# ACCREDITATION DOCUMENTATION DOCTORAL ACADEMIC STUDIES

STUDY PROGRAM

# INTERNATIONAL TRADE AND BUSINESS

Subject book COURSE SPECIFICATION Table 5.1

Belgrade, April 2017

# The content

- 1. Methodology of scientific research work
- 2. Quantitative methods
- 3. International trade and business
- 4. Econometric analysis and models
- 5. Information technology in business
- 6. Strategic management
- 7. International financial management
- 8. Organizational application
- 9. Applied ethics
- 10. Energy efficiency of distribution channels
- 11. Marketing management
- 12. Quality and safety product management
- 13. Competitiveness in the global economy
- 14. International logic
- 15. Customer Relationship Management
- 16. Specification of Study research work
- 17. Specification of the Doctoral dissertation

**Course: Methodology of scientific research** 

Teacher or teachers: Jovanović N. Larisa

Course status: Compulsory

**Course code:** МТБДС1

Number of ECTS credits: 10

Prerequisites: none

### **Course objective**

Acquisition of theoretical knowledge about the methodology of scientific research. Mastering the methods of scientific research for application in business and economic systems.

### **Course outcome**

The ability of doctoral students to identify the subject and goals of research and to acquire the ability to select the necessary methods of scientific research for the realization of set goals.

### **Course content**

- 1. Science and scientific research. Types of scientific research.
- 2. Phases of scientific research
- 3. Application of scientific research methods in various areas of business and economics
- 4. Design and implementation of scientific research
- 5. Methodological aspects of the approach in business and economic research.
- 6. Quantitative and qualitative research criteria, ethical principles of research.
- 4. Methods and techniques of numerical data analysis in finding solutions to scientific problems.
- 5. Basics of statistical procedures for analysis of experimental data.

6. Preparation and writing of a scientific paper. Structure of scientific paper: introductory part, subject and goals of the paper, analysis of literature data, applied methods of work, composition, and discussion, conclusion, references

7. Structure and preparation of the doctoral dissertation. Problems, subject and goals of the research, main hypothesis and auxiliary hypotheses, selected research methods, research results, discussion and concluding remarks, references. Scientific and social significance of the doctorate.

### References

- 1. P. Brandimarte, Quantitative Methods: An Introduction for Business Management, Wiley, 2012.
- 2. J. W. Creswell, Qualitative, Quantitative and Mixed Method Approaches, Sage Publications, London, 2009.
- 3. The New Guide To Writing Research Papers, Monroe Community, Retrieved February 1, 2004, from http://www.monroecc.edu/depts/library/cover.htm.
- 4. E. Priivi and A. Kovalainen, Qualitative Methods in Business Research, Sage Publications, London, 2008.
- 5. The Harvard Style of referencing published material, Including electronic information (2004) [Internet], Learning Support Services, Leeds Metropolitan University, 4th edition, July, Retrieved December 12, 2004, from http://www.leedsmet.ac.uk/lskills.
- 6. T. Radovanović, Metodologija naučnih istraživanja, Alfa centar, Pančevo, 2008.
- 7. Dž. Termiz, Metodologija društvenih nauka, Šahin Pahić, Sarajevo, 2006.

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Number of hours of active teaching:	Lectures	: 5 Study re	search work: 5	
Teaching methods:				
lectures and / or mentoring, work in	computer laborate	ories.		
Knowledge assessment (maximum	number of poin	ts 100)		
Activity during the lecture		Written exam	20	
Seminar	20	Oral exam	20	
Colloquia	20	Research work	20	

Course: Quantitative methods	
Teacher: Marija Paunović	
Course ID: МТБЛС2	

Course status: Mandatory

## Number of ECTS: 10

**Precondition courses:** None, but assuming basic knowledge of the mathematical foundations of optimization theory and operational research: linear algebra, convex sets and convex functions, optimization of nonlinear functions with or without constraints, linear programming and algorithms for finding acceptable and optimal solutions to transport problems.

**Educational goal:** Introduction to modeling of nonlinear optimization mathematical problems and their numerical solution, with application to real problems in mathematical economics.

**Educational outcomes (acquired knowledge):** Students will be able to apply mathematical and numerical modeling in organizational, business, financial and similar problems, both within theoretical scientific research and within the creative application of acquired knowledge in the development and design of the considered business system.

### **Course content/structure**

1. Modeling and optimization: Setting up a mathematical model, definition of criterion function, constraints and parameters, with introduced real examples of application of optimization algorithms in financial economics and investments. 2. Network planning: Structure and network diagram analysis, time analysis and time and cost analysis. 3. Nonlinear programming: Necessary and sufficient optimality conditions, Kun-Tucker conditions. Coordinate search method algorithms and Newton's unconditional optimization method and algorithm of conditional optimization penalty function methods. 4. Quadratic and quadratic convex programming: Kun-Tucker conditions. Models of semidefinite programming and conical programming of the second order, as generalized models of convex quadratic programming.

5. Dynamic programming: Belman's principle of optimality, mathematical model of optimal control set, examples of simple and complex resource allocation, reliability optimization of redundant systems. 6. Algorithms of heuristic methods: Concept and classification of heuristics, principle of local search, simulated quenching, taboo search, genetic algorithms, application of general heuristics in generating suboptimal solutions.

Practical classes: Work in computer laboratories on numerical solution of optimization problems, using available software packages.

### Literature

1. A. Antoniou and W.S. Lu, Practical Optimization, Algorithms and Applications, Springer, 2007.

2. M. Wisniewski, Quantative Methodos for Decision Makers, Prentice Hall, 2009.

3. D. Cvetković i Vera Kovačević-Vujčić, Kombinatorna optimizacija, Matematička teorija i optimizacija, DOPIS, Beograd, 1996.

4. Grupa autora, Operaciona istraživanja I i II, Fakultet organizacionih nauka, Beograd, 2006.

5. M.S.Bazaraa, A.D.Sherali and C.M.Shetty, Nonlinear Programming, Theory and Algorithms, John Wiley and Sons, 2006.

6. J.Nocedal and S.J.Wright, Numerical Optimization, Springer Series in Operations Research and Financial Engineering, Springer, 2006.

Number of active teaching classes	Lectures: 2	SRW: 2	other classes:

**Teaching methods.** Lectures and / or mentoring, work in computer classrooms, with consultations, which can, with active monitoring and study of published papers in relevant scientific journals, with the help of teachers, result in the scientific work of the candidate.

# Knowledge evaluation (maximum 100 points)

Isnowicuge evaluation (maximu	m 100 points)		
Pre-examination obligations	points	Final exam	points
Activity during lectures	5	Written exam	30
Practical classes	5	Oral exam	20
Colloquiums	20		
Seminars	20	Total points	100

**Course: International Trade and Business** 

### Teacher: PhD Marijana Joksimovic, Full time professor

Course status: Mandatory

### Number of ECTS: 10

Precondition courses: None

### **Educational goal**

The aim of the course is to prepare students for making financial decisions in international business.

The partial objectives of the course relate to:

- systematic understanding of exchange rates and their impact on financial decisions;

- systematic understanding and application of the principles and tools of financial management in the process of making international financial decisions; net present values, analysis of financial statements, risk-return model, valuation model ...;

- developing students' ability to explore the complex and dynamic nature of international financial management;

- creating investment projects and understanding the scope and limitations of certain methods of evaluation of investment projects

- identification of key trends in international financial management.

