

Appendix 5.2. Course book

**Alfa BK University,
Faculty of Finance, Banking
and Audit**

Study program – Basic academic studies

TRADE

Course book

MODUL 1: TRADE AND MARKETING

Course: Sociology
Teacher: prof. Dr Aleksandar Prnjat
Course status: Mandatory
Number of ECTS: 8
Precondition courses: None
Educational goal The aim of the course is to acquaint students with the basic assumptions and concepts of sociology as a scientific discipline.
Educational outcomes (acquired knowledge): After completing the course, students will learn the basic sociological concepts, assumptions and theories.
<p>Course content/structure</p> <p>The theoretical part of the course consists of acquainting the students with the concepts and assumptions on which Sociology lies. The practical part of the course consists of discussions and presentations of term papers, through which the students will show whether they have mastered different sociological theories.</p> <p>Week one:</p> <p>Lecture - introductory class, introduction to topics and methods of work</p> <p>Practical part of the course - introduction.</p> <p>Week two:</p> <p>Lecture – Marriage and family</p> <p>Practical part of the course – Discussion of Marriage and family</p> <p>Week three:</p> <p>Lecture – Governance and politics</p> <p>Practical part of the course – Discussion of governance and politics</p> <p>Week four:</p> <p>Lecture – Culture and society</p> <p>Practical part of the course – Discussion of Culture and society</p> <p>Week five:</p> <p>Lecture – Religion</p> <p>Practical part of the course – Discussion of the sociological aspects of religion</p> <p>Week six:</p> <p>Lecture – Modern organizations</p> <p>Practical part of the course – Discussion of modern organizations</p> <p>Week seven:</p> <p>Lecture – Race, Ethnicity and Migration</p> <p>Practical part of the course – Discussion of Race, Ethnicity and Migration</p> <p>Week eight:</p> <p>Lecture – Theoretical Opinions in Sociology</p> <p>Practical part of the course – Discussion of the Theoretical Opinions in Sociology.</p> <p>Week nine:</p> <p>Lecture – Labor and Economy</p> <p>Practical part of the course – Discussion of the Labor and Economy</p> <p>Week ten:</p> <p>Lecture – Social interaction and Nonverbal Communication</p> <p>Practical part of the course – Discussion of Social interaction and Nonverbal Communication</p> <p>Week eleven:</p> <p>Lecture – Sociological aspects of poverty</p>

<p>Practical part of the course – Discussion of the Sociological aspects of poverty</p> <p>Week twelve:</p> <p>Lecture – Sociological aspects of education</p> <p>Practical part of the course – Discussion of Sociological aspects of Education</p> <p>Week thirteen:</p> <p>Lecture – Sociological aspects of Feminism</p> <p>Practical part of the course – Discussion of Sociological aspects of Feminism</p> <p>Week fourteen:</p> <p>Lecture – A moral point of view – Sociological theories of crime and criminal behavior</p> <p>Practical part of the course – Discussion of Sociological theories of crime and criminal behavior</p> <p>Week fifteen:</p> <p>Lecture – The closing lecture - Recapitulation of the course.</p> <p>Practical part of the course – Preparation for exam.</p>		
<p>Literature</p> <p>A. Giddens, Sociology, Polity Press, Cambridge, 2001</p> <p>E. Durkheim, The Elementary Forms of Religious Life, Oxford University Press, 2008</p> <p>A. W. Small, The Meaning of Sociology, <i>American Journal of Sociology</i> Vol. 14, No. 1 (Jul., 1908), pp. 1-14 (14 pages), <u>The University of Chicago Press</u></p> <p>M. Haralambos, M. Holborn, Sociology, HaperCollins UK, 2008.</p> <p>A. Giddens, Central Problems in Social Theory: Action, Structure, and Contradiction in Social Analysis, University of California Press, 1979.</p>		
Number of active teaching classes (weekly)	Lectures:: 2	Practical classes: 2
<p>Teaching methods</p> <p>Lectures: methods of working with text, verbal methods and discussion methods. dialectic methods, workshops, written papers, and online discussion environments.</p>		
<p>Knowledge evaluation (maximum 100 points)</p> <p>Pre-examination obligations:</p> <p>activity during lectures 10</p> <p>50</p> <p>practical classes 10</p> <p>colloquiums 10</p> <p>seminar 20</p>		
		<p>Final exam:</p> <p>oral part of exam</p>

Course: Microeconomics		
Teacher: Drinka Peković		
Course status: Mandatory		
Number of ECTS: 9		
Precondition courses: None		
Educational goal Introducing students to microeconomic categories, principles, fundamental economic mechanisms and standard methodological tools used in the study of the optimal choice of economic entities and the consequences of such a choice. The optimal choice of consumers, producers and investors will be studied. The equilibrium mechanisms of supply and demand in the conditions of different market structures will also be studied. In particular, the rational behavior of economic entities in conditions of risk and uncertainty will be analyzed. Finally, the cases in which market action does not lead to an optimal outcome will be considered (externalities, public goods and markets with asymmetrically informed entities).		
Educational outcomes (acquired knowledge): The student is able to independently identify problems, goals and priorities related to the economic aspects of understanding the supply and demand. The student can understand the market structures that occur in practice. The student will be able to use the basic economic instruments, to analyze the alternative use of limited resources and the strategic behavior of market entities. By applying the learned models, he will be able to solve real market problems in a modern and efficient way.		
Course content/structure Introduction to microeconomics Market, supply, and demand Elasticity of demand and supply Consumer theory Production and the behavior of firms Costs Perfect competition Monopoly Oligopoly and game theory Monopolistic competition Risk and uncertainty Asymmetric information Externalities and public goods		
Literature Hal, R.V. (2014) <i>Mikroekonomija</i> , Ekonomski fakultet, Beograd. Mankju, N.G., Tejlor, R.M. (2016) <i>Ekonomija</i> , Ekonomski fakultet, Beograd. Pindyck, S.R., Rubinfeld, L.D. (2005) <i>Mikroekonomija</i> , Data Status, Beograd Samuelson, A. P., Nordhaus, D. W. (2011) <i>Ekonomija</i> , 19. Izdanje, Mate d.o.o., Zagreb.		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods: interactive method, case study		

Course: Mathematics		
Teacher: Rešić Sead, Mihajlov-Carević Miroslava		
Course status: Mandatory, first year, first semester		
Number of ECTS: 8		
Precondition courses: None		
Educational goal The main objective of the course is to analyze different areas of mathematics such as financial mathematics, matrices, systems of linear equations, differential and integral calculus, which are important for application in economics.		
Educational outcomes (acquired knowledge): Students will gain the basic knowledge of financial mathematics. They will be able to understand the role of mathematics in solving real problems and to apply the tools of matrix, differential and integral calculus.		
Course content/structure Introduction to financial mathematics. A simple interest account. Complex interest. Annuities. Loan amortization. Functions. Excel and functions. Application of excerpts. Integrals. Differential equations. Matrices. Systems of linear equations		
Literature <ul style="list-style-type: none"> • Marić, N. Matematika, Data status, Beograd, 2008. • Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen, College Mathematics for Business, Economics, Life Sciences & Social Sciences, 11/E, Prentice Hall, 2008. 		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods Lectures: Ex catedra; interactive method; application of computers and modern software. Exercises: Solving practical and theoretical tasks in exercise classes.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations:		
activity during lectures 10 colloquiums 50		Final exam: written part of exam 40

Course title: English language 1			
Teacher: Aferdita Crnisanin			
Course status: Mandatory, first year, first semester			
Number of ECTS: 5			
Precondition courses: no			
Course objective Introduction to the basic areas of business English. Systematic building of adequate vocabulary and completion of knowledge of grammar basics with even practice of basic skills (reading, writing, listening & speaking). Enabling students to use professional literature in English, for proper communication in all basic areas of English business language			
Outcome of the course Students are able to use spoken and written English in simpler, everyday situations.			
Course content Theoretical classes Course content English 1 is English for academic and professional purposes in the field of informatics. Knowledge of general English at the intermediate level is assumed and professional English is processed. The main goals of teaching are methodical processing of modern professional texts and the adoption and expansion of knowledge about IT terminology, introducing students to the specific structures of the language of science and technology, as well as the systematization of relevant grammar. The most common skills are reading, understanding original English, speaking, and translating. At the end of the course, students should be able to present / understand basic topics related to their profession. Practical classes: Exercises, Other forms of teaching, Study research work Use of article, noun, adjectives, pronouns, auxiliary verbs (be, do, have), modal verbs. Use and construction of verb tenses (Present Simple, Present Continuous, Present Perfect, Past Simple, Future forms). Questionable and negative sentence form. Vocabulary related to everyday topics: dating, family, free time, work, food and drink, naming and description of everyday objects, description of people and places and the like.			
<ul style="list-style-type: none">• Literature• • (2004): Oxford Oxford Dictionary of Business Oxford, University Press• • Mitic, G. (2005): "Reading Texts, Short English Grammar Book," FON, Belgrade• • Prnjat, Z. & Petkovic, V .. (2006): "English Language 1", FTB University "BK", Belgrade• • Murphy, R. (2007): "English Grammar in Use". Third Edition. CUP• • "Business English Reader 1" (collection of professional texts adapted to the curriculum in electronic edition)• • monolingual and bilingual dictionaries			
Number of hours of active teaching (weekly)	Theoretical classes: 2		Practical classes: 1
Teaching methods Classes are realized with the help of modern technology and are supported by a series of practical examples with the aim that students master the subject as well as possible. Workshops for the exchange of ideas and knowledge through group discussion are also applied. Mentoring and team work are used in the preparation of seminar papers on the agreed topic.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points	final exam	<i>Points</i>
<i>activity during the lecture</i>	10	<i>written exam</i>	20
<i>practical teaching</i>	10	<i>oral exam</i>	20
<i>Colloquia</i>	30		
Seminars	10		

