes Upon successful completion of the course, students will be able to: - Determine the characteristics, types, and stages of development of different business information systems. - Identify business processes, the structure and flow of documents within a business system, as well as to identify the information needs of a business entity. - Propose business decisions based on the analysis of data obtained through the application of business information systems. - Propose IT-related improvements for a particular business entity. - Evaluate the proposed IT solutions.			
Course content Theoretical instruction: Basic concepts of information systems. Types and architecture of information systems. Information system development models, traditional and agile methods. Systems analysis. Data model and process model. Zachman Framework as a comprehensive model of organization. Unified Modelling Language (UML). Standardization of software engineering. CASE tools. Planning, designing, developing, implementing, using and maintaining information systems. The information systems documentation. ERP system, CRM system, strategic information systems. Analytical processing. Artificial intelligence and expert information systems, heuristic systems. Data and knowledge management, business intelligence (BI), data mining, decision support systems (DSS), group decision support systems (GDSS), multidimensional data analysis, OLTP and OLAP systems. Document management systems. Management support systems. Practical course work: Selecting computer equipment and application software in accordance with the needs of companies/institutions and individual professionals. Case analysis, structured systems analysis - examples. Designing information systems. Creating a low complexity model of information system at the conceptual level. Examples of designing relational databases. Working with forms. Creating and interpreting reports. Project work: developing of business applications. Selection and use of different information systems in business decision making.			
Literature 1. Rainer, T. (2009). <i>Uvod u informacione sisteme</i> . Beograd: Data Status. 2. Riordan, R. M. (2006). <i>Projektovanje baza podataka</i> . Beograd: Mikro knjiga. 3. Kaluderčić, P., & Obradović, S. (2005). <i>Projektovanje informacionih sistema i relacione baze podataka</i> . Beograd: VETŠ 4. Bocij, P., Greasley, A., & Hickie, S. (2009). <i>Business Information Systems: Development and Management</i> . Pearson Education. 5. Arsovski, Z. (2009). <i>Informacioni sistemi</i> . Kragujevac: Ekonomski fakultet Univerziteta u Kragujevcu.			
Number of teaching hours: 120			Other:
Lectures: 60	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Lectures, computer laboratory exercises, case study analysis, individual/independent student work, group projects.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	50
Practical work	10	Oral exam	
Colloquia	20	Practical exam	
Project	10		

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Integrated Management Systems			
Lecturer(s): Nikola Đ. Jančev, Branko Ž. Matić			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The aim of the course is to enable students to develop, implement and use integrated management systems (IMS) in an organization.			
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Apply the acquired knowledge and skills relating to management system standards. - Define and select the optimal model of integrated management system (IMS) in an organization in order to increase its efficiency and effectiveness. - Plan the time, resources and costs required to implement the selected model of integrated management system. - Determine how to use the model of integrated management system. - Evaluate the model implementation and make the necessary adjustments. 			
Course content Theoretical instruction: <ol style="list-style-type: none"> 1. Standardization and management system standards 2. ISO 9001 quality management system 3. ISO 14001 environmental management system 4. ISO 22000 food safety management system 5. OHSAS 18001 occupational health and safety management system 6. Other management system standards 7. Integration of management systems and implementation of integrated management systems (IMS) 8. Monitoring and performance management 9. Information technology support for the implementation and maintenance of integrated management systems IMS Practical course work: <ol style="list-style-type: none"> 1. Project: implementation of integrated management systems. 2. Analysis: implementation of integrated management systems and the impact on quality, environment, and health and safety of employees. 3. Approaches to integration of management system standards. 4. Practical experience in implementation of integrated management systems. 5. Discussions on proposed solutions and their evaluation. 			
Literature <ol style="list-style-type: none"> 1. Živković, N. (2012). <i>Integrirani sistemi menadžmenta</i> (elektronsko izdanje). Beograd: Fakultet organizacionih nauka. 2. Rajković, D. (2010). <i>Integrirani sistemi menadžmenta u malim i srednjim preduzećima</i>. Kragujevac: Mašinski fakultet. 3. Kamberović, B., Radlovački, V., & Hekelova, E. (2009). <i>Integrirani sistemi menadžmenta</i>. Novi Sad: Fakultet tehničkih nauka. 			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, case study analysis, discussions, project work (group projects), presentation and project defence.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	5	Written exam	
Practical work		Oral exam	50
Colloquia	25	Practical exam	
Project	20		