By expanding the knowledge in this subject, students will have the opportunity to get acquainted with new knowledge, but also methods and techniques, and even certain skills that will be invaluable in a dynamic business environment when making many strategic business, especially financial decisions.

### Educational outcomes (acquired knowledge):

After successfully mastering the course, students will be able to:

- monitor, make decisions, critically research and analyze important areas of international financial management such as: investment analysis, financing, dividend policy, risk management ...

- assess risk factors, instruments and techniques of risk management in the process of international capital investment

- identify different financing opportunities in the global market as well as real flows of international trade;

- evaluate international projects and apply performance assessment methods in international business.

- perform complex tasks and tasks in the modern international financial and investment environment, as well as to monitor and analyze phenomena in these areas; competently, scientifically and argumentatively discuss, research and present the results of their scientific work

### **Course content/structure**

Theoretical classes

-International financial environment: International flows of funds - balance of payments, international trade flows, international capital flows; Introduction to International Financial Management; International financial markets - Foreign exchange market, International money market, International capital market: methods of financing with international financial instruments (shares, bonds), international lending

-International derivatives market (currency forwards, currency options, currency futures, currency swaps), hedging, speculation

-Determination and conduct of the exchange rate: International Arbitration and IRP; Relationships between inflation, interest rates and exchange rates; Exchange rate risk management: Measuring exchange rate risk exposure; economic, transactional and translational exchange rate risk exposure

- Long-term investment and financial strategies:

International capital budgeting and assessment of justification of international investments; International corporate governance and control: (Types of M&A, financial and managerial motives for M&A, financial strategies for M&A); Country risk analysis, measurement and management of political risk: International capital costs and capital structure; Foreign direct investment: analysis of motives and methods of foreign direct investment, risk analysis; International portfolio investments (investment principles, International CAPM, portfolio diversification, risks and institutional constraints, strategies)

- International business management (export and import financing, cash management, working capital management, international financial control)

Practical classes / SIR: Analysis of case studies, research of literature from the mentioned subject, preparation of seminar papers; cash flow projection and selection of the appropriate discount rate in the assessment of international investments; Assessment of the justification of international investments using dynamic methods of investment decision-making; Analysis of case studies for strategic and proactive management of business risk and exchange rate risk.

#### Literature

Madura, J., International Financial Management, South Western Cengage, 2012.

Shapiro, A.C., *Multinational Financial Managament*, 9<sup>th</sup> Edition, Wiley Blackwell, 2009.

Levi, D.M. International Finance, fifth edition, Routledge, 2009.

Solnik, B and McLeavey, D. Global Investment, 6th edition, Prentice Hall, 2008.

International Investment Perspective - Fridom of Investment in a Changing World, OECD, 2007.

Wang, P. The Economics of Forward Exchange and Global Finance, Springer, 2010.

Davies T, Boczko T, Chen J.: Strategic Corporate Finance, 1ed., McGraw-Hill, 2008

Orsaq, S., Dedi, L. Budzetiranje kapitala – procjena investicijskih projekata, Masmedia, Zagreb, 2011.

Јовановић-Гавриловић, П., Међународно пословно финансирање, Економски факултет, Београд, 20012.

Grandov, Z., Mitić, B., Vojvodić, A., »Foreign direct investments as an incentive for export«, *TTEM*, *Vol.6*, *No.4*. *XI/XII*, 2011.,pp. 967-977.

Ghahermani, M., Aghaie, A. Abedzadeh, M. "Capital Budgeting Technique Selection through Four Decades: With a Great Focus on Real Option", *International Journal of Business and Managemen, vol 7., No. 17, 2012.,* www.dx.doi.org/10.5539/ijbm.v7n17p98

Fonseca, R.J, Wiesemann, W., Rustem, B. "Robust International portfolio management", *COMISEF Working Paper Series, Marie Curie Research and Training Network, WPS-029 09/02/2010*, <u>www.comisef.eu</u>

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Number of active teaching classes	Lectures:: 4	Practical classes: 4
(weekly)		
Teaching methods		

Lectures with the active participation of students to analyze cases from practice. Making short papers on the assignment topic, under the supervision of teachers and their presentation.

### Knowledge evaluation (maximum 100 points)

Pre-examination obligations: Final exam: 40 Colloquium exam: 40 : Exercise attendance:10 Presentation 10

**Course: Econometric analysis and models** 

Teacher: Marija Paunović

**Course status:** Elective

### Number of ECTS: 10

**Precondition courses:** None, but with the assumption that the student possesses elementary knowledge of the mathematical foundations of probability theory and statistics.

### **Educational goal**

Introduction to econometric models in order to determine the quantitative dependence of variables in the considered economic relation and the validity of the setting and estimation of future movements of economic quantities, based on set quantitative connections, measurement of economic relations and empirical hypothesis testing.

### Educational outcomes (acquired knowledge):

By studying and adopting the course program, students will be able to test the economic-investmentfinancial and any other similar reality. In addition, students will be able to make decision based on numerical assessments of the economic relations coefficients, as well as to numerically estimate future economic values.

#### **Course content/structure**

1. Sample method, sampling-distribution of means and variances, statistical inference, theoretical distributions.

2. Regression analysis, ordinary least squares method, correlation, parameter estimation.

3. Linear regression models and properties of estimates using the ordinary least squares method. Examples.

4. Nonparametric tests, sign test, Wilcoxon test and Wilcoxon test based on equivalent pairs, random series test, Kolmogorov-Smirnov test, Friedman test.

5. Models of multiple regression, covariance and correlation matrix, coefficients of multiple and partial correlation, methods of selection of variables in the model. Examples of analysis.

6. Evaluation algorithms by the ordinary least squares method, indirect and two-stage least squares method.

7. Time series analysis, trend models, models of AR, MA, ARMA and ARIMA stochastic processes and their basic statistical properties, empirical autocorrelation function and partial autocorrelation function and their properties according to Box-Pierce test and Ljung-Box test. Examples of analysis. Practical teaching

Computer simulation analysis of selected examples using software packages MATLAB, SPSS and STATISTICS.

### Literature

1. A. Spanos, *Probability Theory and Statistical Inference, Econometric Modeling with Observational Data,* Cambridge University Press, 2000.

2. A. Spanos, Statistical Foundations of Econometric Modeling, Cambridge University Press, 2000.

3. Z. Kovacic, Analiza vremenskih serija, Ekonomski fakultet u Beogradu, 1995.

4. I. Sosic, Primijenjena statistika, Skolska knjiga, Zagreb, 2006.

5. Z. Mladenovic i P. Petrovic, Uvod u ekonometriju, Ekonomski fakultet u Beogradu, 2003.

6. M. Jovicic, Ekonometrijski metodi, Ekonomski fakultet u Beogradu, 2002.

7. C. Granger, *Modeling Economic Series, Readings in Econometric Methodology*, Oxford University Press, 1991.

 Number of active teaching classes
 Lectures: 3
 Practical classes: 3

 (weekly)
 Teaching methods lectures and / or mentoring, work in computer laboratories.

Knowledge evaluation (maximum 100 points)

activity during lectures 5 exam 30 practical classes 5 20 Colloquium 20 Seminar paper 20

written part of

oral part of exam

#### **Course:Information technology in business**

Teacher: Gligorić Nenad, Jokić Stevan

**Course status:** Elective

### Number of ECTS: 10

Precondition courses: None

### **Educational goal**

The knowledge about e-business and to enable students to see the complexity of the implementing ebusiness process in companies from the information capital economy, through organizational transformation of companies to personnel transformation by training and education. The issue of setting up an integrated e-business strategy and e-business modeling processes in the conditions of modern digital economy is presented.