Course: Fundamentals of Management		
Teacher: Jovanović Nj. Dražen		
Course status: Compulsory		
Number of ECTS: 8		
Precondition courses: None		
Educational goal Acquiring knowledge about management and managers from the point of view of business functions that a manager should have in the 21st century; to provide fundamental-general knowledge of management theory and practice that will serve as a framework for the study of other management disciplines.		
Educational outcomes (acquired knowledge): The student with the acquired knowledge and skills can manage business functions in the organization; understands the levels of business goals (policy, strategy, tactics, operations); applies the function of management in judging (evaluating) business policy, efficiency and quality; gets to know the essence and role of business in a modern organization.		
Course content/structure Curriculum, methodology of teaching process realization. Key determinants of management. The roots of management. Evolution of management systems. Organization and the need for management. Planning. Organizing. Guidance. Control. Decision making. Corporate culture. Business communication and negotiations.		
Literature Primary Literature <ul style="list-style-type: none"> Робинс, П. С. и М. Кутлер, <i>Менаџмент</i>, 8. издање, Дата Статус, Београд, 2005. Chuck, W, <i>Принципи менаџмента</i>, Дата Статус, Београд, 2010. Стонер, Џејмс А, Ф, и други, <i>Менаџмент</i>, Желнид, Београд, 2001. Secondary Literature <ul style="list-style-type: none"> Ерић, Дејан, <i>Увод у менаџмент</i>“ Економски факултет, Београд, 2000. 		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods Lectures are supported by modern teaching aids and active participation of students. Processing business examples, discussions, simulation games and reflections.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 15 Practical Education: 15 Preliminary Examination: 30 Term paper: 10 Final exam Oral part of the exam: 30		

Course: Business statistics		
Teacher: Rešić M. Sead		
Course status: Mandatory		
Number of ECTS: 9		
Precondition courses: None		
Educational goal Defining the relationship between statistics and other business areas. Using techniques or procedures necessary to manipulate and apply concepts. Introduction to the logical approach in problem solving and decision making with the application of statistical techniques.		
Educational outcomes (acquired knowledge): The student gains the knowledge to apply what has been learned to solve practical problems in business and economic areas, through the development, evaluation, and selection of alternative statistical techniques.		
Course content/structure Data collection. Descriptive statistics. Simple aspects of probability concepts. Discrete and continuous distribution including binomial and normal. Sampling theory. Hypothesis testing. Regression and correlation. Data: sources and benefits. Data collection: secondary and primary sources. Presentation of numerical information. Data summarization. Index numbers. Regression analysis. Time series analysis and prediction. Probability. Probability Distributions Rating. Hypothesis testing. Introduction to quantitative techniques applicable in business management including collection and presentation of numerical data, sampling problems, environments, frequency of distribution and deviation. Business forecasting techniques including extrapolation and interpretation of index numbers and time series. The application of computer technology in solving business problems.		
Literature Савић, М., <i>Пословна статистика</i> , Економски факултет, Суботица, 2005. Levine, J., Stephan, M. and M. Bereson, <i>Statistic for Managers Using Microsoft Excel</i> , Prentice-Hall, 2001.		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods Lectures: Ex catedra; interactive method. Using the modern computer software. Practical classes: Explaining unclear theoretical parts through discussion with students. Solving the practical problems, both in small groups and individually, using modern statistical packages.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: activity during the lecture 5 practical classes 5 colloquiums 30 seminar paper 20		
		Final exam: oral part of exam 40

Course: Fundamentals of information technology		
Teacher: Stanković D. Ivan		
Course status: Mandatory		
Number of ECTS: 8		
Precondition courses: None		
Educational goal The knowledge about the basic concepts and elements of computer technology and the basic architecture of the computer system. The student will gain the practical knowledge of the modern information technologies application.		
Educational outcomes (acquired knowledge): The student will be able to understand the importance of modern databases in terms of storage and retrieval of data, information and knowledge in the digital economy, as well as the importance their implementations in a network environment, which will increase their efficiency and effectiveness.		
Course content/structure Introduction to the basic concepts of computer systems; Getting to know the hardware components of a computer system; Basic computer system architecture; Getting to know the software components of a computer system; Basics of software development component; Malware; Introduction to basic database concepts; Importance of databases in business systems; Database design procedures; Basic concepts of communication technology; Networks and network architecture; Internet and Internet services;		
Literature <ul style="list-style-type: none"> • Ђорђевић Г., <i>Информационе технологије у дигиталној економији</i>, БТО, Београд, 2011, ISBN 86-905115-9-4, COBISS.SR-ID 187505676 • Крсмановић, С., <i>Информациони системи у мрежном окружењу</i>, Универзитет »Браћа Карић«Београд, 2001. • Jessup, L., Valacic, J., <i>Information Systems Today</i>, Prentice Hall, 2003. 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods Lectures are supported by modern teaching aids, especially computers, and the active participation of students. Practical teaching Practical tasks from the material that is covered in the theoretical classes will be solved.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: activity during lectures 10 practical classes 10 colloquiums 40 seminar paper 10		
		Final exam: oral part of exam 30

Course: Italian language 1		
Teacher: Biljana Mirčić		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: None		
Educational goal During the course, students should master grammatical structures, vocabulary and language skills at a level that enables them to provide and request basic personal information, to make simple phone calls.. The program also includes the extension of knowledge about Italian culture and lifestyle.		
Educational outcomes (acquired knowledge): Students should have knowledge and competencies that correspond to level A1-1 of level A1 of the the Common European Framework of Reference for Languages.		
Course content/structure Lessons 1,2,3,4 Espresso 1: 1. Primi contatti: greeting people.introducing oneself. Introducing someone else.Giving one's phone number.Numbers (1-20). 2. Io e gli altri: Give information about oneself. Ask about the others. Numbers (20-100). 3. Buon appetito! ordering in a café and in a restaurant , asking for the bill,booking a table; 4. Tempo libero: talking about free time and leisure activities, expressing one's likes and dislikes, asking and telling time; Grammar:reading and writing rules, present tense of essere, chiamarsi, avere, plural and singular nouns ,present tense of regular and irregular verbs, definite and indefinite articles		
Literature Luciana Z., Giovanna R., (2005): "Espresso 1", Alma Edizioni , Firenze Распор, З., Вучо Ј., (2003): "Практикум вјежбе читања и превођења", Универзитет Црне Горе Susanna N. "Grammatica pratica della lingua italiana", Alma Edizioni Firenze		
Number of active teaching classes (weekly)	Lectures:: 2	Practical classes: 1
Teaching methods Teaching method is based on a communicative approach.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises Exercise attendance10 Lecture attendance 10 Written part of the exam - tasks and theory 50 Oral part of the exam 30 Presentation / Project / Theoretical part of the exam) /		

Course: SPANISH LANGUAGE 1		
Teacher: Ana M. Vukić		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: none		
Educational goal: Develop Spanish language competence – sublevel A1-1 of level A1, CEFR		
Educational outcomes (acquired knowledge): Acquisition of language competence at sublevel A1-1 of level A1 of the Common European Framework of Reference for Modern Languages (mastering the basic language skills of reception and production)		
Course content <i>Lectures:</i> <ul style="list-style-type: none"> • Introductory lecture - basic information about the Spanish language, Hispanic literatures and civilizations • Alphabet, reading rules, basic and ordinal numbers • Grammatical gender and members; matching adjectives and nouns • Verb morphology and use of verb forms: indicative of the present three conjugations, the verbs ser and estar and irregular verbs • Demonstrative adjectives, qualifiers, possessive adjectives and pronouns, indefinite adjectives and pronouns, interrogative pronouns, comparison of adjectives • Question words ¿Cómo / Cuánto / Dónde / Qué / Quién • Contrast hay / está-n; very much • Prepositions en and a with movement verbs • Direct and indirect object <i>Practical classes:</i> <ul style="list-style-type: none"> • Communication situations: presentation and introduction, post office, restaurant, theater, bus station, etc. • Reading authentic Spanish texts intended for a given level • Practicing basic correspondence • Interactive multimedia exercises: grammar and lexical exercises on examples of Spanish music • Introduction to Hispanic culture and art through authentic video material • Training to search Spanish websites Training in the use of the Spanish keyboard on a computer and the use of appropriate tools (multimedia dictionaries, spelling checkers, etc.)		
Literature Equipo Prisma, <i>Prisma comienza: Método de español para extranjeros: nivel A1. Prisma del alumno</i> , Madrid, Edinumen, 2007 (Unidades 1- 6) Equipo Prisma, <i>Prisma comienza: Método de español para extranjeros: nivel A1. Prisma de ejercicios</i> , Madrid, Edinumen, 2007 (Unidades 1- 6) Ortega, J.C., <i>La peña</i> , Madrid, Edinumen: Lecturas graduadas de español, 2007 Blázquez Lozano, M. J. y Villegas Galán, M. A., <i>Universo gramatical</i> , Madrid, Edinumen, 2010 Николић, В., <i>Шпански речник (шпанско-српски, српско-шпански)</i> , Никшић, Јасен, 2014 http://dle.rae.es/		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes:1
Teaching methods: The basic form of work and study are lectures (theoretical classes) and exercises (practical classes), and auxiliary presentations and consultations. Several methods of foreign language teaching are combined, and the basis is a communicative method.		

