

Business Economics and Management – Second Degree Programme

The study programme comprises three modules:

1. Accounting, Auditing and Finances
2. Management in Tourism Industry
3. Strategic Management

Study Programme Structure

No.	Code	Course	Module	Semester	Lectures	Practical Classes	Other	ECTS
MODULE 1 – ACCOUNTING, AUDITING AND FINANCES								
1	PEM1	Scientific Research and Communication Methods	Joint	1	2	2	0	6
2	PEM2	Business Psychology	Joint	1	2	2	0	6
3	PEM3	International Business Financing	Module 1	1	2	1	1	6
4	PEM6	Financial Management	Joint	1	2	1	1	6
5	PEM7	Internal Audit	Module 1	1	2	1	1	6
6	PEM10	Business English	Joint	2	2	2	0	6
7	PEM11	SME Accounting	Module 1	2	2	1	1	6
8	PEM12	Tax Planning	Module 1	2	2	1	1	6
9	PEM13	Social Economics	Module 1	2	2	1	1	6
10	PEM20	Global Economy	Joint	2	2	1	1	6
11	PEM21	Financial Analysis	Module 1	3	3	1	2	6
12	PEM24	Computer-aided Research Methodology	Joint	3	2	1	1	6
13	PEM25	Professional Practice 1	Joint	3	0	6	0	4
14	PEM26	Elective Course 1	Module 1	3				7
	PEM261	Modern Tendencies in Global Economy	Module 1	3	3	1	2	7
	PEM262	Financial Control	Module 1	3	3	1	2	7
15	PEM27	Elective Course 2	Module 1	3				7
	PEM263	Project Management	Module 1	3	2	1	1	7
	PEM264	Organisational Behaviour	Module 1	3	2	1	1	7
16	PEM32	Elective Course 3	Module 1	4				6
	PEM291	Business System Organisation	Module 1	4	2	1	0	6
	PEM292	Service Marketing	Module 1	4	2	1	0	6
17	PEM33	Elective Course 4	Module 1	4				6
	PEM293	Strategic Development Management	Module 1	4	2	1	1	6
	PEM294	Human Resource Management	Module 1	4	2	1	1	6
18	PEM38	Professional Practice 2	Joint	4			6	4
19	PEM39	Master's Thesis Preparation	Joint	4				4
20	PEM40	Master's Thesis	Joint	4				10
MODULE 2 – MANAGEMENT IN TOURISM INDUSTRY								
1	PEM1	Scientific Research and Communication Methods	Joint	1	2	2	0	6
2	PEM2	Business Psychology	Joint	1	2	2	0	6
3	PEM4	Typology of Tourism	Module 2	1	2	1	1	6

		Destinations						
4	PEM6	Financial Management	Joint	1	2	1	1	6
5	PEM8	IMS in Tourism Industry	Module 2	1	2	1	1	6
6	PEM10	Business English	Joint	2	2	2	0	6
7	PEM14	Safety in Tourism Industry	Module 2	2	2	1	1	6
8	PEM15	Modern Types of Tourism	Module 2	2	2	1	1	6
9	PEM16	Management of Complementary Tourism Activities	Module 2	2	2	1	1	6
10	PEM20	Global Economy	Joint	2	2	1	1	6
11	PEM22	Tourism Destination Management	Module 2	3	3	1	2	6
12	PEM24	Computer-aided Research Methodology	Joint	3	2	1	1	6
13	PEM25	Professional Practice 1	Joint	3	0	6	0	4
14	PEM28	Elective Course 1	Module 2	3				7
	PEM271	Tourism Destination Marketing Management	Module 2	3	3	1	2	7
	PEM272	Ecotourism	Module 2	3	3	1	2	7
15	PEM29	Elective Course 2	Module 2	3				7
	PEM273	Project Management	Module 2	3	2	1	1	7
	PEM274	Organisational Behaviour	Module 2	3	2	1	1	7
16	PEM34	Elective Course 3	Module 2	4				6
	PEM301	Business Organisation	Module 2	4	2	1	0	6
	PEM302	Service Marketing	Module 2	4	2	1	0	6
17	PEM35	Elective Course 4	Module 2	4				6
	PEM303	Tax Planning	Module 2	4	2	1	1	6
	PEM304	Strategic Development Management	Module 2	4	2	1	1	6
18	PEM38	Professional Practice 2	Joint	4			6	4
19	PEM39	Master's Thesis Preparation	Joint	4				4
20	PEM40	Master's Thesis	Joint	4				10
MODULE 3 – STRATEGIC MANAGEMENT								
1	PEM1	Scientific Research and Communication Methods	Joint	1	2	2	0	6
2	PEM2	Business Psychology	Joint	1	2	2	0	6
3	PEM5	Organisational Behaviour	Module 3	1	2	1	1	6
4	PEM6	Financial Management	Joint	1	2	1	1	6
5	PEM9	Project Management	Module 3	1	2	1	1	6
6	PEM10	Business English	Joint	2	2	2	0	6
7	PEM17	International Management	Module 3	2	2	1	1	6
8	PEM18	Human Resource Management	Module 3	2	2	1	1	6
9	PEM19	Strategic Development Management	Module 3	2	2	1	1	6
10	PEM20	Global Economy	Joint	2	2	1	1	6
11	PEM23	Modern Tendencies in Global Economy	Module 3	3	3	1	2	6
12	PEM24	Computer-aided Research Methodology	Joint	3	2	1	1	6
13	PEM25	Professional Practice 1	Joint	3	0	6	0	4
14	PEM30	Elective Course 1	Module 3	3				7
	PEM281	Financial Analysis	Module 3	3	3	1	2	7

	PEM282	Consumer Behaviour	Module 3	3	3	1	2	7
15	PEM31	Elective Course 2	Module 3	3				7
	PEM283	Trade Marketing	Module 3	3	2	1	1	7
	PEM284	Sustainable Development Management	Module 3	3	2	1	1	7
16	PEM36	Elective Course 3	Module 3	4				6
	PEM311	Tax Planning	Module 3	4	2	1	0	6
	PEM312	Leadership and Change Management	Module 3	4	2	1	0	6
17	PEM33	Elective Course 4	Module 3	4				6
	PEM313	Business Organisation	Module 3	4	2	1	1	6
	PEM314	Human Resource Management	Module 3	4	2	1	1	6
18	PEM38	Professional Practice 2	Joint	4			6	4
19	PEM39	Master's Thesis Preparation	Joint	4				4
20	PEM40	Master's Thesis	Joint	4				10

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies			
Course code and title: Safety in tourism industry			
Teacher (Surname, middle initial, name): Novaković-Kostić R. Radmila			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Introducing students to tourism safety and security issues, concerning both tourists and tourism destinations.			
Course outcomes: Students will have mastered both scientific and professional knowledge and skills required to ensure the safety of tourists throughout the journey, i.e. during transportation, in accommodation facilities, sports facilities, at a destination. Students will have also acquired necessary risk management skills.			
Syllabus			
<i>Theoretical instruction:</i>			
<ul style="list-style-type: none"> • Physical environmental hazards (natural and biological phenomena) • Tourists as potential sources of hazards • Hazards in the tourism industry and tourism-related industrial branches (transportation, sport, trade) • Human and institutional sources of hazards outside the tourism industry • Tourists' safety during their journey and stay at a destination • Safety at tourism destinations • Safety and security in accommodation facilities • Food safety • Transportation safety and security • Tourism and health • Safety hazards in the tourism industry • Hazard communication methods in the tourism industry • General and safety information on the Republic of Serbia 			
<i>Practical course work:</i>			
The practical part of the instruction implies the preparation of seminar papers and presentations about the safety and security of tourists and tourism destinations in Serbia.			
Literature:			
Mandatory:			
<ol style="list-style-type: none"> 1. UNWTO i Ministarstvo ekonomije i ekonomskog razvoja: Instrumenti za komunikaciju u uslovima krize u turizmu, 2. R. Novaković- Kostić. „Saobraćaj i infrastruktura u turizmu“, author, Smederevo, 2012. ISBN 978-86-913561-3-2, 3. D. Kekić, R. Novaković-Kostić. „Primena koncepta smanjenja rizika od prirodnih katastrofa u turističkim geoprostorima“, IV International Scientific Conference SED 2011, Užice, 2011, 4. TEMPUS Project no. 158781 – Bezbednost i zdravlje na radu: VPTŠ Užice, knjiga 1, 2, 5. Bezbednost u turizmu i krizno komuniciranje, singipedia, singidunum, ac.rs. 			
Optional:			
Websites providing information on the safety and security of travellers in tourism countries worldwide and in Europe, annual WTO reports on security issues in different countries.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	
Teaching methods: ex cathedra; case study, discussions about given topics; individual and group presentations.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	50 points	Final exam	50 points
Active class participation	10	Written exam	
Practical work	10	Oral exam	50
Colloquia	20		
Seminar papers	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2nd degree studies			
Course code and title: Social economics			
Teacher (Surname, middle initial, name): Stojanović B. Aleksandar			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: The main objective is to introduce students to the ways social enterprises operate, their role and importance in the functioning of the economy, as well as their main aims.			
Course outcomes: Students will have become able to understand legal regulations governing social enterprises in Serbia, specific characteristics of the ways social enterprises operate: their aims, characteristics, management and governance mechanisms, accounting details, access to finance.			
Syllabus <i>Theoretical instruction:</i> The declining trust in the country as an economic agent, as well as the crisis of the welfare state, taking place in the middle 70s of the previous century, have created the atmosphere for the reaffirmation of social entrepreneurship. It is becoming an important part of the socio-economic structure, especially in the EU countries. The transition processes in Central and Eastern Europe during the last decade of the 20 th century provided further incentives for its development. Its typology, as well as the analysis of the existing legal framework governing the functioning of self-support groups, religious organisations and cooperatives reveals a wide range of underused opportunities. The potential of social entrepreneurship to solve some of the burning transition issues in Serbia is still untapped due to the lack of the proper normative framework that would stimulate the development of social enterprises. <i>Practical course work:</i> Apart from its common theoretical and normative parts, each lecture shall comprise practical implications. Students will be familiar with the course syllabus in advance, and therefore will be encouraged to take an active part in the lectures and practical classes and come up with proper examples – cases. Case studies will be closely related to the content of previously delivered lectures, representing one of the basic methods during practical classes. Moreover, practical classes will be enriched by discussions about prepared and approved seminar papers, the topics of which students will also be familiar with in advance. Finally, students are also welcome to propose the material (topics) for the work during practical classes, in compliance with the syllabus. This can be done both in classes or consultation sessions.			
Literature: Pešić, R., Socijalna preduzeća i uloga alternativne ekonomije u procesu Evropske integracije, Beograd, 2008.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction: 1x15=15	
Teaching methods: Lectures will be delivered in a traditional manner, using IT equipment. Lectures will be illustrated by cases in the current international and domestic public finance practice, and discussions about the cases which would be included in the theoretical part of lectures.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	10	Written exam	
Practical work	10	Oral exam	30
Colloquia	30		
Seminar papers	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT				
Type and level of studies: Master applied studies/2nd degree studies				
Course code and title: Financial analysis				
Teacher (Surname, middle initial, name): Todosijević-Lazović T. Snežana, Sagić M. Zorica				
Course status: Compulsory				
Number of ECTS credits: 6				
Prerequisites: none				
Course objectives: The course is aimed at providing students with profound knowledge on fundamental elements of financial statements so that they can become better and more efficient at analysing the financial position and business performance of enterprises. In order to be able to understand the role of financial analysis, student must become familiar with different analysis types and methods, business analysis methodology and the analysis of both a company as a whole and its specific parts.				
Course outcomes: Upon the successful completion of the course, students will be able to: use the acquired knowledge and business analysis skills; thoroughly understand and successfully manage the results of business processes aimed at producing output (goods and services) for clients; improve business performance of an economic entity, facilitate its growth and development; perform critical evaluation of essential business analysis issues, perform business analysis of an entire company and its individual parts; analyse, evaluate and select investment projects; analyse investment performance.				
Syllabus <i>Theoretical instruction:</i> The concept of business analysis; its aims, significance and purposes. Types and methods of business analysis. Business information sources. Business analysis methodology. General information on a company. The analysis of organisational structure and economic characteristics of a company. The analysis of the overall performance of a company. The analysis of fundamental business factors (financial analysis, procurement analysis, production, sales and expenditures analyses). The analysis of the overall performance of a company (the analytical report about the business performance conclusions, the analysis of final revenue allocation and a company's growth and development). <i>Practical course work:</i> The selection and practical application of fundamental and specific business analysis methods. The selection and practical use of business results presentation instruments. Practical application of the results of fundamental business factors analysis: the analysis of expenses and labour costs, work objects and the analysis of expenditures, revenues and capacity utilisation). Practical application of the analysis of profitability and financial position of a company. Practicing the analysis of basic business operations using case study: procurement and sales scope and structure; production scope, structure, cycles and quality, including the analysis of expenses (the scope and structure of expenses, price calculation). Practicing the analysis of final revenue allocation, a company's growth and development using case study.				
Literature:				
<ul style="list-style-type: none"> • Prof. dr Dragomir Radovanović, Analiza poslovanja preduzeća, VPŠSS Leskovac, 2008. • Andrijašević, M. Analiza poslovanja privrednih društava, autorsko izdanje, Tercija Bor, 2012. • Dr Božidar Stavrić, Planiranje i analiza poslovanja, Fakultet za spoljnu trgovinu, Bijeljina, 1995. • Bergant, Ž. (2013). Analiza poslovanja od teorije do prakse: (računovodski in finančni vidiki). Ljubljana : Inštitut za poslovodno računovodstvo. 				
Number of teaching classes: 90				Other:
Lectures: 3x15=45	Practical classes: 1x15=15	Other forms of instruction: 2x15=30	Research work:	
Teaching methods: 1. Oral presentation (monologue), 2. Dialogue. 3. Work with text and discussion about given topics, 4. Case study, brochures, instructions and other teaching materials.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	Points: 50	Final exam	Points: 50	
Active class participation	5	Written exam		
Practical work	5	Oral exam	50	
Colloquia	20			
Seminar papers	20			