### Educational outcomes (acquired knowledge):

Students will be able to form an appropriate e-business model and define the steps of change management that need to be realized on the way to full implementation of e-business tools and techniques provided by the selected e-business model.

### **Course content/structure**

Theoretical classes

• Business in the digital economy: 1) development of the new economy, 2) basics of the new economy, 3) e-business and the new economy, 4) e-readiness

• Information technology-concepts and management: 1) concepts, definitions and classification of information systems, 2) operational, managerial and strategic systems and hierarchical support 3) information structure and architecture, 4) web-based systems, 5) information resource management

• Basics of e-business: 1) organizational forms of e-business, 2) stages of e-business development, 3) functions and advantages of e-business, 4) categories of e-business

• Establishment of an integrated e-business strategy: 1) analysis of the digital environment, 2) stakeholder analysis, 3) SWOT analysis, 4) analysis of market opportunities 5) formation of a digital strategy

• Modeling of e-business: 1) elements of e-business model, 2) types of business models of e-business 3) modeling process

• E-business architecture: 1) Porter's value chain, 2) supply chain management - SCM systems, 3) company resource management - ERP systems, 4) customer relationship management - CRM systems, 5) integration of company applications

• Change management: 1) Economics of information capital - cost-benefit analysis of e-business implementation, 2) organizational transformation of the company that operates electronic-business process reengineering 3) personnel aspect of e-business introduction-training and education 4) the role of top management in implementation e-business in the company

• Initial, ethical and security issues in e-business: 1) regulatory infrastructure of e-business, 2) ethical issues, 3) importance of security in e-business and possible solutions

• The role of the state in the process of receiving e-business in companies: 1) the state as a coordinator, model and support, 2) education and research and development, 3) the concept of solutions for small and medium enterprises and their inclusion in e-business 4) inclusive -society

• Electronic business in Serbia

Practical teaching

Practical application of Internet technologies for modeling e-business and analysis of successful case studies.

### Literature

1) Turban, Meklin, Veterbi, *Informaciona tehnologija za menadžment*, Zavod za udžbenike i nastavna sredstva, Beograd, 2003.

2)	Vidas-Bubania.	M.	E-poslovanie -	– menadžment.	tehnologije.	aplikacije.	BPŠ.	2009.
<i>-</i> )	vidus Dubuilju,	141.	L posiovanje	menauzmeni,	iennoiogije,	upinacije,	DID,	2007.

- 3) Schneider, G., *Electronic Commerce*, Thomson, 2007;
- 4) UNCTAD, Information Economy Report 2007-2008, Paris, 2008;
- 5) Kalakota, R., Robinson, M., e-Business 2.0: Roadmap for Success, Addison-Wesley, Harlow, 2001;
- 6) Turban King, Mckey, Marshall, Lee, Viehland, *Electronic Commerce- A Managerial Perspective*, 2007;
- 7) Srića, V., Muller, J, Put ka elektronskom poslovanju, Sinergija, Zagreb, 2001.

Number of active	teaching	classes	Lectures: 4	Practical classes: 4	
(weekly)					
Teaching methods					
lectures, auditory exer	cises and	practical	work in computer labo	oratories.	
Knowledge evaluation	n (maxin	num 100	points)		
Pre-examination oblig	ations:				Final exam:
activity during lecture	s 10				written part of
exam 30					
practical classes	10				oral part of exam
30					-
colloquium exam	10				
seminar paper	10				

**Course: Strategic Management** 

Teacher: Jovanović Nj. Dražen

**Course status:** Elective

### Number of ECTS: 10

### Precondition courses: None

### **Educational goal**

The main goal of the course is to acquaint students with the theoretical and methodological foundations of the concept of strategic management as well as understanding the specifics of the strategic process of trade organizations. By developing competence, knowledge and abilities in the above areas, with the application of scientific research instruments, concepts, methods and techniques, students will be able to design and position successful, efficient and effective trade organizations on the international market.

### Educational outcomes (acquired knowledge):

Students will gain new knowledge about the strategic process and get acquainted with the results of empirical research on recovery and turnaround strategies in modern trade organizations. Students will also be able to independently conduct strategic analysis, formulate, implement and control selected strategies, or to apply analytical knowledge / techniques in certain areas of strategic management, which in everyday management require different types of planning, modeling, optimization and ability to an interdisciplinary approach to problem solving.

### **Course content/structure**

Theoretical classes

- Research and analysis of key factors of the internal and external environment of trade organizations globalization and intercultural management
- Methods and techniques for defining an effective strategic vision, approaches to formulating the goals of the organization
- Analysis of the impact of strategic goals on the formulation of alternative strategies of trade organizations, how to design possible options for strategic plans, generate, evaluate and test options
- Analysis and description of the stages of the process of implementing strategic alternatives to trade organizations, the process of planning milestones, strategies to break the resistance of employees, strategies to change the corporate culture
- Comparative analysis of modern versus shaky approaches to strategic control
- Innovative concepts, methods and techniques of strategic management of trade organizations *Practical teaching*

Forms of work on the course are: lectures and study research work. Within the lectures, in order to better present and transfer knowledge, a combination of lectures, presentations and discussions will be used, as well as solving specific tasks from different areas of the course content. The case study method will form the basis of valid research conclusions. Seminar paper: writing a review scientific paper on a specific problem and its defense.

### Literature

- Thompson, A.A, Strickland, A.J, Gamble, J.E. (2013) *Crafting and Executing Strategy: Concepts and Cases*, McGraw-Hill, Irwin
- Ђуричин Д, Јаношеви С, Каличанин Ђ, (2010), *Менаџмент и стратегија*, Центар за издавачку делатност Економског факултета Универзитета у Београду, Београд.
- Hitt, M.A, Ireland, R.D., Hoskisson, R.E. (2009) *Strategic Management: Competitiveness and Globalization*, Thomson, South-Western
- Dess, G.G, Lumpkin, G.T., Eisner, A.B. (2007) Стратегијски менаџмент, Дата Статус, Београд
- Johnson, G, Scholes, K., Whittington, R. (2010) *Exploring Corporate Strategy: Texts and Cases*, Prentice Hall

- Milisavljević M., (2010), Savremeni strategijski menadžment, Institut Ekonomskih Nauka, Beograd.
- Машић, Б. (2009) Стратегијски менаџмент, Сингидунум, Београд
- Живковић С, (2008) Стратегијски менаджмент управљање трансформационим променама, Алфа Универзитет, Факуултет за трговину и банкарство, Београд
- Бешић Ц, Николић М, Дамњановић А, Стратегијски менаџмент, Технички факултет, Чачак, Универзитет у Крагујевцу, 2010.

Number of active teaching classes (weekly)	Lectures: 4	Practical classes: 4
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#### **Teaching methods**

Lectures, interactive teaching methods and creativity development, preparation and presentation of seminar papers, comparative analysis of case studies and examples of successful business of trade companies in the world; preparation of presentations and discussions, organization of round tables, symposia and conferences.