Knowledge evaluation (maximum 100 points)			
Pre- examination obligations	Points	Final exam	Points
Attendance	10	Written part of the exam	70
		Oral part of the exam	
Coloquium exam	20		
Seminar(s)	-		

Course: Marketing Principles		
Teacher: Jovanović Nj. Dražen, Petković Đ. Branko		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal Introduction to the basic assumptions, postulates and criteria of marketing; functioning of the exchange system in modern business, the use of marketing principles and marketing strategic patterns to ensure the survival and development of companies in a modern dynamic environment; introduction to integrated research methods and techniques with key marketing concepts in order to improve the market and development position of the company and ensure long-term sustainable differential advantage.		
Educational outcomes (acquired knowledge): Enabling students to understand marketing as a business function and apply knowledge practices; independent market analysis; demand and sales forecasting, etc.		
Course content/structure <i>Theoretical Education:</i> Introduction to marketing. An overview of the development of marketing theory. Definition of marketing, strategic planning and marketing as a process. Marketing environment (micro and macro environment, stakeholders, factors-economic, political, social, technological, demographic and cultural). Consumer and customer behavior (application of behavioral and cognitive principles in marketing). The concept of market. Segmentation, targeting, positioning for competitive advantage. Consumer relationship marketing. Product and service strategy. Value, brand, brand assets. New product development and product life cycle. Innovation and modeling the degree of product innovation. The concept of marketing mix (4P) and modifications of the same in service marketing. Product price formation. Distribution and logistics management. Promotion and advertising. Integrated marketing communication. On-line marketing. Global market and social marketing. Corporate social responsibility and marketing ethics. <i>Practical Education:</i> Considering the product life cycle on different examples. How to achieve an effective combination of elements of the marketing mix? Analysis of integrated marketing communications from the aspect of different phases of the product life cycle. Application of the Internet as a means of communication in a global environment (analysis on examples of global companies). Project: research of the degree of application of new technologies on the Serbian market. How to achieve an effective combination of elements of the marketing mix? Analysis of integrated marketing communications from the aspect of different phases of the product life cycle. Application of the Internet as a means of communication in a global environment (analysis on examples of global companies). Project: research of the degree of application of new technologies on the Serbian market. How to achieve an effective combination of elements of the marketing mix? Analysis of integrated marketing communications from the aspect of different phases of the product life cycle. Application of the Internet as a means of communication in a global environment (analysis on examples of global companies). Project: research of the degree of application of new technologies on the Serbian market.		
Literature Primary Literature <ul style="list-style-type: none"> Маричић Б, Глигоријевић М, Милисављевић М, (2012): <i>Основи маркетинг</i>, Економски факултет, Београд Secondary Literature <ul style="list-style-type: none"> Kotler, Ph., Armstrong, G., (2013): <i>Principles of marketing with MyMarketingLab</i>, Pearson Educations, New Jersey 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods Teaching methods: ex cathedra; discussion groups; seminars; colloquia, case studies from practice.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10		

Practical Tasks: 10

Preliminary Examination: 20

Term paper: 10

Final exam

Oral part of the exam: 50

Course: Macroeconomics		
Teacher: Lidiya Madžar, PhD		
Course status: Mandatory		
Number of ECTS: 7		
Precondition courses: None		
Educational goal: Introduction to basic macroeconomic categories, development of analytical and practical way of thinking and acquiring the ability to understand macroeconomics trends.		
Educational outcomes (acquired knowledge): Ability to analyse and understand current macroeconomic trends, development trends and the capability to predict future economic processes.		
Course content/structure: Introduction to Macroeconomics: Ten principles of Economics and basic macroeconomics problems; The economic system; Basic macroeconomic aggregates: GDP and its components; Retail price index and cost of living measurement; Production and growth; Aggregate supply and aggregate demand: the economy equilibrium in the long-term and short-term; Unemployment and the natural rate of unemployment; Keynesian and Monetarist understanding of balance, Phillips curve, Ocun's law and Phillips-Ocun model; Macroeconomics of open trade; Macroeconomic theory of open economy (IS-LM and AS-AD model); Economic, monetary and fiscal policy; Contemporary trends in Macroeconomics and macroeconomic policy instruments.		
Literature Mankiw, G., N., Macroeconomics, 10 th Edition, Macmillan Learning, New York, 2019. Mankiw, G., N., Principles of Economics, 7 th Edition, Cengage Learning, Stamford, USA, 2015. Mankiw, G., N., Macroeconomics, Seventh Edition, Worth Publishers, New York, 2010. Taylor, J., B., Uhlig, H., Handbook of Macroeconomics, Elsevier, Amsterdam, 2016. Begg, D., Ficher, S., Dornbusch, R., Economics, Eight Edition, McGraw-Hill, Berkshire, 2005.		
Number of active teaching classes (weekly)	Lectures: 30	Practical classes: 45
Teaching methods: Lectures with the active participation of students. Students' engagement by means of seminar papers' presentation. Discussions in teams about the field of case study. Simulations of certain macroeconomic phenomena.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises) Colloquium exam: 20 Exercise attendance 5 Lecture attendance 5 Written part of the exam - tasks and theory 40 Oral part of the exam Presentation 15 Project 15 Theoretical part of the exam		

Course: Basics of accounting		
Teacher: Bešlić Rupić I. Ivana; Trivunac-Beke J. Jozefina		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal Acquisition of theoretical-analytical and practical knowledge from accounting methodology, acquisition of knowledge and skills of using accounting information for the needs of making business decisions of various users (investors, creditors, etc.).		
Educational outcomes (acquired knowledge): Enabling students to show, based on theoretical teaching, an understanding of the role of accounting in the context of the operation and development of financial markets, as well as the benefits and limits that accompany the use of accounting information; to master the basics of recording business changes and preparation of financial statements and opportunities and problems that pose a challenge to managers.		
Course content/structure <i>Theoretical part (lectures):</i> Accounting information: quality of information, goals; users, subject of accounting; Accounting principles; Financial reports; Accounting changes that affect the balance sheet and income statement; Dual accounting instruments - diary and general ledger; Accounting instruments - inventory, opening balance sheets, trial, and closing sheets; Formal conclusion of the book and preparation of the balance sheet and income statement; Raising capital; Accounting treatment of inventories; Accounting treatment of fixed assets; Expenses and revenues; Carrying out pre-closing actions and posting on the balance sheet date; Determining and accounting for the financial result. Preparation of financial statements. <i>Practical part (exercises):</i> Solving practical tasks; Simulation of business situation.		
Literature Škarić-Jovanović, K. (2014). <i>Finansijsko računovodstvo</i> , Beograd: Ekonomski Fakultet. Malinić, S. (2008). <i>Osnove računovodstva</i> , Kragujevac: Ekonomski fakultet. Selected texts of the teacher's choice		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods Ex-chair; discussion groups; colloquia, case studies from practice		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Colloquium: 20 Lecture attendance: 10 Exercise attendance: 10 Seminary paper: 10 Final exam Written part of the exam: 50		

Course: Business law		
Teacher: Božović Srdja		
Course status: Mandatory, second year, third semester		
Number of ECTS: 6		
Precondition courses: None		
Educational goal The aim of this course is to introduce students with the legal framework of business and business decision-making. The goal is to acquire basic knowledge about general concepts of law, basic institutes of individual branches of law, business entities, their relationship with the state and legal affairs that they perform in mutual relations. In addition to the general concepts in this subject, the student will gain practical knowledge necessary for understanding and solving very specific business problems.		
Educational outcomes (acquired knowledge): Students will be able to: identify and apply the fundamental values of law and justice, relevant legal principles, to explore the relationship between law and social, political or economic factors.		
Course content/structure The concept and subject of business law. Sources of law. The place of business law in the legal system. Fundamentals of real law. Fundamentals of the law of obligations. Legal status of business entities. Forms of business organization. Forming and registering a company. Functioning of the company. Duties of director and manager. Concept, subject, method and sources of company law; Business entities - partnership and limited partnership; Capital companies - joint stock company and limited liability company; Legal operations of companies, termination of companies, etc. Company insolvency. Commodity contracts. Sale contract; Order agreement; Brokerage agreement; Commercial Representation Agreement, Commission Agreement, Forwarding Agreement, Control Agreement, Storage Agreement; Insurance contract; Contract of carriage; Publishing contract; License Agreement; Franchise agreement, timesharing agreement; Banking and securities; Credit affairs; Bank deposits (cash deposit, savings deposit, bank current accounts, non-cash deposit, securities deposit, safe deposit box agreement). Banking services (letter of credit, bank guarantee, payment operations, clearing, documentary collection, other service banking operations); Securities: Bill of exchange; check.; Introduction to international commercial law.		
Literature <ul style="list-style-type: none"> • Васиљивић. М. (2012) <i>Трговинско право</i>, Правни факултет Универзитета у Београду, Београд • Васиљивић. М (2012) <i>Компанијско право – право привредних друштава</i>, Правни факултет Универзитета у Београду, Београд • Ђорђевић С. (2011), <i>Право међународних уговора</i>, Београд • Перовић Ј. (2014), <i>Међународно привредно право</i>, Београд Јовановић Н., Радовић М. (2012), <i>Практикум из трговинског права</i> , Београд		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods The lectures are supported by modern teaching aids and the active participation of students. Individual and common presentation of seminar papers, as well as discussions based on the analysis and deepening of case studies.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: activity during lectures 10 practical classes 20 colloquiums 20 seminar 20		
		Final exam: oral part of exam 30