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2nd degree studies			
Course code and title: Financial control			
Teacher (Surname, middle initial, name): Vasiljević S. Momčilo, Stojanović, R. Radomir			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course objectives: Acquiring knowledge on financial control (tax and budget inspection) and financial management and control, as well as preparing students for the jobs in tax administration, budget inspection, internal auditing sectors and tax administration departments of legal entities.			
Course outcomes: Upon the successful completion of the course, students will be able to: a) differentiate between financial control, budget inspection, external and internal auditing b) perform specific tasks in the tax administration, budget inspection, tax administration departments of legal entities c) write reports on performed financial controls and public expenses auditing d) propose a new organisation of tax administration sectors and internal auditing sectors of legal entities for the purpose of increasing their efficiency e) implement the financial management and control system in public sector entities f) evaluate the effects of amendments to national regulations and standards on the business performance of specific legal entities			
Syllabus <i>Theoretical instruction:</i> 1. Legal framework 2. Financial control – the concept and types 3. Financial control objectives and procedures 4. The control of the application of regulations governing income tax and mandatory social insurance contributions 5. The control of the application of regulations governing the value added and excise tax 6. The control of the application of regulations governing profit tax 7. The control of the application of regulations governing money laundering 8. Financial management and control 9. Budget inspection, state audit, internal audit, external audit. <i>Practical course work:</i> 1. The analysis of specific examples of the office and field-based control performed by the Tax Administration 2. The analysis of specific reports about performed external and internal auditing, as well as public expense auditing 3. The presentation and defense of professional papers in the field of financial control, accounting and audit			
Literature: <ul style="list-style-type: none"> Ranković Miloje: Finansijska kontrola i revizija, VIPOS Valjevo, 2013. Zakonski propisi iz oblasti finansijske kontrole računovodstva i revizije Andrić Mirko, Krsmanović Branko, Jakšić Dejan: Revizija-teorija i praksa, Ekonomski fakultet Subotica, 2012. Milojević Dušan: Revizija finansijskih izveštaja, FTB Beograd i BBA Beograd, 2006. 			
Number of teaching classes: 90			Other:
Lectures: 3x15=45	Practical classes: 1x15=15	Other forms of instruction: 2x15=30	
Teaching methods: Active participation in lectures and practical work classes, using mandatory and optional literature, individual preparation of professional papers, team work when reading specific reports and decisions of the Tax Administration, and reports on the implementation of financial management and control and their analysis, and finally, critical analysis of the course content, objectives and effectiveness.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	-	Written exam	50
Practical work	10	Oral exam	
Colloquia	20		
Seminar papers	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2nd degree studies			
Course code and title: Financial management			
Teacher (Surname, middle initial, name): Stojanović, R. Radomir			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Providing students with the knowledge necessary for the successful management of finances at a company level; quality financial resources generation and management with an aim of increasing profitability.			
Course outcomes: Students will have become able to understand the role of business operations of a company as its most important functions, business finances management methods, as well as methods aimed at improving financial management using information technology.			
Syllabus <i>Theoretical instruction:</i> Financial control – the concept. Own sources of finance (long-term and short-term ones). Borrowed sources of finance (long-term and short-term ones). The analysis of individual sources of finances. Financial planning. Planned income statement. Financial position analysis and profit planning. Evaluating the possibility of achieving targeted profit levels. Business risks and financial leverage. Cash-flow plans. Financial analysis and assessment of financial position of businesses based on the indicators obtained by the analysis. Cash-flow summary and net working capital reports. Net working capital management. Cash management. Client management. Stock management. Investment management. Financial analysis of the effectiveness of the financial resources management. <i>Practical course work:</i> Creating planned balance sheets and income statements. Preparation and analysis of actual balance sheets and income statements. Financial analysis of balance sheets and income statements, and calculation of ratios. The analysis of the obtained ratio values and conclusion drawing. Preparation of reports on financial cash flows.			
Literature:			
<ul style="list-style-type: none"> • Prof. dr Petar Bojović, Poslovne finansije, Autor i „Čigoja“, Beograd, 2006. • Prof. dr Jovan Rodić i prof. dr Milovan Filipović, Poslovne finansije, Asimeh doo Beograd 2006. • D. Krasulja, M. Ivanišević, Poslovne finansije, Ekonomski fakultet, Beograd 2002. 			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: 1. Oral presentation (monologue), 2. Dialogue. 3. Work with text and discussion about given topics, 4. Case study, brochures, instructions and other teaching materials.5. Roundtable discussion.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	10	Written exam	50
Practical work	10	Oral exam	
Colloquia	20		
Seminar papers	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2nd degree studies			
Course code and title: Global economy			
Teacher (Surname, middle initial, name): Stojadinović Jovanović Đ. Sandra			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Acquiring knowledge on global world economy, its development, factors, indicators and other crucial issues of globalisation with an aim to understand the intensity and achieved level of the world economy globalisation and changes that the process has caused, changes that have occurred in the world economy and market, and different conditions of the contemporary business environment.			
Course outcomes: Students will have gained knowledge that will help them perform critical analyses of the global world economy and globalisation. They will be able to understand the changes brought forth by this process, as well as global business environment and changed business atmosphere, to which contemporary business and its management have to adapt.			
Syllabus <i>Theoretical instruction:</i> Theoretical approaches to globalisation. Globalisation aspects, globalisation of culture, economic globalisation, institutional globalisation, political globalisation. Economic dimensions of globalisation. Globalisation – a macroeconomic and microeconomic issue. Periodisation of the global economy development. Production factors and their trends in the global economy: capital market trends, labour migrations. Global economy driving forces: economic liberalism, international economic organisations, expansion of capital and finances, transnational companies, increasing international governance and management, information and communications technology use, social and cultural convergence. Measuring globalisation. Global economy indicators: scope indicators, intensity indicators, sensibility indicators. The achieved level of the world economy globalisation. Other global economy issues: contradictions of globalisation, development gap, sustainable development. <i>Practical course work:</i> Whole-class analyses and group discussions about specific processes taking place in the globalised world economy, globalisation driving forces and indicators. Preparation of seminar papers about specific course-related issues.			
Literature: 1. Joerg Baten (ed.), 2016, A History of the Global Economy, Cambridge University Press. 2. Peter Dicken, 2004, Global Shift: Reshaping the Global Economic Map in the 21st Century, Sage Publications Ltd. 3. Jonathan Michie (ed.), 2003, The Handbook of Globalisation, Edward Publishing Ltd. 4. Steven Brakman, Harry Garretsen, Charles van Marrewijk, Arjen van Witteloostuijn, 2006, Nations and Firms in the Global Economy, Cambridge University Press. 5. Filip K. Das, 2004, The Economic Dimensions of Globalization, Palgrave Macmillan. 6. Stojadinović Jovanović, S., 2012, "Ostvareni nivo globalizacije svetske privrede", Međunarodna politika, br. 1145, Institut za međunarodnu politiku i privredu, Beograd, str. 5-15. 7. Stojadinović Jovanović, S., 2015, "Global Economy and International Trade", in: N. Janićijević (ed.), Contemporary Management and Marketing Methods in Improving Competitiveness of Companies in Serbia in the Process of Integration in European Union, , CID, Faculty of Economics, Belgrade, pp. 247-264. 8. Stojadinović Jovanović, S., 2013, "Strane direktne investicije kao oblik finansiranja globalne ekonomije", Bankarstvo, br. 1/2013, Udruženje banaka Srbije, Beograd, str. 34-57.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	Research work:
Teaching methods: Oral presentation of subject matter, supported by audio and video technology; whole-class analyses and group discussions about relevant issues, consultations.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	Up to 10	Written exam	
Practical work	Up to 10	Oral exam	Up to 40
Seminar papers	Up to 40		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Computer-aided research methodology			
Teacher (Surname, middle initial, name): Diković Ž. Ljubica, Milivojević M. Milovan			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Gaining advanced knowledge on contemporary data collection methods for research purposes. Mastering theoretical fundamentals of mathematical statistics and competent usage of proper software tools. Mastering research results publication techniques using advanced computer programmes.			
Course outcomes: Students will have mastered knowledge necessary for solving complex problems in innovative ways. They will be able to initiate and take part in complex conversation, interaction and cooperation with others. They will be able to use complex research methodology methods and software packages. They will have developed entrepreneurial orientation and become able to undertake managerial tasks and implement the most complex projects working on their own and bearing full responsibility for what they do. They will be able to plan and conduct scientific and/or applied research. They will supervise the other people's work and recognize their achievements for the purpose of improving the existing practice.			
Syllabus <i>Theoretical instruction:</i> Scientific and specialised data collection for research purposes (the Internet, academic networks, SCI list, KOBSON, data bases, scientific and specialised journals and references, etc.). Empirical data collection in the field of social and technical sciences. Sampling theory. Surveys. Delphi method. Pareto method. Design of experiments. Optimality theory. The elements of probability and statistics. Dispersion diagrams. Histograms. Normal distribution principle. Empirical and theoretical distribution functions. Analysis of variance (ANOVA). Statistical hypotheses and tests. Confidence intervals. Standard statistical data processing computer programmes. Publication of research results. Research paper elements and structure. Paper formatting using advanced software techniques. <i>Practical course work:</i> Practical instruction will be delivered through practical work and seminar papers about the course-related topics. During practical work classes, general and particular examples of the given research area will be presented. Seminar papers require studying and a thorough analysis of specific problems relating to the field of Occupational Safety and Health.			
Literature: 1. M. Kundačina, V. Bandur, Akademsko pisanje, Učiteljski fakultet u Užicu, Užice, 2007. 2. Z. V. Popović, Kako napisati i objaviti naučno delo, Institut za fiziku, 2004, Beograd 3. John Walkenbach, Excel 2007 Biblija , Mikro knjiga, 2007, Beograd 4. Petrović Ljiljana, Teorija uzoraka i planiranje eksperimenata, Ekonomski fakultet, Beograd, 2003. 5. Petrović Ljiljana, Zbirka zadataka iz teorije uzoraka i planiranja eksperimenata, Ekonomski fakultet, Beograd, 2001.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	Research work:
Teaching methods: Lectures will be delivered using traditional teaching methods, sometimes combined with the use of an overhead projector and through interaction with students. During practical work classes, theoretically presented principles are used to analyse and solve particular problems.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	Up to 10	Written exam	
Practical work	Up to 25	Oral exam	Up to 40
Seminar papers	From 15 to 25		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT				
Type and level of studies: Master applied studies/2 nd degree studies				
Course code and title: Integrated management system in tourism industry				
Teacher (Surname, middle initial, name): Sagić M. Zorica				
Course status: Compulsory				
Number of ECTS credits: 6				
Prerequisites: none				
Course objectives: Introducing students to the concept of integrated management system (IMS) in tourism industry, and teaching them how to design, organise, introduce and implement the IMS project at a tourism destination and in tourism business systems.				
Course outcomes: Students will be able to understand the significance of the IMS for the survival of tourism business systems, as well as the success of activities aimed at the development of tourism destinations.				
Syllabus <i>Theoretical instruction:</i> The concept of IMS. The IMS components at a tourism destination. Quality management system pursuant to the following standards: SRB ISO 9001: 2008. Environmental management system (ISO 14001: 2004). Food safety management system (ISO 22001: 2005, including HASSP). Occupational safety and health management system (OHSAS-ISO 18001). Information security management system (ISO 27001: 2005). Corporate social responsibility in tourism. Other components of the integrated management system at a tourism destination. <i>Practical course work:</i> Analyses of particular cases relating to specific IMS components. Seminar paper: Students prepare seminar papers on particular topics, following the rules for academic writing.				
Literature: Textbook: Milutin R. Đuričić, i dr., Savremeni integrisani menadžment sistem, IR-MIR, Užice, 2011. Standardi: ISO 9001, ISO 14001, ISO 18000, ISO 22000 Optional literature: M. Đuričić, Menadžment kvalitetom, ICIM plus, Kruševac, 2008., Documents of particular companies, Internet, personal or other people's practical experience.				
Number of teaching classes: 60				Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	Research work:	
Teaching methods: 1. Verbal presentation (monologue), 2. Dialogue. 3. Work with text and discussion about given topics, 4. Particular cases, brochures, instructions and other teaching materials.				
Assessment (maximum number of points: 100)				
Pre-exam obligations	Points: 70	Final exam	Points: 30	
Active class participation	10	Written exam		
Practical work	10	Oral exam	30	
Colloquia	40			
Seminar papers	10			