Knowledge evaluation (maximum 100 points)
Pre-examination obligations
activity during the lecture: 10
Practical Education: 40
Final exam
Written part of the exam: 20
Oral part of the exam: 30

**Course: International financial management** 

Teacher: Trivunac Beke J. Jozefina, Barjaktarović R. Miljana, Vukša Đ. Slavko

Course status: Elective

### Number of ECTS: 10

Precondition courses: None

### **Educational goal**

The aim of the course is to prepare students for making financial decisions in international business. The partial objectives of the course relate to:

- understanding of exchange rates and their impact on financial decisions;

- understanding and application of the financial management principles and tools in the process of making international financial decisions; net present value, analysis of financial statements, risk-return model, valuation model ...;

- developing students' ability to research the complex and dynamic nature of international financial management;

- creating investment projects and understanding the scope and limitations of certain investment projects evaluation methods

- identification of key trends in international financial management.

By expanding the knowledge in this subject, students will have the opportunity to get the knowledge about methods and techniques, and even certain skills that will be invaluable in a dynamic business environment when making many strategic business, particularly financial decisions.

### Educational outcomes (acquired knowledge):

After the course, students will be able to:

- monitor, make decisions, critically research and analyze important areas of international financial management such as: investment analysis, financing, dividend policy, risk management ...

- assess risk factors, instruments and techniques of risk management in the process of international capital investment

- identify different financing opportunities in the global market as well as real flows of international trade;

- evaluate international projects and apply performance assessment methods in international business.

- perform complex tasks in the modern international financial and investment environment, as well as to monitor and analyze phenomena in these areas; competently, scientifically and argumentatively discuss, research and present the results of their scientific work

## **Course content/structure**

Theoretical classes

-International financial environment: International flows of funds - balance of payments, international trade flows, international capital flows; Introduction to International Financial Management; International financial markets - Foreign exchange market, International money market, International capital market: methods of financing with international financial instruments (stocks, bonds), international lending

-International derivatives market (currency forwards, currency options, currency futures, currency swaps), hedging, speculation

-Determination and conduct of the exchange rate: International Arbitration and IRP; Relationships between inflation, interest rates and exchange rates; Exchange rate risk management: Measuring exchange rate risk exposure; economic, transactional and translational exchange rate risk exposure

- Long-term investment and financial strategies:

International capital budgeting and assessment of justification of international investments; International corporate governance and control: (Types of M&A, financial and managerial motives for M&A, financial strategies for M&A); Country risk analysis, measurement and management of political risk: International capital costs and capital structure; Foreign direct investment: analysis of motives and methods of foreign direct investment, risk analysis; International portfolio investments (investment principles, International CAPM, portfolio diversification, risks and institutional constraints, strategies)

- International business management (export and import financing, cash management, working capital management, international financial control)

Practical classes / SIR: Analysis of case studies, research of literature from the mentioned subject, preparation of seminar papers; cash flow projection and selection of the appropriate discount rate in the assessment of international investments; Assessment of the justification of international investments using dynamic methods of investment decision-making; Analysis of case studies for strategic and proactive management of business risk and exchange rate risk ...

#### Literature

Madura, J., International Financial Management, South Western Cengage, 2012.

Shapiro, A.C., *Multinational Financial Management*, 9<sup>the</sup> Edition, Wiley Blackwell, 2009.

Levi, D.M. International Finance, fifth edition, Routledge, 2009.

Solnik, B and McLeavey, D. Global Investment, 6th edition, Prentice Hall, 2008.

International Investment Perspective - Fridom of Investment in a Changing World, OECD, 2007.

Wang, P. The Economics of Forward Exchange and Global Finance, Springer, 2010.

Davies T, Boczko T, Chen J. : Strategic Corporate Finance, 1ed., McGraw-Hill, 2008

Orsaq, S., Dedi, L. Budzetiranje kapitala – procjena investicijskih projekata, Masmedia, Zagreb, 2011. Јовановић-Гавриловић, П., Међународно пословно финансирање, Економски факултет, Београд, 20012.

Scientific papers:

Grandov, Z., Mitić, B., Vojvodić, A., »Foreign direct investments as an incentive for export«, *TTEM*, *Vol.6*, *No.4*. *XI/XII*, 2011.,pp. 967-977.

Ghahermani, M., Aghaie, A. Abedzadeh, M. "Capital Budgeting Technique Selection through Four Decades: With a Great Focus on Real Option", *International Journal of Business and Management, vol* 7., No. 17, 2012., <u>www.dx.doi.org/10.5539/ijbm.v7n17p98</u>

Fonseca, R.J, Wiesemann, W., Rustem, B. "Robust International portfolio management ", *COMISEF* Working Paper Series, Marie Curie Research and Training Network, WPS-029 09/02/2010, www.comisef.eu

www.connsci.cu			
Number of active	teaching classes	Lectures: 4	Practical classes: 4
(weekly)			
<b>Teaching methods</b>			
Lectures case study	processing project	works presentations o	onsultations on the content of the course

Knowledge evaluation (maximum 100 points)	
Pre-examination obligations:	Final exam:
activity during lectures 10	written part of exam
20	
practical classes 40	oral part of exam
30	

**Course: Organizational behavior** 

Teacher: Jovanović Nj. Dražen

**Course status:** Elective

### Number of ECTS: 10

Precondition courses: None

### **Educational goal**

Education and training of students for complex perception, systematic research and design of processes, actions and attitudes that employees show within organizations, with the application of various scientific disciplines (management, psychology, sociology, anthropology, etc.) and appropriate methods. The goal is for students to perceive, understand and comprehend the causes, laws and consequences of organizational behavior and actions of people as key determinants of employee performance and satisfaction.

### Educational outcomes (acquired knowledge):

Enabling students for further research and application of practical solutions that bring constant, organized and focused raising of the level of acceptable organizational behavior in the function of raising the performance of the individual and the organization.

#### **Course content/structure**

#### Theoretical classes

Analytical framework of research of organization and organization as an evolutionary and civilizational phenomenon; Research of organizational behavior as a science from the point of view of ethics, moral responsibility, virtues and moral reasoning - personality, social perception, value system, commitment; Analysis of determinants of national and organizational culture and definition of compatible leadership style; Analysis of decision-making models - managing conflicts in the organization and defining strategies for their elimination; Analysis of motivational behavior of members of the organization - research of the forces that drive followers to behavior; Formulation of efficient communication systems - how to direct followers and find ways to coordinated activities: Determining contingent - situational models of leading organizational change; The role of leaders in forming working groups, teams, group norms, as well as generating knowledge in the organization.

### Practical teaching

Applied research in specific organizations using case studies, surveys and other research methods. Students will actively participate through simulations and presentations. Studying and confronting successful cases of modeling organizational behavior.

### Literature

- Robbins, S., Judge, T.A. (2014), Organizational Behavior, Prentice Hall
- Ivancevich J, Konopaske, R, Matteson, M. (2010), *Organizational Behavior and Management*, Boston, McGraw Hill, Irwin
- McKenna, E. (2007). *Business Psychology and Organisational Behaviour*, fourth edition, Psychology Press
- Hartman, L, DesJardins, J.(/2007). Business Ethics: Decision-Making for Personal Integrity and Social Responsibility, McGraw-Hill/Irwin.
- Schein, E. (2004.) Organizational culture and leadership, Jossey-Bass.
- Maslov A. (2004), *Psihologija u menadžmentu*, Adižes Novi Sad.
- Rot, N. (1998), *Psihologija grupa*, Zavod za udžbenike i nastavna sredstva, Beograd
- Grinberg, J, Baron, R (1998), *Ponašanje u organizacijama: razumevanje i upravljanje ljudskom stranom rada*, Želnid, Beograd
- Northaus P, (2008). *Liderstvo*, Datastatus, Beograd.
- Janićijević, N. (2008), Organizaciono ponašanje, Data status, Beograd

Tumber of derive tedening clusses (weekly)
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### **Teaching methods**

Lectures, interactive teaching methods and creativity development, preparation and presentation of seminar papers, comparative analysis of case studies and examples of successful business of trade companies in the world; preparation of presentations and discussions, organization of round tables, symposia and conferences.