Course: English language 2			
Teacher: Aferdita Crnisanin			
Course status: Mandatory, second year, third semester			
Number of ECTS: 5			
Precondition courses: English language 1			
The goal of the subject The aim of the course is to provide students with sufficient prior knowledge for independent work in the profession and for further training in a global context.			
Outcome of the course Students are able to use spoken and written English in simpler, everyday situations.			
Course content Theoretical classes Course content English 2 is English for academic and professional purposes in the field of informatics. Knowledge of general English at the intermediate level is assumed and professional English is processed. The main goals of teaching are methodical processing of modern professional texts and the adoption and expansion of knowledge about IT terminology, introducing students to the specific structures of the language of science and technology, as well as the systematization of relevant grammar. The most common skills are reading, understanding original English, speaking, and translating. At the end of the course, students should be able to present / understand basic topics related to their profession. Practical classes: Exercises, Other forms of teaching, Study research work Analysis of texts from the processed areas.			
Literature <ul style="list-style-type: none">• (2004): Oxford Oxford Dictionary of Business Oxford, University Press• Mitic, G. (2005): "Reading Texts, Short English Grammar Book," FON, Belgrade• Prnjat, Z. & Petkovic, V .. (2006): "English Language 1", FTB University "BK", Belgrade• Murphy, R. (2007): "English Grammar in Use". Third Edition. CUP• "Business English Reader 1" (collection of professional texts adapted to the curriculum in electronic edition)• monolingual and bilingual dictionaries			
Number of hours of active teaching (weekly)	Theoretical classes: 2		Practical classes: 1
Teaching methods Classes are realized with the help of modern technology and are supported by a series of practical examples with the aim that students master the subject as well as possible. Workshops for the exchange of ideas and knowledge through group discussion are also applied. Mentoring and team work are used in the preparation of seminar papers on the agreed topic.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points	final exam	<i>Points</i>
<i>activity during the lecture</i>	10	<i>written exam</i>	20
<i>practical teaching</i>	10	<i>oral exam</i>	20
<i>colloquia</i>	30		
seminars	10		

Course: Business Finance		
Teacher: Suzana Balaban		
Course status: Mandatory		
Number of ECTS: 9		
Precondition courses: None		
Educational goal The basic knowledge of business finance. Students need to know whatever basic skills are applicable to their specific area. It is important for students to be able to analyze information in order to test the validity of their knowledge.		
Educational outcomes (acquired knowledge): Enabling students for practical work related to business finance, including knowledge about financial analysis, financial leverage and cash flow analysis. Students should be able to participate in financial strategies and plans making, estimate the capital costs and financial risk. In addition, students should be able to do independent or team business analysis.		
Course content/structure Introduction to Business Finance Financial Ratio Analysis Cash flow analysis Risk assessment and decision making Financial leverage Financial strategy and financial planing Portfolio theory Sources of long-term finance Cost of capital estimation and dividend decision Corporate restructuring International aspects of business finance		
Literature V. Horne, J. Wachowicz, Fundamental fo Financial Management, 13th Edition, Prentice Hall, 2006 E. McLanez, Business Finance: Theory and Practice, Pearson Education limited, 2017 S. D. Fairhurst, Using Excel for Business Analysis, Wiley, 2013 D. P. Peterson, F. J. Fabozzi, The Basics of Finance, An Introduction to Financial Markets, Business Finance and Portfolio Management, John Wiley & Sons Inc., 2010 D. Krasulja, M. Ivanišević, Poslovne finansije, Faculty of Economics, Belgrade, 2006		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 3
Teaching methods Interactivity, discussion groups, case study analysis		
Knowledge evaluation (maximum 100 points) Exercise and lecture attendance: 10 Written part of the exam - tasks and theory: 60 Project: 20 Final oral part of the exam: 10		

Course: Operation research			
Teacher: Marija Paunović, Danijela Karaklić			
Course status: Mandatory			
Number of ECTS: 8			
Precondition courses: passed exams in Mathematics and Statistics			
Educational goal. Operational research includes quantitative scientific methods that can be used to determine optimal solutions to numerous economic problems. The educational goal of this course is to provide the student with knowledge related to the characteristics of certain economic problems, mathematical models that can be used to present these problems and mathematical methods that will be used to find their optimal solutions.			
Educational outcomes (acquired knowledge): Having mastered the content of this course, students will be able, for a number of economic problems, knowing their characteristics, to define and collect the necessary data, to form a suitable mathematical model to find the optimal solution.			
Course content/structure <i>Theoretical lectures</i> Linear programming (general problem of LP - primary and dual, algorithms of simplex method, post-optimal analysis, LP application models); Transport problem and scheduling problem; Game theory; Network planning (analysis of the structure, time and costs of project implementation); Inventory models (deterministic and stochastic); Queue theory; Repair problem; <i>Practical course:</i> Analysis of the application of theoretical methods and models, formation of models and procedures for solving specific economic problems, sensitivity analysis of the optimal solution.			
Literature Обрад Тодоровић: ОПЕРАЦИОНА ИСТРАЖИВАЊА, Економски факултет Ниш, Ниш 2004. Обрад Тодоровић, Миливоје Пешић: ОПЕРАЦИОНА ИСТРАЖИВАЊА – збирка решених задатака, Економски факултет Ниш, Ниш 2006.			
Number of active teaching classes (weekly)			Other classes
Lectures: 3	Practical classes: 3		
Teaching methods Theoretical explanation of methods and models, solving practical tasks, presentation of seminar papers and discussions			
Knowledge evaluation (maximum 100 points)			
Pre-examination obligations	Points	Final exam	points
Activity during lectures	5	Written exam	
Practical classes	5	Oral exam	50
Colloquiums	30		
Seminars	10	Total points	100

Course: International Economics		
Teacher: Madžar Lidija		
Course status: Mandatory		
Number of ECTS: 8		
Precondition courses: None		
Educational goal: The educational goal of the subject is to introduce students with the theory and practice of International Economics, the valid bilateral and multilateral rules in international trade, international capital flows (loan, FDI, an portfolio investments), with the role and functioning of contemporary multinational companies (MNCs), as well as with their corresponding impact on economic growth and development. The aim of the course is also to acquaint students with the functions of relevant global, and regional financial organizations (the IMF, the World Bank, the EBRD, the Asian Development Bank, etc.), with special emphasis on the European Economic and Monetary Union.		
Educational outcomes (acquired knowledge): In addition to relevant academic knowledge, students will analyse past practice, and current trends to be able to understand, analyse, and interpret more complex, and events with more dispersed effects in the international economy.		
Course content/structure: Processes of globalization and regionalization in the contemporary global economy; Contemporary trade flows – the volume, dynamics, regional and sectoral structure; Institutionalization of international trade environment – the World Trade Organization, functioning, negotiations and impact; Contemporary capital flows – the volume and dynamics, regional and sectoral structure; Foreign exchange market and exchange rate systems; International Monetary System – the Gold Standard and the Breton-Woods` Monetary System; International investment flows, portfolio and foreign direct investments; Transnational corporations and their functioning in the global economy – technology, investment and trade; Institutionalization of the international monetary cooperation – the BIS Bank, the IMF, the World Bank and regional development banks; Balance of payments and resolving its imbalances; Technological flows in the world and technology transfer.		
Practical classes: Solving a practicum that follows the content of the subject, testing theoretical knowledge in the form of a colloquium, reporting and presenting the seminar paper, simulation of certain phenomena of market economy (globalization – anti-globalism).		
Literature Popovčić-Avrić, S., Vidas-Bubanja, M., (2009), <i>Međunarodna ekonomija</i> , Zavod za udžbenike i FEFA, Beograd. Pelevic, B., Vuckovic, V., (2007), <i>Međunarodna ekonomija</i> , Ekonomski fakultet, Beograd. Krugman, P., Obstfeld, M., Melitz, M., (2016), <i>International Economics</i> , Pearson Global, New York.		
Additional Gopinath, G., Helpman, E., Rogoff, K., (2014), <i>Handbook of International Economics</i> , Harvard University, Cambridge MA, USA.		
Number of active teaching classes (weekly)	Lectures: 45	Practical classes: 45
Teaching methods: Ex cathedra, interactive class methods; case study analysing.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Exercise attendance and activities: 10 Practical classes: 10 Colloquium exam: 30 Presentation: 20		
		Final exam: Oral part of the exam: 30

Course: Italian language 2		
Teacher: Biljana Mirčić		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: successfully passed exam in Italian language 1		
Educational goal Student should be able to use and understand familiar everyday expressions and sentences related to meeting specific needs. They should be able to present themselves and others, to ask other people questions about their life, profession and habits as well as to answer such questions. They should be able to communicate in a simple way, if the interlocutors speak slowly and clearly and if they are ready to help them.		
Educational outcomes (acquired knowledge): Acquisition of language competence at level A1-2 of level A1 of the Common European Framework of Reference for Modern Languages		
Course content/structure Espresso 1 5. In albergo: booking a hotel room, asking for information on accommodation, describing a room, complaining about one's room; 6. In giro per l'Italia: describing a city, asking for directions. 7. Andiamo in vacanza!: talking about past actions and understanding descriptions of past events, talking about one's holiday activities, talking about the weather. Grammar: present tense: modal verbs , past tense: passato prossimo, prepositions a, in, su, di, da, compound prepositions		
Literature Luciana Z., Giovanna R., "Espresso 1" Alma Edizioni Firenze Luciana Z., Giovanna R., (2005): "Espresso 2" Alma Edizioni Firenze Зеница Р., Јулијана В., (2003): "Практикум вјежбе читања и превођења" Универзитет Црне Горе, Susanna N. "Grammatica pratica della lingua italiana", Alma Edizioni Firenze		
Number of active teaching classes (weekly)	Lectures:: 2	Practical classes: 1
Teaching methods Teaching method is based on a communicative approach		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises Exercise attendance 10 Lecture attendance 10 Written part of the exam - tasks and theory 50 Oral part of the exam 30 Presentation/ Project/ Theoretical part of the exam)/		