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Internal audit			
Teacher (Surname, middle initial, name): Stojnović B. Aleksandar			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Students will have learnt about the mission of internal audit, an independent, objective evaluation and consulting activity, designed to add value and improve an organisation's operations, helping organisations to accomplish their objectives by bringing a systematic approach to the evaluation and improvement of the efficiency of risk management, control and governance processes.			
Course outcomes: Students will have learnt how to plan and perform internal audit activities using the skills and techniques that internal auditors have to possess.			
Syllabus: In this course, the internal audit principles, standards and policy are studied, together with the internal audit implementation processes, internal audit skills, techniques and tools. <i>Theoretical instruction:</i> The definition of internal control. Internal control models. Internal control limitations, roles and responsibility. The assessment of internal control effectiveness. Internal control system in the public sector. Internal control documentation. Risk assessment and control activities. Internal control self-assessment systems. The definition of internal audit. The organisational placement of the internal audit activity; aligning audit activities to the environment. Internal audit planning. Internal audit risk assessment. Materiality in internal auditing. Internal audit methods and techniques. Internal audit working papers, evidence and documents. Internal audit system quality. The relationship between internal audit and management. The relationship between internal and external audit. Professional practice of internal auditing. Analysing internal control and internal audit cases. <i>Practical course work:</i> Case study. Research work.			
Literature: Vitorović B. Interne kontrole i interna revizija, SRRS, Beograd, 2004.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: Traditional teaching methods, discussion, case study			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	10	Written exam	15
Practical work	10	Oral exam	15
Colloquia	40		
Seminar papers	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Leadership and change management			
Teacher (Surname, middle initial, name): Bojović M. Ivana			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: The course is designed so as to provide students with profound theoretical knowledge on business leadership and organisational changes. This implies learning about leadership purposes and factors, traditional and contemporary theories and concepts explaining leadership, as well as about the most important concepts and programmes of organisational changes. Within such a framework, students will also learn about the preconditions for their successful implementation, with regard to the management of structure, power, culture, teams and other aspects of interpersonal relationships. Students are expected to acquire advanced knowledge, helping them to approach leadership and change management from various theoretical perspectives.			
Course outcomes: Upon the completion of the course, students are expected to: understand contemporary dimensions of the development of an organisation, leadership theories and models; understand and apply different leadership styles; understand the variables of organizational behaviour and make right choices about an organisation's operations in different environments; analyse and evaluate actual problems in the organisational practice; realize the necessity of the management of organisational changes; master the theories and concepts that will help them develop leadership skills and ability to manage changes in an organization.			
Syllabus: <i>Theoretical instruction:</i> The concept of leadership; leadership and management. Leadership theories: characteristics of successful leaders, leadership as a style, situational leadership models. Power sources and factors affecting leadership achievements. Leadership tasks: planning, organising, leading and control; staff-related function. Mastering and applying basic leadership and problem-solving techniques. Leadership and problem-solving: communication and conflicts. Transformational leadership: introducing innovations, leadership vision, charismatic personality. Defining team and teamwork. Defining and positioning a team in comparison with a group. Team types: working teams. Team forming: teamwork phases, their specific features, and activities characteristic for each of them. Team processes. Leading working teams, team leader's role. The nature of organisational changes. Organisational change management. The role of a leader in the process of changes. <i>Practical course work:</i> Providing guidance for the preparation of seminar papers: defining the topics. Situational leadership models – comparative analysis by means of a discussion. Designing one's own leadership style – a workshop. Leadership tasks: planning, organising, leading and controlling – a case study. Management techniques – discussion of actual cases. A leader as a conflict mediator - a discussion. Recognising the employees' needs – a workshop. The award system analysis – a case study. Measuring team performance.			
Literature: Peter G. Northouse, Liderstvo – teorija i praksa, Data status, Beograd, 2008. Petar Jovanović, "Upravljanje promenama", YUPMA, Beograd, 2006. Newstorm J.W., Organizational Behaviour, 12th ed., McGraw Hill, 2007. Broussine M., Creative Methods in Organisational Research, Sage, 2008. Yukl G., Leadership in Organizations, Prentice Hall, 1998. Pfeffer J., Managing with Power, Harvard Business School Press, 1992. Senior B., Managing Change, Prentice Hall, 1997 Benis W., Nanus B., Leadership Strategies for Taking Charge, Harper Business, 1997			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: lectures, interactive instruction: organising workshops for the purpose of performing a particular task; simulation, experiential learning using the role-play technique; exchanging ideas and knowledge through group discussions; case study; mentorship and team work on the preparation of seminar papers on given topics.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	15	Written exam	
Practical work	20	Oral exam	30
Colloquium	15		
Seminar papers	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: International business finance			
Teacher (Surname, middle initial, name): Sagić M. Zorica			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Acquiring advanced knowledge on business financing in an international context. Introducing students to the existence of unbreakable connection between business operations and their financing, as well as to the possibilities, instruments and forms of business financing in an international environment.			
Course outcomes: Students will have mastered knowledge that will help them understand the characteristics and specificities of the international business financing process.			
Syllabus: <i>Theoretical instruction:</i> Characteristics of international business financing. Participants in international business financing. International business financing instruments. International business financing forms and types. International business financing risks. International business financing institutions. International regulations and international business financing. <i>Practical course work:</i> Introducing students to particular cases; whole-class analyses and group discussions about particular issues relating to the course content; preparation of seminar papers on course-related topics.			
Literature: 1. Kozomara, J., Stojadinović Jovanović, S., 2011, Međunarodno poslovno finansiranje, CID, Ekonomski fakultet, Beograd. 2. Radević, B., Stojadinović Jovanović, S., Dašić, B., 2016, Međunarodno poslovanje i finansiranje, Departman za ekonomske nauke Državnog univerziteta u Novom Pazaru. 3. Stojadinović Jovanović, S., 2010, "Agencije za kreditiranje izvoza u Srbiji", zbornik radova: Kako povećati konkurentnost privrede i izvoza Srbije, NDES i Ekonomski fakultet u Beogradu, Ekonomski fakultet u Kragujevcu, Kragujevac, str. 313-328. 4. Stojadinović Jovanović, S., 2012, "Institucije finansiranja izvoznih poslova", u: Leković, V. (red.), Institucionalne promene kao determinanta privrednog razvoja Srbije, XI naučni skup, 06. april 2012, Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac, str. 229-247.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: Lectures delivered through oral presentations of subject matter; discussions about given topics, interactive instruction; consultations			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	Up to 10	Written exam	
Practical work	Up to 10	Oral exam	Up to 40
Colloquium	Up to 10		
Seminar papers	Up to 40		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT				
Type and level of studies: Master applied studies/2 nd degree studies				
Course code and title: Tourism destination marketing management				
Teacher (Surname, middle initial, name): Sagić M. Zorica				
Course status: Elective				
Number of ECTS credits: 7				
Prerequisites: none				
Course objectives: Acquiring proper knowledge and skills necessary for successful destination management, and use of proper marketing strategies. Teaching students how to identify and solve problems at a given tourism destination in compliance with the current marketing trends with an aim to meet consumers' needs and wishes on the dynamic tourism market.				
Course outcomes: Students will have learnt how to apply profitable marketing concepts to a given destination. Successful destination management through the synergy of the processes of planning, organising and controlling marketing activities, based on a timely recognition of opportunities and hazards on a particular tourism market.				
Syllabus: <i>Theoretical instruction:</i> The concept and principles of management. Management and managers; management thought evolution. Modern management concepts. Strategic management basics. Strategic management concepts, methods and techniques. Strategic options and activities. Strategic management and planning. Planning for the management purposes. The relationship between strategic planning, marketing and the theory of a firm. Managerial decision-making process. Defining business tasks. Leadership. Motivation. Communication. Managing groups. Management levels and control. <i>Practical course work:</i> The presentation and analysis of particular project management examples cases in domestic and international tourism destinations. Discussion – students' interactive participation in providing solutions to different issues. The simulation of situations from actual business practice and presentation of solutions.				
Literature: Mandatory - textbook: Čerović S., 2003, Menadžment u turizmu, Novi Sad, Prirodno-matematički fakultet. Optional: Monografija: Đuričić R., Đuričić Z. i Đuričić M., 2010, Integrirani marketing menadžment sistem u zdravstvenom turizmu, Užice. Sagić Z., 2013. "Menadžment u turizmu", Beograd, Naučna KMD, 2013. Stojadinović Jovanović, S., 2010, "Agencije za kreditiranje izvoza u Srbiji", zbornik radova: Kako povećati konkurentnost privrede i izvoza Srbije, NDES i Ekonomski fakultet u Beogradu, Ekonomski fakultet u Kragujevcu, Kragujevac, str. 313-328. Stojadinović Jovanović, S., 2012, "Institucije finansiranja izvoznih poslova", u: Leković, V. (red.), Institucionalne promene kao determinanta privrednog razvoja Srbije, XI naučni skup, 6. april 2012, Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac, str. 229-247.				
Number of teaching classes: 90				Other:
Lectures: 3x15=45	Practical classes: 3x15=45	Other forms of instruction:	Research work:	
Teaching methods: Ex cathedra, case study, discussions about given topics, individual and group presentations, simulation				
Assessment (maximum number of points: 100)				
Pre-exam obligations	Points	Final exam	Points	
Active class participation	10	Written exam		
Practical work	10	Oral exam	50	
Colloquia	30			
Seminar papers				