Knowledge evaluation (maximum 100 points) Pre-examination obligations activity during the lecture: 10 Practical Education: 40 Final exam Written part of the exam: 20 Oral part of the exam: 30 **Course: Applied ethics** 

Teacher: Aleksandar B. Prnjat

**Course status:** Elective

### Number of ECTS: 10

Precondition courses: None

### **Educational goal**

Understanding of modern ethical requirements related to various aspects of business, marketing, advertising, branding. Understanding the responsibilities for respecting the professional ethics principles. Understanding the requirements for corporate social responsibility and responsibility for preserving the environment.

### **Educational outcomes (acquired knowledge):**

Students will be able to understand the role of ethical principles in the management of organizations. Students will also have knowledge related to ethical principles relevant to various forms of trade, the definition of corporate social responsibility, environmental protection and sustainable business.

### **Course content/structure**

1. Normative ethics, meta-ethics and applied ethics. Ethical behavior. Origin and applied ethics. Codes of applied ethics.

3. Applied ethics in various forms of business. Applied ethics in marketing, branding, advertising and ecommerce. Principles and rules of applied ethics and their application.

2. Issues of paternalism and autonomy in the context of modern business. Different codes of professional ethics. Basic principles (honesty, objectivity, professional ability and due care, confidentiality, professional conduct and technical standards).

#### Literature

Piter Singer Praktična etika.

Ričard, D. Džordž Poslovna etika

Dragan Jakovljević Etika: Ogledi iz primenjene etike (prvo i peto poglavlje).

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Number	of	active	teaching	classes	Lectures: 4	Practical classes: 4
(weekly)						

#### **Teaching methods**

Lectures with the active participation of students. Other forms of teaching include individual and joint presentation of seminar papers and project assignments, as well as discussions largely based on the analysis of relevant texts and case studies.

#### **Knowledge evaluation (maximum 100 points)**

Pre-examination obligations: Seminar paper: 40 points exam 50 Teaching activity 10 points

Final exam: oral part of

**Course: Energy efficiency in distribution channels** 

Teacher: prof. dr Larisa N. Jovanović, emeritus

Course status: Elective

Number of ECTS: 10

Precondition courses: None

### **Educational goal:**

The aim of the course is to acquaint doctoral students with methods of increasing energy efficiency in distribution channels and the benefits of using energy-saving materials and renewable energy sources in accordance with the principles of sustainable development.

### Educational outcomes (acquired knowledge):

After mastering the material, doctoral students will be ready to analyze energy consumption in distribution channels and to assess the methods necessary to increase energy efficiency by introducing resource-saving materials and renewable energy sources.

PhD students will master the methods of monitoring energy consumption and energy optimization of distribution channels through creative selection of equipment and materials.

### Course content/structure

Theoretical classes

Definition of energy efficiency. The importance of increasing energy efficiency. Magnification methods energy efficiency.

Improved logistical transportation, hauling of goods between vendor and purchaser with the high level energy efficiency

Optimization includes the whole process in distribution channels: from storage, order processing and picking, packaging, improved vehicle loads to delivery to the customer or purchaser.

Optimization transport infrastructure by local distribution, and reducing the distance of travel products. Localization of sustainable supply chains, shifting from roads to rail or from air to sea.

Optimization vehicle loads and implementation of intelligent transportation management systems, consider energy-efficient and flexible transportation modes. Use near zero emission trucks, electronic cars, drones and autonomous cars.

Energy consumption optimization.

The importance of the application of energy efficient equipment and LED technologies in order to increase the energy efficiency of distribution channels.

Economic and environmental benefits from the use of resource-saving materials and renewable energy sources in distribution channels.

#### Literature

Jovanović Larisa (editor), Energy efficiency in transport companies. Thematic collection Belgrade, 2011. S. Doty, W.C. Turner, Energy Management Handbook, 7th Press, Lilburn, GA, 2009.

B.L. Capehart, W.C. Turner, W.J. Kennedy, Guide to Energy Management, 8th Edition, River Publishers, Gistrup, DK, 2020.

P. McLean-Conner, Energy Efficiency: Principles and Practices, PennWell Corp., Tulsa, OK, 2009.

D.M. Martinez, B.W. Ebenhack, T.P. Wagner, Energy Efficiency: Concepts and Calculations, 1st Edition, Elsevier, Amsterdam, 2019.

Number	of	active	teaching	classes	Lectures: 3	Practical classes: 3
(weekly)						

### **Teaching methods**

Interactive lectures, discussions, comparative analysis of case studies and examples of energy efficiency in distribution channels in the world, calculations of energy efficiency in distribution channels, analysis of research papers

# Knowledge evaluation (maximum 100 points)

Written exam 15, Seminar 20, Colloquia 10

Oral exam 25, Research work 30

**Course: Marketing Menagement** 

Teacher: Dejan R. Dašić; Dražen Jovanović; Stanimir Djukić

**Course status: Elective** 

Number of ECTS: 10

### Precondition courses: None

**Educational goal:** The aim of the course is to introduce students to marketing as a basis for making managerial decisions and a framework for analyzing business situations. The specific goals of the course are reflected in introducing students to the role of marketing managers in the organization and application of marketing concepts in different managerial situations. Then, introducing students to ways of defining marketing problems and identifying opportunities, as well as their implications for decision making. In addition, students are introduced to qualitative and quantitative tools for solving marketing problems. Special emphasis is placed on introducing students to the skills of critical review of literature, defining research problems and writing papers in the field of marketing.

**Educational outcomes (acquired knowledge):** After mastering the provided material, students will be able to deeply understand the concepts, models and paradigms that form the basis of marketing. They will be able to notice differences in perceptions in the marketing literature, as well as insufficiently researched areas, and as a result, identify key areas of research, important for the development of science and society. In addition, by mastering the course, students will be able to present, explain and defend certain scientific views, as well as to respond professionally to the different views of other students. They will develop the skills needed to conduct independent scientific research, and publish papers in domestic and international journals

**Course content/structure: Theoretical classes:** Companies, business and marketing strategy; Planning, implementation and control of marketing strategies; Ethics and social responsibility in marketing; Marketing environment, Consumer behavior and consumer decision making process; B to B marketing Marketing research; Market-oriented strategies and segmentation; Identification of market segments; Market segment selection strategies; a sense of the market and the learning process; Marketing information and knowledge as a resource; Marketing environment; Positioning strategy; Strategic integration; New product planning; Brand management; Marketing of services and non-profit organizations; Distribution channel strategy; Strategic role of prices; Promotion strategy; Internet strategies; Direct marketing strategies; Social media; Blogs; On line video, mobile applications; word of mouth communication. Marketing in an international environment.

**Practical classes** / SIR: Analysis of examples from practice, research of literature from the mentioned subject, preparation of seminar papers.