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: International Business Operations			
Lecturer(s): Dragoslava S. Sredojević			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives Providing students with theoretical knowledge necessary for small and medium-sized enterprises in order to enter the international market and conduct international business operations. Providing practical knowledge and developing skills necessary to organize and conduct export/import business operations. Mastering skills relevant to the modern approach to international business (internet marketing skills, electronic payment skills, etc.)			
Course outcomes Upon successful completion of the course, students will be able to: - Explain the importance of international business for SMEs and evaluate the impact of business environment on business operations in the international market. - Evaluate possible methods of financing and insuring international business operations. - Identify the specific features of marketing mix instruments in international marketing and choose the appropriate combination. - Prepare the documentation required for export/import business. - Evaluate and follow the current trends in international business.			
Course content Theoretical instruction: 1. International business, the concept and importance for small and medium-sized enterprises. 2. Business environment in international business – economic, legal, political and cultural. 3. International and national institutions relevant to business operations in the international market. 4. Specific features of marketing mix in international marketing. 5. Export and import as basic international business activities of small and medium-sized enterprises and the accompanying documentation. 6. Customs system and customs procedure. 7. Financing international business operations. 8. International business insurance. 9. Internet marketing and the current trends in international business. Practical course work: 1. Case studies on business operations in the international market. 2. A workshop on multicultural marketing. 3. Completing the documents required for import and export business. 4. Completing the customs documentation. 5. Financing international business operations: implementation of instruments. 6. A workshop on financing long-term export credits through national and international financial institutions. 7. Visits to selected companies operating in the international market.			
Literature 1. Rakita, B. (2012). <i>Međunarodni marketing</i> . Beograd: Ekonomski fakultet. 2. Kozomara, J., & Stojadinović Jovanović, S. (2011). <i>Međunarodno poslovno finansiranje</i> . Beograd: Ekonomski fakultet. 3. Laušević, Lj. (2013). <i>Finansiranje spoljne trgovine</i> . Beograd: Institut za poslovna istraživanja.			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, case study analysis, discussions, workshops, project work, project presentation and defence.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	50
Practical work		Oral exam	
Colloquia	10	Practical exam	
Project	30		

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/Second degree studies			
Course: Managerial Accounting			
Lecturer(s): Marina D. Janković Perić, Kosana R. Vićentijević			
Course status: Elective			
Number of ECTS credits: 6			
Year of study/semester: Second year/3 rd semester			
Course prerequisites: None			
Course objectives The main aim of this course is to provide students with knowledge and develop their skills to apply different management concepts, techniques and methods in the processing of business information in order to provide assistance to the company management in the process of decision-making and monitoring and control of set business goals.			
Course outcomes Upon successful completion of the course, students will be able to: - Identify the information needs of managers and respond by preparing appropriate information. - Implement the costing system appropriate for small and medium-sized enterprises. - Use management concepts and techniques in the domain of cost management when establishing selling prices, planning and controlling and making business decisions. - Suggest the form and content of managerial accounting reports. - Choose a strategic and operating budget.			
Course content Theoretical instruction: 1. Positioning of managerial accounting 2. Cost accounting - the basis of managerial accounting 3. Standard costing systems 4. Contemporary concepts and contemporary costing systems 5. Business decision making 6. Break-even analysis 7. Managerial accounting reports 8. Strategic and operations budgeting Practical course work: 1. Problem solving and the analysis of the obtained results 2. Examples from the practice of domestic and foreign companies – case studies 3. Company visits: evaluation of the accounting information systems in selected companies (Krusik, Gorenje Valjevo, Pivare Valjevo)			
Literature 1. Malinić, D., Milićević, V., & Stevanović, N. (2013). <i>Upravljačko računovodstvo</i> . Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta. 2. Malinić, S. (2008). <i>Upravljačko računovodstvo</i> . Kragujevac: Ekonomski fakultet. 3. Malinić, S., & Janjić, V. (2012). <i>Računovodstvo troškova</i> . Kragujevac: Ekonomski fakultet. 4. Žarkić-Joksimović, N., Barjaktarović-Rakočević, S., & Obradović, T. (2016). <i>Upravljačko računovodstvo</i> . Beograd: Centar za razvoj menadžmenta, Fakultet organizacionih nauka. 5. Malinić, D., Milićević, V., & Glišić, M. (2014). <i>Upravljačko računovodstvo – Zbirka zadataka</i> . Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta.			
Number of teaching hours: 90			Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:
Teaching methods Theoretical lectures, practical classes, exercises, individual and team task and problem solving, group discussions, case analysis.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	55 points	Final exam	45 points
Active class participation	5	Written exam	
Practical test	50	Oral exam	45
Colloquia		Practical exam	
Seminar paper(s)			