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Service marketing			
Teacher (Surname, middle initial, name): Sagić M. Zorica			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: The course is aimed at helping students to better understand service marketing as a component of a company's business strategy and global market economy. Students will learn how to cope with service marketing issues, and crucial customer behaviour concepts. Moreover, they will learn how the customer relationship management system (CRM) functions and about the service marketing mix, with a special emphasis on the integrated marketing communication.			
Course outcomes: The knowledge acquired in this course will help students use service marketing more effectively, and be more successful at designing and implementing strategic and marketing projects in hospitality industry and other companies and organisations.			
Syllabus: <i>Theoretical instruction:</i> Customers' expectations and satisfaction. Customer relationship management system (CRM). Customer attracting and retaining strategies. Defining service quality. Service quality management systems. Service design and positioning. Distribution channels for services. Pricing strategy. Customer service atmosphere. Employees as an element of service marketing mix. Integrated marketing communication. New technologies as an integral part of service marketing. <i>Practical course work:</i> New technologies as a means of improving services. Services as a means of achieving a competitive advantage in the contemporary business environment. Analysing how employees' satisfaction and loyalty influence the quality of external customer services.			
Literature: 1. Ljubojević Čedomir, Menadžment i marketing usluga, Želnid, Beograd, 2001. 2. Kancir Rade, Marketing usluga, Beogradska poslovna škola, Beograd, 2004. 3. Nada Vignjević-Đorđević, Marketing usluga, Europress, Beograd, 2008. 4. Bradley F., Strategic marketing, in the customer driven organization, Wiley, University College Dublin, June 2005. 5. Lovelock C. Wirtz J., Services Marketing (People, Technology and Strategy), Prentice Hall, 2004.			
Number of teaching classes: 45			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: Research work:	
Teaching methods: Ex cathedra, case study, interaction with students			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	Up to 5	Written exam	
Practical work	Up to 5	Oral exam	Up to 40
Colloquia	15+15		
Seminar papers	Up to 20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: International management			
Teacher (Surname, middle initial, name): Stojadinović Jovanović Sandra			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Providing students with advanced, specialised theoretical and practical knowledge on business and management challenges and opportunities in the international context, and international business management strategies.			
Course outcomes: Students will have mastered the knowledge that will help them analyse the contemporary international business environment in an innovative manner, understand different strategic options and forms of international business activities, different approaches when selecting a type of business operations for the international market and types of business operations and activities management.			
Syllabus: <i>Theoretical instruction:</i> Specific features of international business and management. Evolution and motives. International business activity forms, making decisions about the proper form and way of penetrating the international market. Strategic components and strategy selection for the implementation of international business activities: international, multinational, global and transnational strategies. International competitive advantages. International management environment. The dependence of the international management success on the ways and abilities of adapting to the business environment and on the following dimensions of the international business environment: economic, political, legal and cultural ones. Ethical challenges in international management. International management and globalisation. Transnational management. <i>Practical course work:</i> Introducing students to particular cases; presentation of relevant issues and case study; preparation of seminar papers on the relevant topics.			
Literature: 1. Paul N. Gooderham, Birgitte Grøgaard, Odd Nordhaug, 2013, International Management: Theory and Practice, Edward Elgar. 2. Elizabeth Christopher, 2012, International Management: Explorations Across Cultures, Kogan Page Publishers. 3. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, 2015, Strategic International Management: Text and Cases, Springer Gabler. 4. Christopher A. Bartlett, Paul W. Beamish, 2018, Transnational Management: Text and Cases in Cross-Border Management, Cambridge University Press.			
Number of teaching classes: 45			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: Traditional teaching methods (Ex cathedra), discussions about relevant topics, interactive instruction, case study, individual presentations of specific course-related issues, consultations.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Active class participation	10	Written exam	
Practical work	10	Oral exam	40
Colloquia			
Seminar papers	40		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Trade marketing			
Teacher (Surname, middle initial, name): Stojanović R. Radomir			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course objectives: Acquiring knowledge and skills necessary for trade-related marketing management. Teaching students how to solve complex practical problems of planning, organisation and control of trade-related marketing activities; understand and accept changes taking place in contemporary retail and wholesale trade.			
Course outcomes: Students will be able to understand the purpose and specificities of trade-related marketing. Upon the successful completion of the course, students will be able to perform complex business activities in the field of chain store management, i.e. in wholesale and retail trading companies.			
Syllabus: <i>Theoretical instruction:</i> Trade as a part of the service sector – the concept, definition and meaning; the impact of the environment and trends on the implementation of trade-related marketing activities – changes in the contemporary retail trade, customer-related changes, marketing management of trading companies – marketing planning, organisation and control; trade-related marketing mix instruments - product range (the concept and importance, customers' demands as a crucial element, product range and space management, brands), promotion (promotion mix instruments), pricing (strategies and targets, factors affecting pricing policy, psychological aspects of pricing, pricing methods); location (choosing the optimum location, geo-marketing as a trade network location selection tool); sales environment (design and atmosphere, retail interior); different forms of misusing trade-related marketing mix instruments. <i>Practical course work:</i> Case study – the analysis of cases in the country and abroad; visits to trading companies – getting familiar with the actual marketing policy in domestic chain stores of both regional and national importance.			
Literature: 1. Stojanović, R., Velimirović D., (2015), Marketing u trgovini (udžbenik za istoimeni predmet), Visoka poslovna škola strukovnih studija Čačak sa sedištem u Beogradu, Beograd 2. Lovreta, S., (2010), Trgovinski marketing, Ekonomski fakultet, Beograd 3. Borota-Tišma, A., (2004), Marketing u trgovini, Beogradska poslovna škola, Beograd			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	Research work:
Teaching methods: Oral computer-aided presentation; analogy-based problem solving, group discussions, case study, presentations and group analyses of seminar papers, guest lecturers renowned for planning, organising and controlling trade-related marketing activities.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Active class participation	10	Written exam	40
Practical work	10	Oral exam	10
Colloquia	20		
Seminar papers	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT				
Type and level of studies: Master applied studies/2 nd degree studies				
Course code and title: Management of Complementary Tourism Activities				
Teacher (Surname, middle initial, name): Novaković-Kostić P. Radmila				
Course status: Compulsory				
Number of ECTS credits: 6				
Prerequisites: none				
Course objectives: Introducing students to complementary tourism activities, to the organization and management of basic tourism activities (transportation, trade, craft and service-providing activities), sports and cultural tourism-related activities, event management.				
Course outcomes: Mastering scientific and vocation-specific knowledge and skills needed for the organisation and management of complementary tourism activities, as well as preparing students for independent creative work, and successful running of tourism-related businesses.				
Syllabus: <i>Theoretical instruction:</i> <ul style="list-style-type: none"> • Management of basic tourism activities <ol style="list-style-type: none"> 1. Small business management – agencies (travel, transportation, trade, craft, tourism consulting); small accommodation facilities (family-run boarding houses, camps, motels, ethno-villages, granges, etc.) and hospitality facilities (cafes, pizzerias, catering facilities, etc.) 2. Management of other service-providing businesses complementary with tourism (artistic and craft workshops, product processing and packing to make souvenirs) 3. programming, designing, promoting and selling services in receptive rural, wine, cultural, sports, eco and ethno tourism 4. running specific segments of the management of large companies at tourism destinations, organisations, associations, clusters, etc. <ul style="list-style-type: none"> • Tourism-related sports services management 1. planning and programming leisure activities for guests in tourism facilities – hotels, camps, ethno-villages, granges... 2. planning and programming leisure activities in the nature – on the bank of a river or lake, in the mountains, national parks, bike and nautical corridors; management and organization of business activities of agencies and similar trading entities <ul style="list-style-type: none"> • Tourism-related cultural services management 1. planning, programming and providing services relating to the culture, entertainment, events, celebrations, performances organised in tourism facilities and tourism destinations 2. programming, controlling and running the management of minor events in tourism sector and in the place of residence; running own small enterprises providing cultural, entertainment event organization services, etc. 3. stakeholder management in event organisation, financing, budget and regulations ('host' organisations, as well as programme participants and performers, teams of associates and volunteers, drawing the attention of sponsors and media, participants and visitors) 4. event marketing and marketing mix management 5. event management (elements and methods) 6. impacts of events (socio-cultural, political, economic, environmental). <i>Practical course work:</i> Practical work implies the preparation of seminar papers and presentations about complementary tourism services, and field trips for the purpose of research work or taking part in the organisation of events.				
Literature: Jovičić, D: Menadžment turističke destinacije, Beograd 2002. Maksin, M.; Pucar, M.; Korać, M.; Milijić, S.: Menadžment prirodnih i kulturnih resursa u turizmu, Beograd 2009. Optional: internet sajtovi turističkih zemalja u svetu i Evropi, Svetske turističke organizacije				
Number of teaching classes: 60				Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	Research work:	
Teaching methods: Ex cathedra, case study, discussions about given topics, individual and group presentations				
Assessment (maximum number of points: 100)				
Pre-exam obligations	Points: 50	Final exam	Points: 50	
Active class participation	10	Written exam		
Practical work	10	Oral exam	50	
Colloquia	20			
Seminar papers	10			