### Literature

- 1. Cravens, W. D., Piercy, N., Strategic Marketing, 9th Edition Mc-Graw Hill, 2009.
- 2. Lamb, W. C., Hair, F. J., McDaniel, C., Marketing, South-Western Pub, 2010.
- 3. Farris, W. P., Bendle, T. N., Pfeifer, E. P., Reibstein, J. D., *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*, Wharton School Publishing, 2010.
- 4. Scott, M. D., *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, & Online Media to Reach Buyers Directly, John Wiley & Sons, 2011.*
- 5. Aaker, A. D. Strategic Market Management, John Wiley et Sohns, Hoboken, 2008.
- 6. Sernovitz, A., Kawasaki, G., Godin, S., Word of Mouth Marketing: How Smart Companies Get People Talking, 2009.
- 7. Kotler, Ph., Keller, K.L., Marketing menadžment, Data Status, Beograd, 2006.

### Scientific journals:

8. Reinartz, Werner J., and V. Kumar (2000), "On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing," *Journal of Marketing*, 64 (October), 17-35

- 9. Kadiyali, Vrinda, K. Sudhir, and Vithala Rao (2001), "Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing," *International Journal of Research in Marketing*, 18, 161-86.
- Williams, Patti, Fitzsimons, Gavin J., & Block, Lauren G. (2004). When Consumers Do Not Recognize "Benign:" Intention Questions as Persuasion Attempts. *Journal of Consumer Research*, 31(3), 540-550.
- 11. Zettelmeyer, Florian (2000), "Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels," *Journal of Marketing Research*, 37 (August), 292-308.
- Bešić C., Sajfert Z., Đorđević D., Sajfert V., Application of Markov Graphs in Marketing (Proceedings Paper), Six International Conference of the Balkan Physical Union, edited by S. A. Cetin and I. Hikmet (2007.), American Institute of Physics 978-0-7354-0404-5/07/\$23.00, Istanbul, Turkey, vol. 899, str. 760-760 ISI
- Sajfert Z., Djordjević D., Bešić C., Nikolić M., Ćoćkalo D., Kljajić-Dervić M., Researching needs for marketing managers in Serbia, TTEM Journal, Vol 5, No 2, 2010, Journal of Society for development of teaching and business processes in new net environment in B&H, Sarajevo, str. 286-295.

**Supplementary literature**: Journal of Marketing, Journal of the Academy of Marketing Science, Strategic Management Journal, Journal of Retailing, Journal of Consumer Research, Academy of Management Review, Journal of Marketing Research, Harvard Business Revi

14. Maričić B., Gligorijević M, Milisavljević M., (2012): Principles of marketing, Faculty of Economics, Belgrade –

15. Kotler, Ph., Armstrong, G., (2013): Principles of marketing with MyMarketingLab, Pearson Educations, New Jerse

Number of active teaching classesTheoretical classes:Study research work: 3(weekly)3

**Teaching methods :** Within the lectures, in order to better present the transfer of knowledge in the field of marketing, a combination of lectures, presentations and discussions will be used, as well as solving specific tasks from different areas of the course content. The preparation of a seminar paper will enable students to study the selected areas in more detail.

Knowledge evaluation (maximum 100 points). Pre-examination obligations:

Activity during the lecture **10** points;

Lecture attendance10;

Written part of the exam - tasks and theory (2x10) **40**; Oral part of the exam **40**.

#### **Course: Quality Management and Product Safety**

Teacher: Jovanović N. Larisa, Jovanović Nj. Dražen

Course status: Elective

Number of ECTS: 10

# Precondition courses: None

### **Educational goal**

The aim of the course is to acquaint PhD students with the processes and methods of quality and risk management in production processes, the development of a creative approach in determining management methods based on quality standards (ISO 9000) and HACCP methodology of product and raw material safety (ISO 22000 series). companies in the international market.

### Educational outcomes (acquired knowledge):

After mastering the subject, doctoral students will be able to implement the standards of the ISO 9000 and ISO 22000 series in accordance with the concept of modern business of trade companies. Doctoral students will be prepared to apply quality management methods and principles of the HACCP product safety system in business practice. Doctoral students will master the methods of standardization and certification of product quality and safety in accordance with international series of standards and recommendations of the European Union in order to place products on the international market.

### Course content/structure

Theoretical classes

Basic definitions of terms: quality and product safety. History of the development of quality management systems in the world. Product quality management models. TQM. Quality management instruments and methods. FMEA analysis. Six Sigma methodology. Statistical methods of quality control. CALS technologies.

Introduction of a series of product quality and safety standards (ISO 9000, ISO-22000, HACCP). Product labeling. Internal and external quality controls.

The importance of introducing EMAS in international trade chains.

Economic benefits of introducing a series of standards and certification. Global Gap. Sustainable trade. The importance of quality and product safety standards for the business of trade companies in the world.

### Literature

- Јовановић-Коломејцева Л, Грански стандарди квалитета и безбедности у прехрамбеној индустрији и примарној производњи. Ecologica, Београд, 2012, 270 стр.
- Јовановић-Коломејцева Л., Д. Пешић Микулец, И.Павловић, Примена ХАЦЦП у производњи и дистрибуцији хране, Ecologica, Београд, 2007, 232 стр
- Ушћумлић, Д, Бабић, Ј, Квалитет и менаџмент квалитетом, 2016, Економски факултет, Београд
- Evans Jaumes R. Quality & Performance Exellence, Cengage Learning, 2010
- Juran J.M. The New Steps for Planning Quality into Goods and Services, Juran Institute.Inc.1997.

• Tennant Geof. Six Sigma: SPC and TQM in Manufacturing and Services, Gover.Publ, 2001

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Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3

### **Teaching methods**

Lectures, interactive teaching methods and creativity development, preparation and presentation of seminar papers, comparative analysis of case studies and examples of successful business of trade companies in the world; preparation of presentations and discussions, organization of round tables, symposia and conferences.

#### Knowledge evaluation (maximum 100 points) Pre-examination obligations Term paper: 15 Preliminary Examination, 10

Preliminary Examination: 10 **Final exam** 

Written part of the exam: 15 Oral part of the exam: 20 Research work: 40

#### **Course: Global Economy Competitiveness**

Teacher: PhD Marijana Joksimovic, Full time professor

Course status: Elective

Number of ECTS: 10

### Precondition courses: None

## **Educational goal**

Within this course, the student should improve knowledge about the factors of competitiveness and get acquainted with the characteristics of the most competitive economies in the world. The course should enable the student to understand the concept of competitiveness, elements and indicators of industrial competitiveness, Porter's model of competitiveness and the influence of factors on improvement competitiveness of enterprises, industry and the economy as a whole. The student will master the techniques of competitiveness research, and learn lessons on how to increase the competitiveness of the national economy.

### Educational outcomes (acquired knowledge):

The student will be able to define the basic factors of competitiveness; develop a critical approach to the concept of competitiveness, recognize its complexity and competitiveness indicators at different levels of analysis and be able to interpret and apply them in practice; Introduces and analyzes the microeconomic foundations of national competitiveness and analyzes the relationship between competitiveness and economic growth and development; It considers the impact of factors on the competitiveness of enterprises, industry and the economy as a whole, and assesses, predicts and proposes measures to increase national competitiveness.