Course: SPANISH LANGUAGE 2			
Teacher: Ana M. Vukić			
Course status: Elective			
Number of ECTS: 5			
Precondition courses: successfully passed Spanish language 1			
Educational goal: Develop Spanish language competence – sublevel A1-2 of level A1, CEFR			
Educational outcomes (acquired knowledge): Acquisition of language competence at sublevel A1-2 of level A1 of the Common European Framework of Reference for Modern Languages (mastering the basic language skills of reception and production)			
Course content <i>Lectures:</i> <ul style="list-style-type: none">• Adverbs también / tampoco• Constructions estar / seguir + gerundio; ir a / pensar / preferir / querer / poder / hay que / tener que / deber + infinitivo• Verb morphology and use of verb forms: pretérito perfecto, imperativo afirmativo, pretérito indefinido, pretérito perfecto• Adverbs for time• Conjunctions of textual cohesion (y, pero, es decir, one example place)• Relative sentences• Ser / ester difference• Direct object pronouns <i>Practical classes:</i> <ul style="list-style-type: none">• Communication situations: shopping, free time, weather conditions, city• Reading newspaper articles• Practice correspondence (informal and formal)• Interactive multimedia exercises: grammar and lexical exercises on examples of Spanish music• Introduction to Hispanic culture and art through authentic video material• Training to search Spanish websites Training in the use of the Spanish keyboard on a computer and the use of appropriate tools (multimedia dictionaries, spelling checkers, etc.)			
Literature Equipo Prisma, <i>Prisma comienza: Método de español para extranjeros: nivel A1. Prisma del alumno</i> , Madrid, Edinumen, 2007 (Unidades 7 -12) Equipo Prisma, <i>Prisma comienza: Método de español para extranjeros: nivel A1. Prisma de ejercicios</i> , Madrid, Edinumen, 2007 (Unidades 7-12) Oscar, J.L. <i>Amnesia</i> , Madrid, Edinumen: Lecturas graduadas de español, 2007 Blázquez Lozano, M. J. y Villegas Galán, M. A. <i>Universo gramatical</i> , Madrid, Edinumen, 2010 Николић, В., <i>Шпански речник (шпанско-српски, српско-шпански)</i> , Никшић, Јасен, 2014 http://dle.rae.es/			
Number of active teaching classes (weekly)		Lectures: 3	Practical classes:1
Teaching methods: The basic form of work and study are lectures (theoretical classes) and exercises (practical classes), and auxiliary presentations and consultations. Several methods of foreign language teaching are combined, and the basis is a communicative method.			
Knowledge evaluation (maximum 100 points)			
Pre- examination obligations	Points	Final exam	Points

Attendance	10	Written part of the exam	50
		Oral part of the exam	20
Colloquium exam	20		
Seminar(s)	-		

Course: Banking		
Teacher: PhD Marijana Joksimovic, Full time professor		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal The course aims to acquaint students with the basic determinants of the concept of bank as a financial intermediary and the concept of money, as the subject of its business, as well as the nature and type of banking business and the basic risks it faces in that business.		
Educational outcomes (acquired knowledge): At the end of the lecture, students will be able to understand the basic concepts, determinants and nature of banking, business processes and instruments of banking and what makes a bank a special financial institution in the economy of a country.		
Course content/structure The course is divided into two thematic units. The first thematic unit, entitled Bank as a specific financial intermediary, deals with the role and importance of the bank in the economy of a country, the concept, basic functions and time value of money, bank functions as a financial intermediary and basic risks faced by the bank in its business. The second thematic unit, entitled Banking business processes, deals with the basic types of banking operations and basic financial instruments, non-banking financial institutions and the nature of their operations. The content of the first unit consists of: development, role and basic functions of money; formation of money accumulation and financial savings; types of banks and banking operations, bank functions as a financial intermediary; formation of financial and investment potential, principles of banking operations and asymmetry of information; The content of the second unit consists of: commercial banking and types of business of commercial banks, investment banking, private banking, virtual banking, non-banking financial institutions, regulation of supervision of banks and definition of the term bank.		
Literature Beke-Trivunac, J. , Osnove bankarstva, Univerzitet «Braća Karić», Beograd, 2007. Predrag Kapor, Marijana Joksimović, 'Bankarstvo'', Megatrend univerzitet, Beograd, 2015. Predrag Kapor, Marijana Joksimović, ''Upravljanje finansijskim rizicima'', Megatrend univerzitet, Beograd, 2012. Mishkin C. Ф. (2014): Ekonomija novca, bankarstva i finansijskih tržišta, Мате д.о.о. Београд		
Number of active teaching classes (weekly)	Lectures:: 30	Practical classes: 30
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: Colloquium exam: 40 : Exercise attendance:10 Presentation 10, Final exam: 40		

Course: Tax system and policy		
Teacher: Drinka Peković		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal Introducing students to the fundamental theoretical and historical development of the tax system in our country and current changes in order to harmonize our tax system with the tax systems in the EU.		
Educational outcomes (acquired knowledge): Enabling students to apply tax laws in practice, especially in international business, as well as to deal with tax issues in public sector institutions.		
Course content/structure Public revenues Taxes - concept, elements and goals of taxation Principles of taxation Effects of taxation, tax evasion and double taxation Taxes on property Corporate taxes on profits Taxes on income of individuals Taxes on goods and services Tax systems and tax reforms Tax administration Tax procedure Tax competition and tax harmonization		
Literature Radičić, M., Raičević, B. (2011) <i>Javne finansije – teorija i praksa</i> , Data Status, Beograd Vukša, S. (2011) <i>Poreski i carinski sistem i politika</i> , Etnostil, Beograd Popović, D. (2015) <i>Poresko pravo</i> , Pravni fakultet, Beograd Stiglic, J. (2013) <i>Ekonomija javnog sektora</i> , Ekonomski fakultet, Beograd		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 2
Teaching methods interactive method, case study		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Colloquium exam: 30 Lecture attendance: 5 Exercise attendance: 5 Activity during lectures: 10 Presentation: 10		
		Final exam: Written part of the exam: 40

Course: English language 3			
Teacher: Aferdita Crnisanin			
Course status: Mandatory, fourth year, fifth semester			
Number of ECTS: 5			
Precondition courses: English 2			
Course objective Students are introduced to the basic concepts from the narrower field of profession in English, where the main goal is to provide students with knowledge of the professional language for quality monitoring of information literature in English. Since, in order to achieve that goal, it is equally necessary to know the vocabulary, ie. the contents of the English language itself, as well as the language structures, have a significant place in grammar.			
Outcome of the course The student understands texts and has the ability to present professional content with special emphasis on communication skills. The student can use professional literature and express his ideas as well as new knowledge in English in written and oral communication			
Course content Theoretical classes English language lingua franca of the information age. Means of communication and communication globalization, mass media. Electronic computer: historical development of computers and their application. Types of computers, main parts of computers, computer management. Computer education in English-speaking countries. Dynamics of information language development. Internet. Use of English on the Internet, abbreviations and acronyms. Rules of conduct on the Internet, computer crime. Expressing mathematical concepts in English. Practical classes: Exercises, Other forms of teaching, Study research work The exercises practice the comparative pronunciation of internationalism in the field of information systems in English and Serbian. Practicing with verbs and verb tenses in active and passive. Also in the exercises, students prepare teaching materials that are successively published on the course website.			
Literature <ul style="list-style-type: none">• (2004): Oxford Oxford Dictionary of Business Oxford, University Press• Mitic, G. (2005): "Reading Texts, Short English Grammar Book," FON, Belgrade• Prnjat, Z. & Petkovic, V .. (2006): "English Language 1", FTB University "BK", Belgrade• Murphy, R. (2007): "English Grammar in Use". Third Edition. CUP "Business English Reader 1" (collection of professional texts adapted to the curriculum in electronic edition) Thomson, A.J., Martinet, A.V. (2003). A Practical English Grammar, Oxford University Press monolingual and bilingual dictionaries			
Number of hours of active teaching	Theoretical classes: 30	Practical classes: 30	
Teaching methods Communicative and grammatical-translation method in combination.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points	Final exam	Points
activity during the lecture	10	written exam	
practical teaching	15	oral exam	40
Colloquia	20		
Seminars	15		

Course: Commercial knowledge of goods (Commodity science)		
Teacher: Prof. Dr. Kuzman M. Boris, Prof. Dr. Ignjatijević D. Svetlana, (exercises: prof.dr. Babić M. Vladan)		
Course status: Elective		
Number of ECTS: 8		
Precondition courses: None		
Educational goal: Mastering knowledge and skills for management of quality in general, quality of material products as well as quality of certain groups of products that are most important for our conditions. Guiding students to solve complex problems, to acquire knowledge of the properties of products, quality of products and characteristics of commodities assortment from both customs and commercial point of view. Commercial knowledge of goods or science about goods is a scientific discipline that deals with the study of usable values of the commodities and is based on the scientific achievements and experiences of developed countries in the world.		
Educational outcomes (acquired knowledge): Knowledge of quality levels, components of quality of material products, preservation of quality level, basis of standardization, product sorting according to different classifications (e.g. customs, etc.), raw material base for certain product groups, as well as possible product assortments based on certain resources.		
Course content/structure: General part: Product (classification); Quality of products (quality components of material products, standardization); Product transposition, storage, packaging; Special part: Mineral raw materials; Energy sources (conventional and alternative); Metal products (iron, copper); Non-metal products; Chemical products (base inorganic and organic, polymers); Food products Practical classes: Case Study Analyses		
Literature Uscemlić, D., Urošević, S., Jovanovic, L., Milovanović, R., Commercial Knowledge of Goods, Faculty of Economics, Belgrade, 2010. Uscemlić, D., Lukić, R., Quality Management of Material Products, Faculty of Economics, Belgrade, 2011. Kiran, D.R., Total Quality Management – Key Concepts and Case Studies, Butterworth-Heinemann, 2016.		
Number of active teaching classes (weekly)	Lectures: 30	Practical classes: 30
Teaching methods: Lectures, PP presentations, Group discussions, Case studies		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: Exercise attendance -10 p. Lecture attendance – 10 p, Colloquium exam - 20 p. Presentation - 10 p. Oral exam– 50 p. Total points – 100 p.		