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Human Resource Management			
Teacher (Surname, middle initial, name): Tanasković R. Zorica			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Introducing students to the importance of human resource management, as a creative and innovative segment of each organisation operating in the contemporary business environment. The course is aimed at introducing students to the concept of human resource management and its development, and human resource management processes and methods that organisations use to attract, motivate and reward their employees in order to stimulate them to make their contribution to the achievement of their organisation's strategic goals.			
Course outcomes: Students will be able to understand all the phases of the human resource management process, and view them not only as a means of creating the conditions for the development of highly educated and properly motivated employees who will, owing to constant and continuous learning, be ready to respond properly to the challenges of the contemporary business environment, but also as a way of helping organisations achieve their strategically defined business objectives, as well as develop and maintain their competitive advantages.			
Syllabus: <i>Theoretical instruction:</i> Management and human resources. Human resource management model. Human resource planning. Recruitment of candidates. Selection of candidates. Training and life-long learning. Selecting assessors. Organising training courses for employees. Career development and management. Individual career management. Salary system – the concept and definition. Elements of salary. How to reward managers? Human resources and contemporary management. Achievement motivation, goal-setting theory of motivation, self-efficacy theory of motivation. Expectancy theory of motivation. Maintenance organisation structure and motivation. Three levels of organizational culture. Team work. Team member selection. Team leaders and training of managers. Labour relations and collective bargaining. Negotiations and conflicts. Labour unions. Types of strikes. Leaving an organisation. Retirement. Intellectual capital. <i>Practical course work:</i> Preparation of seminar papers. Seminar paper defense in groups. Colloquium.			
Literature: 1. Martinović M., Menadžment ljudskih resursa-predavanja, VPTŠ, Užice, 2006. 2. Bogićević B., Menadžment ljudskih resursa, Ekonomski fakultet, Beograd, 2006			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: Overhead projector. 1. Oral presentations (monologue). 2. Conversation (dialogue). 3. Work with text. 4. Analyses of cases, prospects, manuals and other materials. 5. Laboratory work.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Active class participation	10	Written exam	50
Practical work	10	Oral exam	0
Colloquia	10		
Seminar papers	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Strategic development management			
Teacher (Surname, middle initial, name): Tanasković R. Zorica			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: The aim of the course is to introduce students to the theoretical foundations and achievements in the field of strategic management, as well as to the research and analysis concepts and methods, decision-making and strategy implementation processes.			
Course outcomes: Students will further deepen their theoretical and practical knowledge in order to understand specific activities in the process of strategic analysis, formulation, evaluation and implementation of strategies. The acquired knowledge and skills will prepare students for proper strategy formulation and implementation at different decision-making levels of various businesses and organization. Students are expected to be able to use different methods, techniques and tools efficiently in the process of assessing a company's current position and its repositioning for the purpose of gaining the competitive advantage on the market.			
Syllabus: <i>Theoretical instruction:</i> Strategic and development management – the concept and definition. Management processes - from management to strategic management. Strategic management components and logic. Strategy formulation. Strategic planning and strategic issues management. Strategic management concepts, methods and techniques. Strategic management and finances. Strategic analysis of business environment. Setting strategic direction – vision, mission and goals. Strategy implementation. Strategic control. The life cycle concept. Creativity fostering techniques. Innovations and business development. Businesses and business development processes: development, growth, development factors and stages, development goals and directions. Key areas of business development. Business development management. Information system for business development management. Business development planning. Development decision-making. The concept of intellectual property and international system of the protection of intellectual and industrial property. <i>Practical course work:</i> Consultations with students, monitoring the preparation of seminar papers. Each student is obliged to prepare two seminar papers about actual business-related topics working on their own.			
Literature: 1. Dess, Lumpkin, Eisner: Strategijski menadžment, Data status, Beograd, 2007. 2. Đuričin D., Janošević S., Menadžment i strategija, Ekonomski fakultet, Beograd, 2005. 3. Jovanović P., Upravljanje razvojem, FON, Beograd, 2002.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: Auditory methods, consultations, colloquia, etc. Video presentations, case studies, prospects, manuals and other materials.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Active class participation	10	Written exam	50
Practical work	10	Oral exam	0
Colloquia	20		
Seminar papers	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Tourism destination management			
Teacher (Surname, middle initial, name): Stojanović R. Radomir			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Acquiring proper knowledge and skills in the field of tourism destination management. Students will become able to solve complex practical problems relating to tourism destination functioning in compliance with the tourist market trends, placing special emphasis on the sustainable tourism development in a specific area. One of the key goals is to enable students to take part in complex activities such as the preparation and use of different planning documents (strategies, master plans, development programmes, etc.) pursuant to the Tourism Law in force.			
Course outcomes: Students will be able to understand the essence of the tourism destination management concept as an integral tourism product. Having mastered the course content successfully, students will be able to take an active part in the complex process of planning, organising, designing and controlling management activities at a particular tourism destination.			
Syllabus: <i>Theoretical instruction:</i> Space as the basic component of a tourism destination, defining a tourism destination, new/potential tourism destinations, classification of tourism destinations; the elements of a tourism destination – attraction, communication and reception factors, the necessity of tourism destination management, regional approach to a tourism destination analysis; public-private partnerships and clustering for the purpose of a tourism destination management; destination management companies and destination management organisations – the concept, definitions, similarities and differences; the concept of sustainable tourism development; legal framework, strategic and planning documents necessary for a destination management, institutional framework of tourism development (at the local, regional and national level). <i>Practical course work:</i> It will be performed in tourism organisations at several different levels (local, regional and national), in local government institutions, and in other relevant tourism companies. Students will participate in national and international gatherings – conferences, forums, etc., devoted to tourism destination management.			
Literature: 1. Popesku, J., (2015), Menadžment turističke destinacije, Fakultet za turistički i hotelijerski menadžment Univerziteta Singidunum, Beograd 2. Stojanović, R., (2016), Uvod u turizam, Visoka poslovno tehnička škola strukovnih studija, Užice 3. Stojanović, R., (2016), Promocija novih turističkih destinacija-beogradskih prigradskih opština, odbranjena doktorska disertacija na Departmanu za turizam Univerziteta u Novom Sadu 4. Jovičić, D., (2011), Menadžment turističkih destinacija, Geografski fakultet, Beograd 5. Vujović, S., (2012), Destinacijski koncept razvoja turizma, Institut za ekonomiku poljoprivrede, Beograd 6. Vujović, S., (2008), Materijalna osnova turizma, Institut za ekonomiku poljoprivrede, Beograd 7. Genov, G., (2013), Menadžment turističke organizacije, Visoka turistička škola, Beograd 8. Najdžej M., Pričard A., Prajd R., (2015), Destinacija kao brend, Klio, Beograd			
Number of teaching classes: 90			Other:
Lectures: 3x15=45	Practical classes: 2x15=30	Other forms of instruction: 1x15=15	
Teaching methods: Computer-aided lectures, problem-solving methods, group discussions, etc. Visual methods (the analysis of written documentation, case study). Consultations and instructions, presentations and group analyses of seminar papers. Textual and graphical illustration methods using video presentations. Guest lectures by individuals who have proven to be successful in tourism destination management practice.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Active class participation	10	Written exam	40
Practical work	10	Oral exam	10
Colloquia	20		
Seminar papers	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Scientific research and communication methods			
Teacher (Surname, middle initial, name): Vasović O. Vesna			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Acquiring new and deepening the acquired knowledge on basic scientific research methods, research processes, and different methodological approaches; conducting research, data processing, conclusion-drawing and elaborating on the collected data.			
Course outcomes: Preparing students for the methodological research practice and presentation of collected data in an academic manner.			
Syllabus: <i>Theoretical instruction:</i> Scientific research characteristics. Objectivity and subjectivity issues. The concepts of truth and science. An overview of research theories and their importance for the research practice. Ethical framework of scientific research. Scientific information sources. Research procedure. Problem identification and formulation. Defining the research subject. Indicators and variables. Research objectives. Setting hypotheses. Collecting data. Describing phenomena. Scientific explanations and their testing. Taking research implementation issues into consideration. Preparing a report on research and research results. Preparing the conceptual framework for a scientific-research project. General methods and experience-based methods. Observation. Research. Experiment. Measuring. Statistical method. Personal documents method. The relationship between a researcher and research. Scientific and social relevance of research. Language, style and publication. Plagiarism. Text review. Academic reading and academic writing. Communication skills and team communication. Presentations and conferences. <i>Practical course work:</i> Preparing a research project. The preparation and defense of seminar papers on course-related topics.			
Literature: 1. Kundačina, M., Bandur, V. Akademsko pisanje, Užice: Učiteljski fakultet (4 poglavlja), 2009. 2. M. Acimović, Filozofija mišljenja, Novi Sadd 2007. 3. Šušnjić, Đ., Metodologija-kritika nauke, Beograd: Čigoja štamo (2 poglavlja), 2007. 4. Đ. Stojanović, Lavirinti naučnog mišljenja i istraživanja Beograd 2009. 5. S. Branković, Metodologija naučnih istraživanja, Beograd, 2008. 6. M. Pečujic V. Milić Metodologija društvenih nauka, Beograd, 2003. 7. A. Jurčić, A. Fejos, M. Dinić, M. Čupić Kako uspešno čitati i pisati: kritičko čitanje, akademsko pisanje, pisanje izveštaja, veštine prezentacije, Beograd 2010. 8. S. Branković, Metodologija naučnih istraživanja, Beograd, 2008. 9. M. Sakan, Hipoteze u nauci, drugo izdanje, Prometej, Novi Sad, 2005.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction: Research work:	
Teaching methods: Dialogue, monologue, work with text, literature review, video presentations, case study			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Active class participation	10	Written exam	50
Practical work	10	Oral exam	
Colloquium	20		
Research project defense	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Business system organisation			
Teacher (Surname, middle initial, name): Tanasković R. Zorica			
Course status: Elective			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: The basic principles of this course imply the structural and process approach to the organisational planning and analysis. Students will have learnt about theoretical foundations and achievements, as well as about research, modeling and organisational system improvement methods.			
Course outcomes: Acquiring practical and theoretical knowledge on organisational systems and preparing for its application to the process of organisational dynamics management. Upon the successful completion of the course, students will be able to demonstrate their expertise in business organisation, develop their own approaches to and models of organisation in particular companies, improve the management practice through the implementation of different models and methods of business system organisation.			
Syllabus: <i>Theoretical instruction:</i> Systems theory as the concept of the organisation of business systems – companies. The concept and types of a business system. The parts and structure of an organization and the preconditions for its functioning as a system. The interaction between different parts of a system and different types of interaction. A company as a business system. Business goals and functions. The functioning of a company as a business system. Business efficiency. Business effectiveness. Business structure. The parameters affecting different ways of structuring. Organising management functions. Organising executive functions. Organisational processes. Changes and their impacts on business organisation. Business management processes. Decision-making as an integral part of all management processes aimed at achieving goals. Decision-making phases. Business resources. Information as a business system resource. Information system – modeling the entire system or a part of it for the purpose of obtaining the information needed for business functioning and management. <i>Practical course work:</i> Working individually, students prepare seminar papers on the following topics: Macro and micro organisational schemes of a company from the vicinity and description of their functions; Assessing the state of a particular organisation (a production, processing or service providing organisation); Taking elimination or marginalization measures, etc. Giving students the advice about the seminar paper preparation, presentation and defense. Practicing for the colloquium and exam.			
Literature: 1. M. Martinović. Organizacija preduzeća-udžbenik, VPTŠ Užice, 2008. 2. Petković, M., Janićijević, N., Bogičević, M., B., Organizacija. Ekonomski fakultet, Beograd, 2009. Students are encouraged to use various information sources about business organisation: other books, articles in national journals that are available in the college library (such as: Business politics, Business economics, Technique, etc.), as well as in international journals; documents of a particular company, the Internet, personal or other people's practical experience.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction: Research work:	
Teaching methods: 1. Oral presentations (monologue). 2. Conversation (dialogue). 3. Work with text. 4. Case study, prospects, manuals and other materials.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	10	Written exam	50
Practical work	10	Oral exam	0
Colloquium	10		
Seminar paper	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Organisational behaviour			
Teacher (Surname, middle initial, name): Bojović M. Ivana			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: The course is aimed at providing students with a basic knowledge about psychology that will help them understand, foresee and control employees' behaviour in the workplace. Introducing students to the importance of different attitudes towards work, relationships between employees, and management and leadership types for the functioning of an organization and its work performance. Introducing them to stress-related workplace issues, conflicts between employees and different ways of their overcoming. Explaining different work improvement methods. Enabling students to understand professional roles and group functioning, as well to use different work improvement and problem-solving methods in organisations. The course is further aimed at a detailed elaboration of organisational behaviour issues so as to prepare students for the independent, complex analysis of organisational problems under the conditions of an ever-changing environment, and for making an effort to develop flexible and reliable organisational systems. Raising students' awareness of the importance of people and their behaviour in an organisation.			
Course outcomes: In cooperation with their colleagues and subordinates, students will be able to use the acquired knowledge and interpersonal skills to improve the behaviour in the workplace. The acquired knowledge and skills are important for future managers in order to be able to understand, foresee and control employees' behaviour during everyday work. Upon the completion of the course, students will be able to: <ul style="list-style-type: none"> • understand the theoretical framework of human resource management, • gain professional knowledge required for the strategic approach to human resource management, • be able to perform the psychological analysis and evaluation of employees' behaviour. Students will have mastered the terminology needed for the proper identification and description of motivational and leadership issues at the level of workers and managers, as well as for the description of problems occurring in group interaction and communication and conflict solving. Upon the successful mastering of the subject matter, students should be able to identify the relationship between different elements of organisational behaviour from the perspective of an organisation's successful performance. Case studies will help students master the knowledge and skills required for the efficient management of employees' behaviour in an organization.			
Syllabus: <i>Theoretical instruction:</i> The course structure reflects the model of organisational behaviour which studies human behaviour at three different levels: individual, group and organisational. Introduction to organisational behaviour, organisational behaviour modeling possibilities. Elements and models of organisational behaviour. The individual, group and organisational level of organisational behaviour. The individual behaviour in an organization – personality and personal traits, personality and behaviour, personality and stress. Perception, perception process, perception factors, the influence of perception on organisational behaviour. Values and attitudes. Learning and development as a progressive and relatively lasting change of employees' behaviour, the 'learning organisation' model. Satisfaction and devotion to work. Motivation, motivation theories, motivation and rewards, motivation measuring. Group behaviour – groups and teams in an organization, team and team relationship building. Communication in the context of an organization. Conflicts in an organisation and the ways of solving them. Leadership, leadership styles, classical approach, modern approach. Power and political processes in an organization, power and influence sources, individual power, the power of organisational units. Decision-making in an organization, decision types, decision-making theories, decision-making processes, limitations of high-quality decision-making. Organisational behaviour – organisational factors affecting employees' behaviour. Organisational culture and climate, the content of organisational culture, types of organisational culture. Organisational structure, designing an organisational structure, models of organisational structure. The impact of contemporary organisational technology on the process of organisational structure designing.			
Literature: Radovanović, V.: Organizaciono ponašanje, Fakultet tehničkih nauka, Čačak, 2011. Janićijević, N.: Organizaciono ponašanje, Data status, Beograd, 2009. Schermerhorn, J., Hunt, J., Osborn, R.: Organisational behavior, Welwy & Sons, USA 2007			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	Research work:
Teaching methods: Lectures, practical work, preparation of seminar and other papers and other professional essays, and their presentation, discussions with a focus on the proper expression and critical thinking, case study, project-based learning, team work.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	15	Written exam	
Practical work	20	Oral exam	30
Colloquium	15		
Seminar paper	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Consumer behaviour			
Teacher (Surname, middle initial, name): Bojović M. Ivana			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course objectives: The course is aimed at analysing consumers as individuals and group members in order to discover the factors affecting their behaviour.			
Course outcomes: The main course outcome is to provide students with the knowledge that will help them not only identify the key consumer behaviour factors, but also to foresee consumers' buying decisions. The results of the consumer behaviour research provide the basis for the development of marketing strategies.			
Syllabus: <i>Theoretical instruction:</i> Introduction – the course objectives, structure, plan and assessment methods. Consumer behaviour and marketing research. Basic consumer behaviour concepts. Reasons for the consumer behaviour research. The development of consumer behaviour as a scientific discipline. The interdisciplinary nature of consumer behaviour. Consumer motivation processes. Consumer needs. Consumer motives. Consumer behaviour (actions). Factors affecting consumer behaviour. Classification of factors affecting consumer behaviour. Geographical factors affecting consumer behaviour. Economic factors affecting consumer behaviour. Sociological factors affecting consumer behaviour. Culture. Social class. Social role and status. Relevant and reference groups. Opinion leaders. Family. Life style. Psychological (internal) consumer behaviour factors. Informing consumers. Learning process. Personality. Consumer attitudes. Motivation research. Consumer decision-making process. Decision-making phases. Decision-making types. Different roles in decision-making. New product acceptance (diffusion).			
Literature: Branko Maričić, Ponašanje potrošača, CID, Ekonomski fakultet, Beograd, 2011.			
Number of teaching classes: 90			Other:
Lectures: 3x15=45	Practical classes: 1x15=15	Other forms of instruction: 2x15=30	
Teaching methods: Lectures, interactive instruction, organising workshops in order to solve specific problems, simulations, role play as a method of experiential learning, group discussions aimed at exchanging ideas and knowledge, case study, mentoring and team work on the preparation of seminar papers about given topics.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	15	Written exam	
Practical work	20	Oral exam	30
Colloquium	15		
Seminar paper	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Tax planning			
Teacher (Surname, middle initial, name): Stojanović B. Aleksandar			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Upon the completion of this course, students will have mastered its complex categorical issues, and understand the problems of tax systems and policies. They will have become able to evaluate their importance and outreach from both micro and macro-economic aspects. The explicit course objective is the systematization of students' knowledge on tax policy and taxpayer rights based on scientific achievements and current practice.			
Course outcomes: The understanding of tax systems and taxpayer rights leads to the improvement of business performance. Students will have deepened their knowledge and improved skills relating to public finances, which they will be able to apply working both as independent managers or team members on the accomplishment of tasks that require the knowledge on public finance systems.			
Syllabus: <i>Theoretical instruction:</i> The <i>grosso modo</i> tax system comprises three large components: (1) public revenues, (2) budget and similar financial institutions, (3) financial equality. Public revenues are funds used by the government to finance various public needs, i.e. public expenditures. They are raised from renewable financial sources. They are basically divided into direct, indirect, and derivative public revenues, earned by the government through the redistribution of public income in compliance with tax laws. All taxes are governed by the law, and given the fact that a great number of taxes belong to the national tax system, it is necessary to be able to interpret tax laws. Budget is an accounting and legal act adopted by the assembly every year, and it comprises public expenditures and public revenues. Financial equality implies solving the problems of the distribution of public revenues and expenditures between different political and territorial units. <i>Practical work classes:</i> In addition to common theoretical and normative parts, each lecture will comprise their practical implications. Therefore, students will be familiar with the syllable in advance, encouraged to take an active part in lectures and practical classes, and propose proper practical examples – cases. Case studies will be performed using the information provided in previous lectures, and that would be the main modality of practical work. Furthermore, practical classes will be enriched with discussions about the completed and approved seminar papers, the topics of which will be announced to students in advance. Finally, students are also encouraged to propose topics for practical classes in compliance with the syllabus. They can do this both during the practical classes or individual consultation sessions.			
Literature: Stojanović, A., Fiskalni sistemi, Revikon, Sarajevo, 2016. Aktuelni Službeni glasnici Republike Srbije iz oblasti poreske politike.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: Lectures are delivered in the traditional manner, using computers. Lectures will include the analyses of cases from the present national and international public revenue practice, comments about such cases and their integration with the proper theoretical parts of lectures.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	10	Written exam	
Practical work	10	Oral exam	30
Colloquium	30		
Seminar paper	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Business psychology			
Teacher (Surname, middle initial, name): Bojović M. Ivana			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Introducing students to main issues, and prevailing theoretical and research approaches in the field of business psychology, and their practical application in organisations. Upon the completion of the Business psychology course, students will have become familiar with scientific research methods in business analysis, professional orientation and selection, absenteeism, fluctuation and traumatism, and development of practical skills necessary for working in an organization. The emphasis will be placed on human behaviour in work-relating situations, and therefore crucial organizational and psychological issues such as motivation, management and profession-related stress will be studied.			
Course outcomes: Upon the completion of the course, students will have: <ul style="list-style-type: none"> • mastered theoretical knowledge on the methods of the rational selection of candidates, recruitment and professional orientation, • become able to perform the business analysis on their own, and identify the demands of a specific workplace, • become able to use the knowledge about psychological problems in the context of an organisation. 			
Syllabus: <i>Theoretical instruction:</i> Business psychology disciplines. Engineering psychology. Human resource psychology. Psychology of interpersonal relationships. Organisational psychology. Psychological aspects of work. Studying psychological processes, individual characteristics and human activities. Individual characteristics. Individual knowledge and creativity. Individual skills. Motivation. Personality measuring. Job analysis. Professional orientation and selection. Communication. Work efficiency. Workplace absenteeism. Fluctuation. Human errors. Workplace adaptation. Stress in organisations. Work-related injuries.			
Literature: 1. Mihailović, D., (2010). Psihologija rada i organizacije. Beograd: Fakultet organizacionih nauka. 2. Mihailović, D., Ristić, S. (2009). Organizaciono ponašanje, FON, Beograd 3. Mihailović, D., Ristić, S. (2005). Timski rad i apsentizam. Viša železnička škola, Beograd, str. 40-192.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction: Research work:	
Teaching methods: Lectures, practical work, preparation of seminar and other papers and other professional essays, and their presentation, discussions with a focus on the proper expression and critical thinking, case study, project-based learning, team work.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	15	Written exam	
Practical work	20	Oral exam	30
Colloquium	15		
Seminar paper	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Business English			
Teacher (Surname, middle initial, name): Marinković M. Ivana			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Preparing students for effective oral and written business communication in English in the contemporary business environment.			
Course outcomes: The use of authentic texts and case study method will help students master business-related terms used in the contemporary business environment. They will master the rules of spoken and written business correspondence aimed at achieving high levels of professionalism.			
Syllabus: <i>Theoretical instruction:</i> Business English – the rules of business correspondence and formal expressions. Business etiquette in different cultures as the cornerstone of professional communication at the international level. <i>Practical work classes:</i> Listening comprehension activities, conversation practice activities (integrating lexical and grammatical knowledge through the simulation of authentic business situations); writing business letters, reports, brochures, etc.			
Literature: 1. Cotton, D. Falvey, D., Kent, S., <i>Market Leader</i> , 3 rd Edition (Upper Intermediate), Pearson Longman 2. Murphy, R., 1990, <i>English Grammar in Use</i> , Cambridge University Press 3. Thompson A .J., Martinet, A.V., 1994, <i>A Practical English Grammar</i> , Oxford, OUP 4. <i>Oxford Business English Dictionary</i> , OUP, 2005			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction: Research work:	
Teaching methods: Monologue, dialogue, work with text, combined teaching method			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	10	Written exam	15
Practical work	10	Oral exam	15
Colloquia	50		
Seminar paper			