Study programme: Business Economics and Informatics			
Type and level of studies: Master applied studies/First degree studies			
Course: Master's Thesis			
Course status: Compulsory			
Number of ECTS credits: 18			
Year of study/semester: Second year/4 th semester			
Course prerequisites: the student has to pass all the exams prior to the master's thesis defence			
Course objectives Integration and practical application of the knowledge acquired during the studies in solving specific problems related to business operations of companies or institutions.			
Course outcomes By preparing and defending the master's thesis, students will be enabled to: <ul style="list-style-type: none"> - Recognize practical problems related to business operations of companies/institutions. - Collect relevant data and information in companies/institutions. - Search for information sources, evaluate the sources and use the literature and apply research methods and techniques. - Analyze the collected data and information and propose solutions to identified practical problems in companies or institutions. - Write the master's thesis which contains the problem solution. - Present and defend their master's thesis before the examination board and all interested parties. 			
Course content The master's thesis entails the following components: title page, abstract, table of contents, introduction, the main part, conclusion, the list of references and appendixes. The abstract is to be written in both Serbian and English. The introduction is to present and explain the purpose, scope and the importance of the thesis, the practical problem that will be discussed and analyzed, as well as the content of each section in the main part of the thesis. Throughout the main part of the theses, the students are required to analyze the practical problem by application of appropriate methodology, which will enable them to solve the identified practical problem. The conclusion is to include the obtained results, as well as recommendations in terms of specific measures to be undertaken in order to improve business operations and processes in a particular company/institution. The list of references is to contain all bibliographic and online resources used in the preparation of the master's thesis. If any supplementary materials are used for the purpose of analyzing and solving the practical problem, they are attached at the end of the thesis as appendixes.			
Literature			
Number of teaching hours:			Other:
Lectures: 0	Practical classes: 0	Other forms of instruction: 0	Research work:
			32 hours a week
Teaching methods The student or an associate/practitioner from the company or institution proposes the problem which is to be analyzed and solved. This proposal (the research problem) is analyzed by the master's studies committee, consisting of all teaching staff members engaged at the master's study programme. The committee approves the topic of the thesis and makes the decision regarding the teachers responsible – the thesis mentor and co-mentor. The student prepares the thesis under the guidance of the mentor and co-mentor. The master's thesis is defended by the student before an examination board consisting of at least the mentor, co-mentor and one member of the teaching staff.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation		Public defence of the thesis	50
Master's thesis	50	Written exam	
Colloquia		Oral exam	
Seminar paper(s)			

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Mobile Applications				
Lecturer(s): Jelica Ž. Protić, Miloš M. Živković				
Course status: Elective				
Number of ECTS credits: 6				
Year of study/semester: Second year/3 rd semester				
Course prerequisites: None				
Course objectives Familiarizing with mobile technologies and possibilities of their application in e-business. Providing students with the knowledge and developing their skills needed to find and develop adequate business mobile applications and services in the cloud. Mastering the concepts of internet technology and mobile applications.				
Course outcomes Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> - Use wireless network resources and exchange data between different mobile devices. - Use mobile platforms (Android, iOS and the Internet) for business purposes. - Find, install, and administer applications on mobile devices. - Use mobile applications in modern business. - Develop and implement mobile applications in accordance with their information needs. 				
Course content Theoretical instruction: Wireless networking. Mobile operating systems. Mobile identification. Mobile and wireless networks security. Ubiquitous computing. Principles and characteristics of ubiquitous computing. Mobile business services. Mobile banking. Mobile payment. NFC. Mobile marketing. Location-based services. QR code. Developing mobile business applications. Open source software. Information integration and the Semantic Web. Resource virtualization. Basics of cloud computing. Designing cloud infrastructure. Types of cloud. Grid computing. Social computing applications. Migration from traditional systems to the cloud. Application of cloud computer services in business. Privacy. Intellectual property. Piracy of digital content. Practical course work: Examples of mobile computing technologies. Working with mobile devices and platforms. Working with Android OS, iOS, WindowsMobile OS. User interface management system. Mobile platform administration. Examples of applications in these environments. The use of mobile applications in business. Application of data transfer technologies. Implementation and transformation of data transfer formats. Application of open source software in mobile computing. Tools for cloud infrastructure. Big data frameworks. Application of Amazon Web Services, Google App Engine and Windows Azure.				
Literature 1. Buyya, R., et al. (2011). <i>Cloud computing: Principles and Paradigms</i> . Willey. 2. Ronan, S., Dutson, P., Steele, J., & To, N. (2014). <i>Android 4</i> . Beograd: Mikro knjiga. 3. Meier, R. (2012). <i>Professional Android 4 Application Development</i> : New Jersey: Wrox. 4. Kamal, R. (2007). <i>Mobile Computing</i> . Oxford University Press. 5. Petzold, C. (2016). <i>Creating Mobile Apps with Xamarin.Forms</i> . Redmond: Microsoft Press.				
Number of teaching hours: 90				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:	
Teaching methods Lectures, computer laboratory exercises, individual task assignments, teamwork, group projects.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam		30 points
Active class participation	10	Written exam		30
Practical work	10	Oral exam		
Colloquia	20	Practical exam		
Project	30			