Course: Quality Management		
Teacher: Jovanović Nj. Dražen, exercises: Babić M. Vladan		
Course status: Elective		
Number of ECTS: 8		
Precondition courses: None		
Educational goal The goal of this course is for students to master the knowledge of quality (which includes all areas of human activity: product quality - services, management, government and life), metrology, standardization, accreditation, certification, quality management systems, their implementation and certification.		
Educational outcomes (acquired knowledge): By studying the subject, knowledge is acquired that can be successfully applied in all business organizations. Their application would improve business and the organization would thus gain a competitive advantage in both domestic and foreign markets.		
Course content/structure Roots of thought about quality and management. Scientific approach to quality. Quality gurus (Deming, Juran, Ishikawa, Taguchi, Figenbaum, Crosby). Quality history. Basic elements of quality. Metrology. Standardization. Accreditation. Certification. Market control. National accreditation system. Regional and world accreditation system. Quality to the single market. World quality control. Concepts of quality management system. PDCA cycle. QMS according to the ISO 9000 series of standards. EMS according to the ISO 14000 series of standards. Integrated management systems. Standards and points of standards on training and education. Tools and methods for quality improvement. Quality and education. Concepts of quality management system. Implementation and certification of QMS. Information systems quality management. ISO / IEC 20000 and ISO / IEC 27000 standards.		
Literature Primary Literature <ul style="list-style-type: none"> Ушћумлић, Д, Бабић, Ј. (2016): <i>Квалитет и менаџмент квалитетом</i>, Економски факултет, Београд Вулановић В, Камберовић Б., Станивуковић Д, (2002) <i>Систем квалитета 9001:2000</i>, ФТН, ИТЦ, Нови Сад Ђорђевић Д, Ђоћкало Д., (2001): <i>Основе управљања квалитетом</i>, Теаграф, Београд, 2001. Secondary Literature <ul style="list-style-type: none"> Moracanin V, "Total Quality Management and Six Sigma", chapter 8: Competence Education and Training for Quality book edited by Tauseef Aized, ISBN 978-953-51-0688-3, Published: August 1, 2012. 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods The course is taught according to standard methods of higher education, ie university teaching in the form of theoretical lectures and practical exercises, combined with examples from practice, independent and team work and mandatory seminar work (project assignment) during the semester.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10 Preliminary Examination: 25 Term paper: 25 Final exam Oral part of the exam: 40		

Course: Economics of Trade		
Teacher: Lidija Madžar, PhD		
Course status: Mandatory		
Number of ECTS: 5		
Precondition courses: None		
Educational goal: Study of the trade economics scientific field, trade institutions, basic trends in contemporary trade, functioning of wholesale and retail trade, trade policy, use of trade innovation, as well as trade theories and practices of developed countries. The goal is to enable students to think critically about the presented scientific and theoretical knowledge, as well as propose new solutions through scientific through, with the aim to improve the theory and practice of domestic trade.		
Educational outcomes (acquired knowledge): Students ability to draw adequate conclusions in the field of trade. Mastering the theoretical and methodological knowledge in the field of procurement, distribution and sales, as well as theoretical and methodological aspects of negotiations and concluding sale contracts. The educational outcomes are also reflected in mastering the procedures for creating and monitoring sales documentation, and the use of innovation in contemporary trade companies.		
Course content/structure: The notion and functions of trade; Basic trade policies; Marketing mix and marketing channels in the trade; Marketing channel management; New management strategies in trade; Organization and functioning of wholesale and retail trade; Trade and market institutions; The evolution of marketing channels and e-commerce; Economics and business risks in trade; Innovation and scientific and technical progress in trade; Classical and contemporary theories of trade; Technical and ecological component of quality in trade; Harmonization of trade quality system with the requirements of the European Union.		
Literature Zlatković, Ž., Ekonomika trgovine, Prosveta, Niš, 1995. Ćuzović, S., Ivanović, P., Inovacije u trgovinskom menadžmentu, Ekonomski fakultet, Niš, Podgorica, 2002. Jovičić, D., Sudarov, S., Savremeno tržišno poslovanje, Alfa-graf NS, Novi Sad, 2014. Lovreta, S., Trgovinski menadžment, Ekonomski fakultet, Beograd, 1999. Lovreta, S., Končar, J., Petković, G., Kanali marketinga, Ekomoski fakultet, Beograd, 2009. Stanković, J., Čavić, B., Trgovina i drugi kanali marketinga, Univerzitet Singidunum, Beograd, 2013.		
Number of active teaching classes (weekly)	Lectures: 30	Practical classes: 30
Teaching methods: Presentation by professors and assistants, interactive work with students, case studies, presentation of seminar papers and visits to important home trade institutions.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises Exercise attendance 10 Lecture attendance 10 Colloquium exam 20 Written part of the exam - tasks and theory Oral part of the exam 50 Presentation 10 Theoretical part of the exam)		

Course: Accounting of trading companies		
Teacher: Bešlić Rupić I. Ivana		
Course status: Mandatory		
Number of ECTS: 8		
Precondition courses: Passed the exam Basics of accounting		
Educational goal Introduction to the specifics and details of the application of accounting in trade organizations.		
Educational outcomes (acquired knowledge): Acquisition of theoretical knowledge in the field of trade companies, which includes knowledge of trade companies as a business system in the field of economics, basic characteristics and specifics of accounting of trade companies, organization of accounting functions of trade companies and knowledge of accounting information system and management of trade companies, trade transactions and their adequate accounting treatment.		
Course content/structure <i>Theoretical part (lectures):</i> A trading company as a business system; Specifics of accounting of trade companies. Instruments of organization of accounting function: accounts, record-keeping books, accounting documentation; Financial reports; Own capital of a trading company; Borrowed capital of a trading company; Fixed assets of a trading company; Current assets of a trading company; Accounting aspect of domestic trade; Accounting aspect of foreign trade business; Accounting aspect of expenses and revenues; Methods of calculating the periodic financial result. <i>Practical part (exercises):</i> Solving practical tasks; Simulation of business situation.		
Literature Lukić, R. (2015). <i>Računovodstvo trgovinskih preduzeća</i> , Beograd: Ekonomski fakultet. Lukić, R. (2013). <i>Računovodstvo trgovinskih preduzeća- kroz primere</i> , Beograd: Ekonomski fakultet. Selected texts of the teacher's choice		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods Ex-chair; discussion groups; colloquia, case studies from practice		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Colloquium: 20 Lecture attendance: 10 Exercise attendance: 10 Seminary paper: 10 Final exam Written part of the exam: 50		

Course title: E-business			
Teacher: Marijana Vidas-Bubanja, exercises: Šašo D. Vladimir			
Course status: Mandatory, third year, sixth semester			
Number of ECTS : 9			
Precondition courses: None			
Educational goal The aim of the course is to introduce students to basic concepts and models of electronic business. The most important e-business models and systems are studied as well as different areas of e-business applications and security systems. Practical knowledge and skills of techniques and software tools are presented. Various examples of e-business successful solution are analyzed.			
Course outcome: Students will be able to apply the appropriate e-business model in practice. They will be trained to define the phases of business transformation and managerial changes that a company must go through on the path of full implementation of e-business tools and techniques provided by the selected e-business model.			
Course content: Theoretical classes Basic concepts of electronic business. Basic e-business models (B2B, B2C, C2C, B2G,C2G); E-commerce - models and solutions. E-marketing - forms and characteristics. E-government (e-government) - e-business of state and public institutions with citizens and companies. E-banking (payment systems, payment cards, e-money). E-stock market. Security in e - business (risks, encryption, electronic and digital signature). Electronic payment transactions. E-insurance. E-business in the field of traffic, tourism and hotel industry. M-business. Practical classes: Analysis of modern models of electronic business. Analysis and practical work on e-business systems in various fields (trade, marketing, public administration, banking, stock exchanges, insurance, transport, tourism, hospitality, etc.). • Practical teaching Practical application of Internet technologies for modeling e-business and analysis of successful case studies.			
Literature: 1) Laudon, C.L and Laudon J.P., Management Information Systems; Managing the Digital Firm, Pearsons, 2020; 2) Vidas-Bubanja, M. Modeli i tehnologije E-poslovanja, BPŠ-VŠSS, 2019; 3) Laudon, C. K. Traver, G.C. (2016). <i>E-commerce 2016: Business, Technology, Society</i> , Pearson Education Limited, Harlow, England; 4) Turban, E., Pollar, C., Wood, G. (2018). <i>Information Technology for Management: On Demand Strategies for Performance, Growth and Sustainability</i> , John Wiley & Sons; 5) Turban, McLean, Vetterby, Information Technology for Management, Institute for Textbooks and Teaching Aids, Belgrade, 2003; Supplementary Literature: 1) Chaffey, D. et al., <i>Digital Business and E-commerce Management</i> , Pearsons, 2019; 2) UNCTAD, <i>Digital Economy Report 2019</i> , Paris, 2019; 3) Kalakota, R., Robinson, M., <i>e-Business 2.0: Roadmap for Success</i> , Addison-Wesley, Harlow, 2001; 4) -Turban King, McKey, Marshall, Lee, Viehland, <i>Electronic Commerce- A Managerial Perspective</i> , 2007; OECD, <i>Measuring the Digital Transformation, Roadmap to Future</i> , 2019.			
Number of hours of active teaching	Theoretical classes: 3	Practical classes: 3	Other forms of teaching: 0
Teaching methods : interactive method; discussions; analysis of successful case studies from practice			
Knowledge assessment (maximum number of points 100)			