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: SME accounting			
Teacher (Surname, middle initial, name): Vasiljević S. Momčilo, Sagić M. Zorica			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Acquiring knowledge necessary for performing accounting activities individually or as a team member in micro, small and medium-sized enterprises.			
Course outcomes: Upon the successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. act pursuant to the laws governing micro, small and medium-sized enterprises 2. prepare financial statements for micro, small and medium-sized enterprises 3. propose accounting policies and estimates to be included in a company's internal acts 4. prepare reports for internal and external users 5. compare financial statements. 			
Syllabus: <i>Theoretical instruction:</i> <ol style="list-style-type: none"> 1. Small and medium-sized enterprises in national and international legislation. 2. Accounting fundamentals for small and medium-sized enterprises. 3. International financial reporting standards for small and medium-sized enterprises. 4. Accounting policies and accounting estimates as parts of internal acts. 5. Accounting information for external users. 6. Accounting information for internal users. 7. Accounting information for entrepreneurs. 8. E-documents. 9. Electronic filing of financial statements. <i>Practical work classes:</i> <ol style="list-style-type: none"> 1. Preparing acts about accounting and accounting policies. 2. E-document formatting. 3. Electronic filing of tax returns. 4. Electronic filing of financial statements. 5. Preparing financial statements. 6. Analysing financial statements of micro, small and medium-sized enterprises. Each student is obliged to perform accounting activities for their virtual enterprises at home, using application software.			
Literature: <ol style="list-style-type: none"> 1. Škarić-Jovanović Kata, Finansijsko računovodstvo, Ekonomski fakultet, Beograd 2015. 2. Međunarodni standardi finansijskog izveštavanja za mala i srednja pravna lica 3. Božanić Jelica, Radovanović Sanja, Vasiljević Momčilo, Janković Marina, Mihailović Nenad, Osnovi računovodstva sa praktikumom, VIPOS Valjevo 2015. 4. Ljubisavljević Snežana, Vasiljević Momčilo, Mihailović Nenad, Uvod u međunarodnu računovodstvenu regulativu, VIPOS Valjevo, 2013. 5. Zakoni i propisi koji direktno i indirektno regulišu poslovanje malih i srednjih preduzeća, Prateća podzakonska akta, Časopisi iz oblasti računovodstva 			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	Research work:
Teaching methods: Lectures and practical activities are the main forms of instruction, as well as students' work in virtual enterprises directly supervised by the professor. Using the databases of micro, small and medium-sized enterprises, on their own or with the professor's help, students will solve practical problems. Moreover, students are obliged to present their findings about the given topics to their colleagues.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	10	Written exam	40
Practical work	10	Oral exam	
Colloquia	20		
Seminar paper	20		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Modern types of tourism			
Teacher (Surname, middle initial, name): Novaković-Kostić P. Radmila			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Introducing students to modern tourism trends and types, selective tourism destinations and selective tourism driving forces at a destination/cluster in Serbia; identifying selective tourism markets.			
Course outcomes: Students will have mastered the scientific and vocation-related knowledge on modern tourism development trends and types; they will have developed skills necessary for creative selective tourism product designing at a destination/cluster of specific tourism types in Serbia, which will draw foreign tourists' attention. Acquiring general knowledge on selective tourism markets.			
Syllabus: <i>Theoretical instruction:</i> <ul style="list-style-type: none"> - General characteristics of tourism development trends and modern tourism types. - Selective tourism markets. Selective tourism products. - Selective tourism destinations and clusters. Selective tourism driving forces in Serbia. - Specific types of tourism: sports and recreational tourism, trips and excursions, cultural tourism, event tourism, rural tourism, sustainable tourism, ecotourism, mountain and lake tourism, health tourism, spa and wellness, nautical tourism, hunting and fishing tourism, adventure tourism, special interest tourism, transitional tourism, business tourism, congress tourism, big city tourism, religious tourism (pilgrimage), touring (circular journeys), sex tourism, morbid (dark) tourism, volunteer tourism, space tourism. <i>Practical work classes:</i> Students prepare seminar papers and presentations about selective tourism destinations. Field trips for research purposes.			
Literature: Mandatory: <ol style="list-style-type: none"> 1. Snežana Štetić, "Posebni oblici turizma", Beograd, 2003. 2. Eva Hrabovski-Tomić, "Selektivni oblici turizma", S. Kamenica, 2008 3. R. Novaković-Kostić "Savremeni vidovi turizma", skripta Optional: websites of international and European tourism destinations and WTO.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	
Teaching methods: Ex cathedra, case study, discussions about given topics, individual and group presentations.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	10	Written exam	
Practical work	10	Oral exam	50
Colloquia	20		
Seminar paper	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT				
Type and level of studies: Master applied studies/2 nd degree studies				
Course code and title: Typology of tourism destinations				
Teacher (Surname, middle initial, name): Ćirović M. Ivana				
Course status: Compulsory				
Number of ECTS credits: 6				
Prerequisites: none				
Course objectives: Acquiring specialized vocation-related knowledge about principles, different ways and conditions of setting up tourism destinations; about the issues of planning, designing, construction, reconstruction and maintenance of spaces and facilities at a tourism destination.				
Course outcomes: Students will have developed evaluation skills, critical thinking about the complexity and specificity of the construction for tourism purposes, and will be able to solve problems in innovative ways. Effective communication about complex issues, interaction and cooperation with experts in other fields in order to ensure an interdisciplinary approach to solving problems of planning tourism destinations, as well as spaces and facilities at a destination. Enabling students to read and understand urban plans and project documentation.				
Syllabus: <i>Theoretical instruction:</i> Spatial planning approach and tourism destination development. Spatial planning in tourism. Arranging spatial development of tourism destinations. From a spatial plan to an executive design. The methodology of spatial valorization of tourist attractions. Organizing, setting up and equipping spaces in tourism destinations. The architecture of tourism facilities, a historical overview. An autochthonous attractive tourism product – the imperative of the modern tourism offer. The typology of tourism agglomerations in the context of spatial and historical landmarks of tourism destinations. The typology of accommodation facilities (hotels, motels, hostels, camps, restaurants, rest areas, etc.). Basic urban architecture complexes of hospitality facilities, their morphological and structural spatial appearance. Basic design principles with regard to hospitality facilities. Tourism in urban and rural environments. Nautical tourism and docking facilities – marinas. Modern types of tourism. Folk architecture for tourism purposes. Protected folk architecture buildings in Serbia as tourism attractions. Ethno villages and ethno parks in Serbia and worldwide. The revitalization of architectural heritage. The exploitation and maintenance of facilities and spaces. Sustainable development as the future of tourism development. <i>Practical work classes:</i> Students prepare seminar papers about given topics following the given model (social and spatial context, the analysis of the current state of spaces and facilities at a given tourism destination, valorization from the spatial perspective: the functions, materialization, shaping; relevant examples from the international experience and national practice.				
Literature: 1. Selby M. (2004). Understanding Urban Tourism: Image, Culture and Experience. I. B. Taurus, London, UK 2. Roberts, L., Hall, D. (2003). Rural Tourism and Recreation: Principles to Practice. CABI Publishing, Oxon, UK. 3. Garača, V., Jovanović, G., Pejović, L. (2010). „Kriterijumi turističkog uređenja prostora“, Zbornik radova Departmana za geografiju, turizam i hotelijerstvo, 39/2010, 82-91. 4. Comić, Đ. (1998). „Teorijska konceptualizacija međuodnosa turizam - fizički prostor“, Turizam DGTH 2/1998, 20-22. 5. Jovičić, D., Ivanović, V. (2006). Turizam i prostor. Ton PLUS, Beograd 6. Dabić, D., Marić, I., Pucar, M.: Projekt rekonstrukcije porodičnih zgrada za seoski turizam na Staroj planini, Institut za arhitekturu i urbanizam Srbije, Beograd 7. Marić, I. Tradicionalno graditeljstvo Pomoravlja i savremena arhitektura, Institut za arhitekturu i urbanizam Srbije 8. Kicošev, S., Dunčić, D.(1998). Geografske osnove prostornog planiranja. Prirodno-matematički fakultet, Departman za geografiju turizam i hotelijerstvo, Novi Sad 9. Dredge, D. (1999). “Destination Place Planning and Design”, Annals of Tourism Research, 26-4/1999, 772-791. Časopis: Turizam, Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Institut za geografiju				
Number of teaching classes: 60				Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	Research work:	
Teaching methods: monologue and dialogue methods combined with seminar papers in frontal instruction, individual and group work activities				
Assessment (maximum number of points: 100)				
Pre-exam obligations	Points:	Final exam	Points:	
Active class participation	Up to 5	Written exam	Up to 50	
Practical work	Up to 10	Oral exam		
Colloquia	Up to 25			
Seminar paper	Up to 10			