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Professional Practice				
Course status: Compulsory				
Number of ECTS credits: 10				
Year of study/semester: First year/2 nd semester				
Course prerequisites: None				
Course objectives The aim of Professional Practice is to enable students to apply their theoretical knowledge in solving specific problems in the business environment. During the implementation of the professional practice, students will become familiar with the real business processes and possible problems and challenges encountered by businesses.				
Course outcomes Upon successful completion of the course, students will be able to: - Implement business processes. - Identify business problems and provide adequate solutions. - Perform business tasks independently or in a team.				
Course content During the professional practice, the student performs certain work activities in a company or an institution. Both the student and the company/institution are obliged to fully comply with all the regulations (laws and by-laws) and general acts of the company/institution. In the course of their work, the student reports both to the person in charge of the student's job position/workplace and to the professional practice mentor. The student completes the professional practice diary on a daily basis and outside working hours. The daily entries consist of 250-1,000 characters in electronic form. The mentor is to report to the college once a week whether the student has been present at their workplace. The student is required to spend at least 6 weeks, or 240 hours, at their workplace and additional 27 hours are allocated for keeping the professional practice diary and assessment.				
Number of teaching hours:				Other: 18 hours a week
Lectures: 0	Practical classes: 0	Other forms of instruction: 0	Research work: 0	
Teaching methods During the professional practice, the student is assigned the professional practice mentor, a person employed by the company/institution and holding at least a bachelor's degree. The professional practice mentor assigns the student to one to two job positions/workplaces for the duration of the professional practice. The student can also perform work activities that require at least a high school diploma. The student is obliged to follow the orders and instructions of the immediate supervisor of their workplace and the professional practice mentor. During the professional practice, the mentor evaluates and assesses the performance of the student with a maximum of 70 points, and upon the completion of the practice the maximum number of points allocated for the student's knowledge of the company/institution and its business operations is 30. The final grade is descriptive - pass or fail.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	70 points	Final exam		30 points
Active class participation		Written exam		
Practical work	70	Oral exam		30
Colloquia		Practical exam		
Seminar paper(s)				

Study programme: Business Economics and Informatics				
Type and level of studies: Master applied studies/Second degree studies				
Course: Taxation in Private and Public Sectors				
Lecturer(s): Slobodan Z. Nenadović, Nenad R. Mihailović				
Course status: Elective				
Number of ECTS credits: 6				
Year of study/semester: Second year/3 rd semester				
Course prerequisites: None				
Course objectives The main aim of the course is to enable students to apply the relevant regulations and fulfill tax and other public revenue liabilities.				
Course outcomes Upon successful completion of the course, students will be able to: - Apply tax regulations to specific business entities. - Identify possible errors or other problems related to determining the tax liabilities and other public revenue liabilities and propose possible solutions. - Describe the process of determining and collecting specific tax liabilities and other public revenue liabilities, as well as the requirements and the procedure for obtaining appropriate tax reliefs with regard to these liabilities. - Organize activities related to the identification, planning, execution and control of rights and obligations in relation to the taxation of business entities, and has trustworthy communication with the competent authorities in that regard. - Interpret the tax authorities' acting in conducting the procedure. - Choose the optimal response of the taxpayer regarding the decision passed by the authority.				
Course content Theoretical instruction: 1. Types of taxes 2. Tax base and tax rate 3. Tax exemptions and tax reliefs 4. Taxes relevant to entrepreneurs and companies 5. Participants in the taxation procedure 6. Determination and collection of taxes: basic elements of the procedure 7. Other public revenue liabilities of business entities Practical course work: 1. Individual income tax – a case study: the analysis of a tax decision (options and possibilities for further action). 2. Corporate profit tax – a case study: the analysis of a tax decision (options and possibilities for further action) 3. Value added tax in practice – a case study: the analysis of a tax decision (options and possibilities for further action) 4. Excise duties in practice – a case study: the analysis of a tax decision (options and possibilities for further action). 5. Contributions, duties and fees in practice – case studies.				
Literature 1. Popović, D. (2014). <i>Poresko pravo</i> . Beograd: Pravni fakultet. 2. Radičić, M., & Raičević, B. (2011). <i>Javne finansije – teorija i praksa</i> . Beograd: Data status. 3. Law on General Administrative Procedure 4. Laws and by-laws				
Number of teaching hours: 90				Other:
Lectures: 30	Practical classes: 30	Other forms of instruction: 30	Research work:	
Teaching methods Theoretical lectures; practical classes; case studies; the analysis of practical examples of tax decisions, contributions, duties and fees; the analysis and evaluation of the tax authority's actions.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	50 points	Final exam	50 points	
Active class participation	10	Written exam		
Practical work	20	Oral exam	50	
Colloquia	20	Practical exam		
Seminar paper(s)				