Prerequisites	Points	Final exam	Points
Activity during lectures	5	Written exam	30
Practical classes	-	Oral exam	15
Colloquiums	50		
Seminars	-		

Course: Management of trade enterprises		
Teacher: Jovanović Nj. Dražen, exercises: Babić M. Vladan		
Course status: Mandatory		
Number of ECTS: 8		
Precondition courses: None		
Educational goal The course is studied with the aim that students acquire basic knowledge, skills and techniques in trade management and trade business system, which would be useful in formulating the concept, strategy, operations and tactics of trade and organizations engaged in this activity. Upon fulfillment of lectures and exercises, students should be able to efficiently and effectively manage all elements of the management process (planning, organizing, managing, coordinating and controlling) and managing functional areas of trade organizations, such as: contracting, procurement, sales, warehousing, finance, human resource management, branding. Through lectures and practical simulations, students should be introduced to the practical aspects of management.		
Educational outcomes (acquired knowledge): Understands and applies fundamental knowledge in the field of trade management, Works in a team composed of experts of various profiles. Has professional and ethical responsibility and understands the impact of specific solutions on society and the environment.		
Course content/structure Theoretical lectures: <ol style="list-style-type: none"> 1. GENERAL TERMS AND DEFINITIONS OF TRADE MANAGEMENT 2. ELEMENTS OF TRADE MANAGEMENT 3. ANATOMY OF TRADE MANAGEMENT 4. FUNCTIONAL MANagements IN TRADE 5. TRADE AND TRADE MANAGEMENT OF DEVELOPED COUNTRIES Practical lectures: In the practical lectures, the cases of large world trade companies will be analyzed in particular.		
Literature <ul style="list-style-type: none"> • Ловрета, С, (2015): <i>Трговински менаџмент</i>, Економски факултет, Београд • Ловрета, С, Ј. Кончар, Г. Петковић (2006): <i>Канали маркетинга, трговина и остали канали</i>, Економски факултет, ЦИД, Београд 		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods Ex cathedra; discussion groups; seminars; colloquia, case studies from practice.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 5 Practical Tasks: 5 Preliminary Examination: 30 Term paper: 20 Final exam Written Exam: 20 Oral part of the exam: 20		

Course: Italian language 3		
Teacher: Biljana Mirčić		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: successfully passed exam in Italian language 2		
Educational goal Student should be able to give and ask an information about personal experiences, habits and routines, to describe him/herself and other people, and to write short, simple notes and messages and very simple personal letter. The program also includes the extension of knowledge about Italian culture and lifestyle.		
Educational outcomes (acquired knowledge): Acquisition of language competence at level A2-1 of level A2 of the Common European Framework of Reference for Modern Languages		
Course content/structure Lessons 8, 9, 10 Espresso 1; : 8. Sapori d'Italia, talking about one's eating habits, writing a shopping list, talking about typical Italian recipes, understanding recipe instructions, describing one's favorite recipe, doing grocery shopping, indicating quantities 9. Vita quotidiana: describing one's work habits and working hours, describing and asking about someone's daily routine, describing one's daily routine, talking about one's country's public holidays, writing a postcard for one's favorite national holiday, 10. Fare acquisti: shopping for clothes and shoes, making a polite request, describing one's look on special occasions; Grammar: direct pronouns: forms and position, partitive use of preposition di, ne, indefinite adjectives: quanto, present tense: reflexive verbs, indirect pronouns		
Literature Luciana Z., Giovanna R., "Espresso 1" Alma Edizioni Firenze, Зеница Р., Јулијана В., (2003): "Практикум вјежбе читања и превођења" Универзитет Црне Горе, Susanna N. "Grammatica pratica della lingua italiana", Alma Edizioni Firenze		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 1
Teaching methods Teaching method is based on a communicative approach		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises Exercise attendance 10 Lecture attendance 10 Written part of the exam - tasks and theory 50 Oral part of the exam 30 Presentation / Project / Theoretical part of the exam) /		

Course: SPANISH LANGUAGE 3		
Teacher: Ana M. Vukić		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: none		
Educational goal: Develop Spanish language competence – sublevel A2-1 of level A2, CEFR		
Educational outcomes (acquired knowledge): Acquisition of language competence at sublevel A2-1 of level A2 of the Common European Framework of Reference for Modern Languages (mastering the basic language skills of reception and production)		
Course content <i>Lectures:</i> <ul style="list-style-type: none"> • Verb morphology and use of verb forms: pretérito indefinido; perfect perfect (us in Spain and Hispanic America) • Constructions volver + a + infinitive; That + noun + tan / more + adjective! • Contrast ser / esta • Verbs of movement with prepositions a, de, en • Shorter (apocorized) forms of the adjective bueno, malo, primero, tercero, grande • Comparative, superlative • Coherence and cohesion of the text: y, pero, es decir, en primer lugar • Pronouns for direct and indirect object; indefinite pronouns and adjectives • Expressing surprise; temporal expressions; frequency expressions and adverbs • Indirect speech <i>Practical classes:</i> <ul style="list-style-type: none"> • Communication situations: free time, nightlife of young people in Spain, social relations, at the post office / bar / theater, at the bus station, etc .; historical facts, internet • Reading newspaper articles • Practice basic correspondence (informal and formal) • Interactive multimedia exercises: grammar and lexical exercises on examples of Spanish music • Introduction to Hispanic culture and art (through film, literature and relevant available content) • Monitoring Spanish-language media on the Internet 		
Literature Equipo Prisma, <i>Prisma continúa: Método de español para extranjeros: nivel A2. Prisma del alumno</i> , Madrid, Edinumen, 2007 (Unidades 1 -6) Equipo Prisma, <i>Prisma continúa: Método de español para extranjeros: nivel A2. Prisma de ejercicios</i> , Madrid, Edinumen, 2007 (Unidades 1-6) Rodríguez Sordo, M. <i>El secreto de Diana</i> , Madrid, Edinumen: Lecturas graduadas de español, 2009 Blázquez Lozano, M. J. y Villegas Galán, M. A. <i>Universo gramatical</i> , Madrid, Edinumen, 2010 Николић, В., <i>Шпански речник (шпанско-српски, српско-шпански)</i> , Никшић, Јасен, 2014 (двојезични речник) http://dle.rae.es/		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes:1
Teaching methods: The basic form of work and study are lectures (theoretical classes) and exercises (practical classes), and auxiliary presentations and consultations. Several methods of foreign language teaching are combined, and the basis is a communicative method.		

Knowledge evaluation (maximum 100 points)			
Pre- examination obligations	Points	Final exam	Points
Attendance	10	Written part of the exam	40
		Oral part of the exam	20
Coloquium exam	30		
Seminar(s)	-		

Course: Organizational behaviour		
Teacher: Jovanović Nj. Dražen, exercises: Petrović Nj. Aleksandra		
Course status: Elective		
Number of ECTS: 7		
Precondition courses: None		
Educational goal The aim of this course is to acquaint students with the importance of the impact of organizational behavior and preparation for understanding management with different functional requirements for the establishment of effective and dynamic domestic and international markets.		
Educational outcomes (acquired knowledge): Introducing students to techniques and methods of preparation for understanding business functions and behavior in companies-organizations. Highly accepted new technologies in the effect of success in business companies, as well as the introduction and understanding of vital managerial skills and responsibilities as well as the ability to effectively and efficiently manage organizational systems.		
Course content/structure Theoretical teaching <ul style="list-style-type: none"> – Management theory; Personality; Management and leadership; Human resources development; Training and education; – Career development planning; rewarding and motivating employees; protection of employees at work and working relations; Perception; Motivation; Motivation theories; Stress and violence in the workplace; – Groups and teams; Power and manifestation of power; Conflicts and conflicts in the organization; Decision making; – Communication in the organization; Organizational culture; Organizational structure and design; – Organizational dynamics. <i>Practical classes.</i> Preparation and defense of seminar paper, discussion group.		
Literature <ul style="list-style-type: none"> • Јанићијевић, Н, <i>Организацио понашање</i>, Датастатус, Београд, 2009. • Зимањи, В, Шушњар, Ш, Г, <i>Организационо понашање</i>, Економски факултет Суботица, 2005. • Јовановић, М, Живковић, М, Цветковски, Т. <i>Организационо понашање</i>, Мегатренд универзитет, Београд, 2007. 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 3
Teaching methods Teaching is conducted through lectures, exercises, seminar paper, taking the colloquial part of the exam and an oral exam.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10 Practical Education: 10 Preliminary Examination: 20 Term paper: 10 Final exam Oral part of the exam: 50		