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Sustainable development management			
Teacher (Surname, middle initial, name): Aksentijević M. Snežana			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course objectives: Acquiring knowledge on the modern concept of sustainability, its basic principles, essential elements and declarations providing the foundations for the concept, as well as the regulations governing the environmental protection management; understanding its practical implications, and mastering the methodology. Students will have mastered the fundamental sustainable development philosophy and approach, focusing on sustainable technology, development and business management.			
Course outcomes: Students will have become able to further improve and use the acquired scientific facts, and develop understanding, innovative thinking, and other skills required for the management of sustainable development in the long run and the environmental protection management at different levels: in companies, branches, national economy, regions, associations, chambers and other organizations.			
Syllabus: <i>Theoretical instruction:</i> Sustainable development – the basic concept and philosophy. Sustainable development, sustainable business and sustainable technology management principles. Major environmental factors. Environmental issues from the local, national, and international perspective. Sustainable development indicators. Sustainable development principles, sustainable business management and sustainable management. New technology and knowledge-based social and economic development. Contradiction and duality of sustainable management objectives. Technological competitiveness and sustainable development. Technological innovations in compliance with sustainable development principles. Technology life cycle concept and its implications for sustainable development. Value chain and competence models. National sustainable development strategies. <i>Practical work classes:</i> Systematic research into environmental issues. Knowledge improvement and understanding through individual learning and research. Creative workshops, debates about popular environmental topics, case studies and interactive educational discussions about the environmental issues. The analysis of the factors that led to the appearance of the sustainable development theory/model. Making and giving seminar paper presentations.			
Literature: 1) Petrović, N., Upravljanje ekološkom podobnošću proizvoda, monografija. Zadužbina Andrejević, Beograd, 2013. 2) Levi Jakšić, M., Marinković, S., Menadžment održivog razvoja, FON, Beograd, 2012. 3) Mišković, D., Održiv razvoj i zaštita životne sredine, FIMEK, Novi Sad, 2013.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	
Teaching methods: dialogue, monologue, demonstrating practical work			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	5	Written exam	
Practical work	5	Oral exam	60
Colloquia	2x10		
Seminar paper	10		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Project management			
Teacher (Surname, middle initial, name): Sagić M. Zorica			
Course status: Compulsory			
Number of ECTS credits: 6			
Prerequisites: none			
Course objectives: Introducing students to the concept of a project and project approach, teaching them how to design, organise, implement and complete a project. Preparing students for team work, and teaching them how to use technology as a support to the successful project implementation.			
Course outcomes: Students will have become able to understand the role of the project approach in the implementation of business development activities, as well as team-work improvement methods, and computer-aided project management.			
Syllabus: <i>Theoretical instruction:</i> Project – the concept, project cycle phases, project vision and specific goal setting. Team work and project implementation. Project documentation. Project implementation plan. How to use the project implementation plan. Completing a project. Project quality management system. Project management organization. Computer-aided project management. <i>Practical work classes:</i> Preparing project management documentation. Project management case studies. Seminar paper. Team-based project work on a given topic following the rules of project management.			
Literature: Textbook: 1. Dr Milutin R. Đuričić, Dr Milan M. Đuričić, Dr Milan Antonijević, Dr Zorana Z. Nikitović, Dr Jelena Krstić, MSc Nenad I. Milutinović, Upravljanje projektima, VPTŠ Užice, Užice, 2015. Optional literature: Milutin R. Đuričić, Radomir Bojković, Projektni menadžment, ICIM plus, Kruševac, 2008. P. Jovanović, Upravljanje projektima, FON. Beograd, 2006. Business documentation, Internet, personal and other people's practical experience.			
Number of teaching classes: 60			Other:
Lectures: 2x15=30	Practical classes: 1x15=15	Other forms of instruction: 1x15=15	
Teaching methods: 1. Verbal presentations (monologue), 2. Dialogue, 3. Work with text and discussions about given topics, 4. Case studies, brochures, instructions and other teaching materials.			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Active class participation	Up to 10	Written exam	
Practical work	Up to 5	Oral exam	Up to 30
Colloquia	Up to 40		
Seminar paper	Up to 15		