### **Course content/structure**

#### Theoretical classes

Determinants of competitiveness. Macroeconomic and microeconomic determination of competitiveness. The impact of globalization on the perception of competitiveness, economic development and transition. Potter's diamond: conditions of demand; factor conditions; strategy, structure and rivalry of the company; ancillary and related industries. Components and indicators of industrial competitiveness. Inter and intraindustrial exchange and specialization. Export-oriented production, export structure, changes in market orientation and changes in export structure. Measuring Competitiveness: Global Competitiveness Index (GCI), DoingBusiness (DB), Knowledge Economy Index (KEI), Economic Freedom Index (EFI), Global Creativity Index (GCI), Human Development Index (HDI), Global Innovation Index (GII). Analysis and comparison of the competitiveness of European countries and Serbia. Competitiveness pyramid, price and non-price competitiveness. Competitiveness. Transfer of knowledge and technology through international trade. Foreign direct investment as a factor in improving the competitiveness of enterprises and industry. World Trade Organization and the process of globalization (free trade arguments; GATT, WTO; TNC)

Practical classes / SIR: Analysis of factors and competitiveness index. Preparation and presentation of a seminar paper describing the competitiveness of a country in comparison with another country or group of countries; or which describes the competitiveness of a company, enterprise, branch of industry (data collection from the field or secondary sources); making a PPT presentation based on research results and conclusions.

### Literature

Porter, M., The Competitive Advantage of Nations, Palgrave, 1990.

Porter, M., Konkurentska prednost: ostvarivanje i očuvanje vrhunskih poslovnih rezultata, Asee, 2007. Hill, C., International Business: Competing in the Global Marketplace 8E, McGraw-Hill Higher Education,

McGraw Hill, NY, 2011.

Cullen, J.B., Parboteeah, K.P., *International business, strategy and the multinational company*, Routlage Taylor & Francis, 2010.

### Journals-scientific periodicals:

Annual reports on the competitiveness of Serbia:<u>http://www.doingbusiness.org/</u>; <u>http://www.weforum.org/</u> Lee, S. M., & Peterson, S. J. (2001). Culture, entrepreneurial orientation, and global competitiveness. *Journal of world business*, *35*(4), 401-416.

Paluš, H., Parobek, J., & Liker, B. (2015). Rezultati trgovine i konkurentnost slovačke drvoprerađivačke industrije

unutar zemalja Višegradske skupine. Drvna industrija, 66(3), 195-203.

Fertő, I. (2015). Horizontal intra-industry trade in agri-food products in the enlarged European Union. *Studies in Agricultural Economics*, *117*(2), 86-92.

Carraresia, L., & Banterle, A. (2015). Agri-food Competitive Performance in EU Countries: A Fifteen-Year Retrospective. *International Food and Agribusiness Management Review*, *18*(2), 37.

Ignjatijević, S, Matijašević, J. & Milojević, I. (2014) "Revealed comparative advantages and competitiveness of the processed food sector for the Danube countries", *CUSTOS E AGRONEGOCIO ON LINE ISSN: 1808-2882*, 10(3), 256-281.

Pocoli, C., Ignjatijević, S. Cavicchioli, D. (2017). Production and Trade of Honey in Selected European Countries: Serbia, Romania and Italy, Honey Analysis, Prof. Vagner Arnaut De Toledo (Ed.), InTech, DOI: 10.5772/66590. Available from: <u>http://www.intechopen.com/books/honey-analysis/production-and-trade-of-honey-in-selected-</u> european-countries-serbia-romania-and-italy

Ignjatijević, S., Đorđević, D. and Milojević, I. (2015). Macroeconomic indicators, trade and competitiveness countries in the Danube region. EMC Review, Economy and Market communication Review, 5 (2), 265-277. Haque, A., Sultana, S., Kedah, Z., Yasmin, F., & Momen, A. (2014). Gaining of Competitive Advantage of Malaysian Telecommunication Products: Measure of Competitiveness. *International Review of Business Research Papers*, *10*(2), 27-45.

El Chami, D., & El Moujabber, M. (2014). Competitiveness of Lebanese wine: new shoots from ancient roots. *Journal of Wine Research*, 25(4), 2

Hodgetts, R. M. (1993). Porter's diamond framework in a Mexican context. *MIR: Management International Review*, 41-54.

Number of active teaching classes (weekly) Lectures:: Practical classes:

#### **Teaching methods**

Lectures with the active participation of students to analyze cases from practice. Making short scientific papers on the assignment topic, under the supervision of teachers and their presentation.

#### Knowledge evaluation (maximum 100 points)

Pre-examination obligations: Final exam: 40 Colloquium exam: 40 : Exercise attendance:10 Presentation 10

**Course: International Logistics** 

Teacher: Antoaneta Vasileva

Course status: Elective

Number of ECTS: 10

Precondition courses: None

**Educational goal:** Introduction to the basic determinants of international logistics, acquiring knowledge about: special features of different international logistics environments; logistics tools in international business operations; various forms and ways of doing business abroad and acquiring knowledge about development trends in international logistics business operations.

**Educational outcomes (acquired knowledge):** The doctoral students will acquire knowledge about the role of business logistics in companies operating in a global environment, the role of the logistics function and the complexity of the logistics function.

#### **Course content/structure**

Theoretical part: Logistics Management, Enterprise Logistics, Types of Transport and Means of Transport, Supply Chain Management, Supply Chain Coordination, Customer Service Management, Logistics Information Systems, Logistics Decision Models, Inventory Decision Making, Supply Chain Transport, Storage Decisions, Material handling and packaging, Location of facilities, International transport, International rail transport, International air transport, European transport policy, International logistics distribution centers, Structure of functions in logistics distribution centers, Logistics flows in European cities, Development trends in international business logistics.

Practical part: Analysis of the application of theoretical solutions in practice, Analysis of trends in business logistics, Analysis of key processes and activities of logistics, Organization of logistics processes of modern organizations.

### Literature

David Pierre, International Logistics, D.Pierre, Cincinnati, 2017.

Vladan Božic, Slobodan Acimovic, Marketing Logistics, Center for Publishing, Faculty of Economics, University of Belgrade, 2010.

Nada Barac, Goran Milovanovic, Strategic Logistics Management, SKC, Nis, 2006.

Regodic Dusan, Logistika, Univerzitet Singidunum, Beograd, 2014.

Number	of	active	teaching	classes	Lectures: 3	Practical classes: 3
(weekly)			-			

### **Teaching methods**

Lectures, exercises, discussions, analyzing case studies in a computer laboratory.

## Knowledge evaluation (maximum 100 points)

Pre-examination obligations:

Course paper and presentation - 50 points

Project tasks – 10 points

Exam (Written part + Oral part) -40 points

Total: 100 points

**Course: Customer relationship management** 

Teacher: Dejan R. Dašić; Larisa Jovanović

**Course status: Elective** 

Number of ECTS: 10

### Precondition courses: None

**Educational goal:** The aim of the course is to introduce students to the CRM concept and to point out the importance of understanding and understanding customer relationship management, in today's dynamic, complex and changing environment. Students will be introduced to the need for companies to build partnerships with their customers, in order to long-term survival in the market. They will understand that customer relationship management cannot be the task of just the marketing or IT departments in a company, but a philosophy that must be understood and implemented at all organizational levels as well. The goal is to show students that companies that create long-term customer relationships gain a competitive advantage in the market and positive financial results.