Study programme: BUSINESS ECONOMICS AND MANAGEMENT			
Type and level of studies: Master applied studies/2 nd degree studies			
Course code and title: Ecotourism			
Teacher (Surname, middle initial, name): Novaković-Kostić P. Radmila, Trumbulović-Bujić M. Ljiljana			
Course status: Elective			
Number of ECTS credits: 7			
Prerequisites: none			
Course objectives: Introducing students to the protected natural areas in Serbia, covering about 5% of the territory of the Republic of Serbia, and comprising nature parks, biosphere reserves, habitats, Ramsar sites, natural landmarks, and numerous floral and animal species, rare and endemic not only in Serbia, but in the Balkans and Europe as well. Furthermore, students will be introduced to the environmental pollution and degradation issues and their reduction measures aimed at ensuring that, with regards to sustainable ecotourism development, Serbia reaches the position of an attractive tourism destination on the international tourism market, with preserved and rich natural and cultural resources.			
Course outcomes: Mastering scientific and professional knowledge on the preserved and protected nature in Serbia, and developing skills necessary to: discover and protect degraded areas, take proper revitalization measures for the purpose of developing ecotourism products and itineraries, run parks and other protected regions, foster rural tourism development in Serbia, monitor visits to protected areas, actively engage local citizens in the organic food production and handcrafts, develop private entrepreneurship, take part in sustainable ecotourism projects aimed at ensuring that visitors meet the community, areas, natural and cultural environment as they are.			
Syllabus: <i>Theoretical instruction:</i> Basic environmental concepts (the importance of ecology and sustainable development). The environment as a tourist attraction. Environmental impacts of tourism. Negative effects of tourism on the environment. Environmental degradation. The Law on Environmental Protection of RS, Serbian national parks (Fruška Gora, Đerdap, Tara, Kopaonik, the Šar Mountains), Golija biosphere reserve, Ramsar areas in Serbia, nature reserves, nature parks, areas of extraordinary scenery and beauty, natural landmarks, natural areas with historical and cultural landmarks, floral and animal species, rural and ecotourism development, 'hard' and 'soft' ecotourism, development of eco destinations, eco-lodging, programmes and itineraries with designed activities (hiking, themed walks, cycling, observing natural phenomena, bird-watching, observing wild animals and their habitats, harvesting forest, medicinal products and mushrooms, rafting, diving, tasting natural and organic products), promoting Serbian ecotourism, cooperating with organisations and institutions at the local, national and international level. <i>Practical work classes:</i> Students prepare seminar papers and presentations about Serbian ecotourism destinations; field trips for research purposes.			
Literature: 1. R. Kostić Novaković, LJ.Trumbulović: Ekoturizam, Visoka poslovno tehnička škola, Užice, 2016. 2. LJ.Trumbulović Bujić: Izvori zagađenja radne i životne sredine, Savez inženjera Srbije, 2011, Beograd 3. R. Novaković Kostić: Turistička geografija Srbije, autor, Pentrejd, 2011. 4. LJ. Trumbulović Bujić: Ekologija i turizam, VPTS Užice, 2014. 5. Dopunska: internet sajtovi ekodestinacija			
Number of teaching classes: 90			Other:
Lectures: 3x15=45	Practical classes: 3x15=45	Other forms of instruction: Research work:	
Teaching methods: Ex cathedra, case study, discussions about given topics, individual and group presentations			
Assessment (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Active class participation	10	Written exam	
Practical work	10	Oral exam	50
Colloquia	20		
Seminar paper	10		