**Educational outcomes (acquired knowledge):** After mastering the provided material, students will be able to understand customer relationship management from a strategic aspect, as an integrated whole of interconnected processes, key elements of each process and critical factors that can lead to CRM success and value for key stakeholders of the organization. In addition, by mastering the course, students will be able to understand what barriers a company may face in trying to implement a customer relationship management program, as well as ways to overcome them.

Course content/structure : Theoretical classes -CRM concept development, role and types of CRM (analytical, operational and collaborative CRM) Process management approach customer relations: Strategy development process (role of business strategy, role of consumer strategy, harmonization of business and consumer strategy, development of CRM strategy); Value creation process (understanding customer needs and behavior, perceived value by the customer-economic, functional, psychological, value delivery system, managing employees delivering value to the customer, value achieved by the organization, customer life cycle value, attracting and retaining customers, building loyalty customer, customer profitability); Channel integration process (channel participants and channel types, sales forces, outlets, telephone, direct mail, e-commerce, m-commerce, understanding the customer experience in channels, channel strategies, integration of different channels); Information management process (role of information, information technology and information management in customer retention, data warehousing, analytical tools, IT systems, front-office and back-office applications, assessment of future trends in information technology development to support customer relationship management); Performance appraisal process (values for shareholders, customers, employees and cost reduction, traditional vs. consumer-based metrics, development of standards, metrics and key performance indicators, development of CRM performance monitoring systems). Identifying barriers to CRM success (lack of skills and knowledge, inadequate investment, poor quality and quantity of data, failure to understand business benefits, functional barriers, lack of leadership and involvement of top management, poor CRM audit) Practical teaching Analysis of examples from practice, research of literature from the mentioned subject, preparation of seminar papers ...

### Literature

• Kumar, V. Reinartz, J. W., Customer Relationship Management, John Wiley & Sons, Ic. Edition: 2006.

• .Peelen, E., Customer Relationship Management, Prentice Hall, New York, 2005.

• Anton, J., Petouhoff, L. N., Customer Relationship Management: The Bottom Line to Optimizing Your ROI, Prentice Hall, New York, 2002.

• Payne, A., Handbook of CRM: Achieving Excellence in Customer Management, Elsevier, Oxford, 2005.

• Swift, R. S., Accelerating Customer Relationships: Using CRM and Relationship Technologies, Prentice Hall PTR, New York, 2000.

• Grandov, Z, Đokić, M., Trade Marketing Management, BTO, Belgrade, 2011.

• Ćirić, M., Customer Relationship Management in Banks, University of Business Academy, Novi Sad, 2010.

Number of active teaching classes Theoretical classes: Study research work: 3 (weekly) 3

Teaching methods : Lectures, exercises, case study processing, project works, presentations, consultations

Knowledge evaluation (maximum 100 points). Pre-examination obligations:

Activity during the lecture **10** points;

Lecture attendance10;

Written part of the exam - tasks and theory (2x10) **40**;

Oral part of the exam **40**.

**Course: Specification of Study research work** 

Teacher: Primary supervisor

Course status: Mandatory

#### Number of ECTS: 15+30

#### Precondition courses: None

### **Educational goal**

Preparation of students for independent scientific research work on the preparation of the approach paper, as well as on the future preparation of the doctoral dissertation. With the help of a mentor, the student observes, presents the methodology and solves a specific current problem with scientific research methods, with the application of theoretical and applied knowledge acquired during the study.

### Educational outcomes (acquired knowledge):

Successful first steps have been taken in training students for independent scientific research in the elective field:

- student is able to perform an analysis of available and available scientific literature, and can provide a comparative overview of known solutions, with their advantages and disadvantages.

-student is able to present initial hypotheses, list basic research methods and describe the form of expected scientific contribution and expected scientific results.

- The previous analysis should imply the student's ability to make significant scientific contributions in the studied scientific field during the independent research work.

#### **Course content/structure**

With the support of the primary supervisor, the student uses the acquired knowledge, but still studies and researches the selected scientific field.

The paper should show that the student has extensive knowledge and deep understanding of the problems in the study area, which he studied in doctoral studies, by providing a comprehensive analysis of the observed research tasks in a given scientific field, as well as known ways to solve these problems. Based on a critical review of known solutions, the student should identify the task of independent research, set research goals, initial hypotheses and scientific methods used, explain their choice and present the results of their research in the field of international trade and business.

### Literature

Fundamental works in the formation of the field, the contemporary results published in leading domestic and international scientific journals from SCI list and other scientific journals, faculties and scientific institutes, conference proceedings, doctoral dissertations and books of textbook and / or monograph character. Relevant reference literature should set the framework for the development of the considered scientific field, ie the framework for the current and future development of the research field.

Number	of	active	teaching	classes	Lectures::	Practical classes:
(weekly)						

#### **Teaching methods**

Consultations with the primary supervisor in all phases of scientific research, with active monitoring and study of published new results of relevant scientific journals, conference proceedings, technical reports of faculties and institutes and doctoral dissertations.

### Knowledge evaluation (maximum 100 points)

Research work on the Accession Paper preparation for the Doctoral Dissertation (50%) and active participation in the scientific conference (50%). Study research work for the preparation of a doctoral dissertation (50%) and a paper published in a scientific journal from the SCI list (50%).

**Course: Specification of the Doctoral dissertation** 

Teacher: Primary supervisor and Assessment and Defense Dissertation Committee

Course status: Mandatory

Number of ECTS: Research paper 15 and Doctoral dissertation 30

Precondition courses: for Research paper 90 ESPB, for Doctoral dissertation 120 ESPB

### **Educational goal**

The research paper, particularly the doctoral dissertation, represents the independent scientific papers of the candidate with a scientific contribution that qualifies him as an independent scientific researcher in his further work.

### Educational outcomes (acquired knowledge):

The student is qualified for independent scientific research work in the elective field:

- student is able to analyze the available literature and give a comparative overview of known solutions, with their advantages and disadvantages

- student is able to present initial hypotheses, list basic research methods and describe the form of the expected scientific contribution and the expected scientific results

- the previous analysis should imply the student's ability to make significant scientific contributions in the field of study during the independent research work.

#### **Course content/structure**

The research paper, particularly the doctoral dissertation should show that the student has extensive knowledge and deep understanding of the problems in the part of the study area studied in doctoral studies, by providing a comprehensive analysis of observed research tasks in a given field, as well as known ways to solve these problems. Based on a critical review of known solutions, the student should identify the task of independent research, set research goals, initial hypotheses and scientific methods used, explain their choice and present the results of their research in international trade and business.

### Literature

The general characteristic of the literature analysis should be reflected in the systematic chronological approach of presenting relevant references in the field of research, starting from fundamental papers in the the field, to contemporary results published in leading international scientific journals from SCI list and other scientific journals, scientific institutes, conference proceedings, doctoral dissertations and books of textbook and / or monograph character. Relevant reference literature should set the framework for the development of the considered scientific field, ie the framework for the current and future development of the research field.

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Number	of	active	teaching	classes	Lectures::	Practical classes:
(weekly)						Research paper 10
						Doctoral dissertation 30

### **Teaching methods**

Consultations with the mentor in all phases of work, with active monitoring and study of published new results of relevant scientific journals, conference proceedings, technical reports of faculties and institutes and doctoral dissertations of other authors in the field of research

### Knowledge evaluation (maximum 100 points)

Written and positively graded Accession paper 50 points and its oral defence 50 points. Written and positively evaluated Doctoral dissertation 50 points and its oral defence 50 points