Course: Marketing Channels		
Teacher: Dejan R. Dašić		
Course status: Elective		
Number of ECTS: 7		
Precondition courses: None		
Educational goal: The aim of the course is to provide students with basic theoretical and practical knowledge in the field of trade and other marketing channels in developed market economies. By studying this course, students are given an insight into changes in the traditional course of trade and other marketing channels, market globalization and the application of new electronic technologies that significantly affect building new market structures and the very nature and area of economic exchange between buyers and sellers.		
Educational outcomes (acquired knowledge): Enabling students to work in the field of trade in goods and services, acquiring knowledge about modern marketing channels, with special emphasis on trade as the main driver of the channel marketing; gaining a realistic picture of the ways of functioning of modern markets of goods and services, getting acquainted with the practical problems of relations between numerous actors and institutions in marketing channels.		
Course content/structure: The concept, significance and functions of the market, marketing channels and other participants in marketing channels. Problems of building the structure of marketing channels. Participants in marketing channels, from primary (trade) institutions to various specialized intermediaries. Marketing channel management. Marketing channel environment analysis, marketing channel planning and design, as well as management, analysis and control in marketing channels. Marketing channel institutions. International marketing channels and electronic marketing channels. Functioning of marketing channels in modern trends in the global market. Interactions of marketing channels and the economic environment in which these channels operate.		
Literature Lovreta S., Petkovic, G. , Končar J .. (2013). Marketing channels, Faculty of Economics, Belgrade Milenović B. (2007) Marketing Channels. FTBR, Belgrade.		
Number of active teaching classes (weekly)	Lectures:: 30	Practical classes: 45
Teaching methods : Ex cathedra lectures, interactive work with students, consideration and discussion of the specific structure of marketing channels, especially trade of developed market economies and economies in transition; Individual and group presentations of students based on a specific problem related to marketing channels; Case studies - analysis of marketing channels on the example of domestic and foreign companies.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Activity during the lecture 10 points; Lecture attendance 10 ; Written part of the exam - tasks and theory (2x10) 20 ; Presentation 10 ; Oral part of the exam 50 .		

Course: English language 4			
Teacher: Aferdita Crnisanin			
Course status: Compulsory, fourth year, seventh semester			
Number of ECTS : 5			
Precondition courses: English language 3			
Course objective The aim of the course is to acquaint students with the concepts from the narrower field of profession in English, where the main goal is to provide students with knowledge of professional language necessary for quality monitoring of information literature in English.			
Outcome of the course The student is trained to write abstracts and abstracts and presentations in English. .			
Course content Theoretical classes Structure, organization and data processing. Information systems. Information networks, data transmission and information. Data transmission systems. Kinds of. Programming and programming languages. Types of programs. Operating systems. Basics of written and oral communication. Basics of business correspondence. E-commerce. Application of modern technology in business communication. Review of grammatical structures: indefinite verb forms and their translation. Review of grammatical structures: noun and prepositional sets. An overview of grammatical structures: conjunctions and their role in a sentence. Types of complex sentences. Review of grammatical structures: types of dependent sentences. Participle in dependent sentences. Practical classes: Exercises, Other forms of teaching, Study research work Writing a summary and abstract, e-mail, presentation. Using the Internet CDs and dictionaries for this purpose.			
Literature <ul style="list-style-type: none">• (2004): Oxford Oxford Dictionary of Business Oxford, University Press• Mitic, G. (2005): "Reading Texts, Short English Grammar Book," FON, Belgrade• Prnjat, Z. & Petkovic, V .. (2006): "English Language 1", FTB University "BK", Belgrade• Murphy, R. (2007): "English Grammar in Use". Third Edition. CUP• "Business English Reader 2" (collection of professional texts adapted to the curriculum in electronic edition)• monolingual and bilingual dictionaries			
Number of hours of active teaching	Theoretical classes: 30		Practical classes: 30
Teaching methods Communicative and grammatical-translation method in combination.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points	final exam	<i>Points</i>
<i>activity during the lecture</i>	10	<i>written exam</i>	20
<i>practical teaching</i>	10	<i>oral exam</i>	20
<i>Colloquia</i>	30		
Seminars	10		

Course: Financial markets and stock exchanges		
Teacher: Barjaktarović R. Miljana		
Course status: Elective		
Number of ECTS: 8		
Precondition courses: None		
Educational goal The aim of the course is basic knowledge about specifics of the financial system, financial markets, financial instruments and financial institutions as intermediaries in the financial market. Students will be able to analyze modern investment processes, capital market and foreign exchange market, as well as the financial institutions, with special emphasis on investment banks, investment funds, institutional investors.		
Educational outcomes (acquired knowledge): Ability of the student to understand: the structures of the financial market, its segments and financial instruments; the difference between debt and equity financial instruments, fixed-income and variable-yield financial instruments; specifics of the primary and secondary financial market; major economic models that describe the price of financial assets; specifics of functioning investment banks, the various types and forms of investment funds and institutional investors.		
Course content/structure The role of financial markets and institutions and the structure of the financial system. Interest rates. Money market and money market instruments. Foreign exchange market. Bond market. Mortgage market. Stock market. Investment banking. Yield and risk of financial instruments. Portfolio theory and risk diversification. Secondary capital market. Fundamental and technical analysis. Forward market - futures, options, swaps. Stock market - microstructure of the financial market. Financial markets regulation. Deposit financial institutions. Investment funds. Insurance companies. Pension funds. Other intermediaries in financial markets.		
Literature <ul style="list-style-type: none"> Erić, D., Šukić, M. <i>Finansijska tržišta u uslovima krize</i>, Institut ekonomskih nauka, Beograd, 2021. Šoškić, D., Živković, B. <i>Finansijska tržišta i institucije</i>, Ekonomski fakultet, Beograd, 2009. Barjaktarović, M. <i>Finansijska tržišta</i>, Alfa Univerzitet, skripta, Beograd, 2013. Saunders, A., Cornett, M. M., <i>Finansijska tržišta i institucije</i>, Masmedia, Zagreb, 2006. Omerhodžić, S. <i>Finansijska tržišta i institucije</i>, Harfo graf, Tuzla, 2008. 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods Lectures with active participation of students with short knowledge tests. Individual work of students through the presentation of seminar papers and discussions in teams related to case studies and simulations of business situations.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: activity during lectures 10 colloquiums 30 seminar 10		
		Final exam: oral part of exam 50

Course: Marketing of trade companies		
Teacher: Assistan Professor, PhD Kuzman M. Boris, Professor, PhD. Babić M. Vladan (exercises: Bačevac M. Srećko)		
Course status: Mandatory, fourth year, seventh semester		
Number of ECTS: 6		
Precondition courses: None		
Educational goal Introducing students to the theoretical and practical aspects of marketing in commercial enterprises; with basic marketing activities and principles of trade companies (retail, wholesale) that operate in a global environment; to understand the specifics of marketing in trade and to adopt operational and applicable knowledge from trade business, such as a specific trade instrument of marketing-sales.		
Educational outcomes (acquired knowledge): Enabling students to synthesize knowledge of trade companies and marketing in order to apply this knowledge in specific cases; understand the interdependence of marketing in trade enterprises (retail, wholesale); to critically analyze different elements of the marketing mix in order to achieve an effective combination; to understand and apply the process of strategic and tactical marketing planning of trade companies.		
Course content/structure Theoretical Education Theoretical and methodological aspects of studying the marketing of trade companies. Trade, trade marketing, trade and other companies in marketing channels. The concept, tasks, marketing instruments of trade companies. Analysis of key elements of the marketing mix of trade companies. Specifics of marketing of trade companies. Marketing strategies of trade companies in the global environment. Internationalization of trade companies. Marketing mix: sales range management, brand, services, prices - as a competitive tool, micro location, traffic channels, promotional activities in the store, personal sales, sales skills. Market research and marketing information system. Creating a marketing strategy for trading companies. Practical Education Practical training, case studies, business situation simulation.		
Literature <ul style="list-style-type: none"> Ловрета, С, Петковић, Г, Богетић, З, Стојковић, Д. (2016): <i>Трговински маркетинг и продаја</i>, Центар за издавачку делатност, Економски факултет, Универзитет у Београду, Београд. Миленовић, Б, (2007): <i>Канали маркетинга</i>, треће издање, Уиверзитет Браћа Карић, Београд. 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods dialogical; interactive method; case study from practice		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 5 Practical Education: 15 Colloquium exam: 25 Project: 15 Final exam Oral part of the exam: 40		

Course: Consumer behavior		
Teacher: Dejan R. Dašić		
Course status: Elective		
Number of ECTS: 7		
Precondition courses: None		
Educational goal: Introducing students to modern theories and models of consumer behavior, types of consumers and consumer groups, research methods of consumer behavior, internal and external factors that affect consumer behavior, the process of making purchasing decisions, the characteristics of industrial customers. It is about acquiring knowledge that is an integral part of professional education of students, bearing in mind that knowledge of consumer behavior today is an integral part of the strategy of development of any organization and achieving business success.		
Educational outcomes (acquired knowledge): Ability of students to identify and understand the behavior of consumers in different situations, shopping or spending, which is the basis for developing successful marketing strategies and significantly reduce uncertainty in making business decisions. Acquired competencies enable successful completion of a wide range of marketing activities in different types of organizations.		
Course content/structure: Theoretical classes- The concept, origin and development of consumer behavior as a scientific discipline; Consumer behavior as an integral part of the business and market strategy of the company; Potential and regular consumers; Determinants of consumer behavior; Analysis of individual groups of factors that influence consumer behavior. Sociological consumer research; Psychological and motivational research of consumers; Making purchasing decisions; Organizations as consumers; Motives and behavior of the organization as a consumer; New technologies, lifestyle changes and the impact on consumer behavior; Political and economic environment as factors of consumer behavior; Tradition, culture, customs as factors of consumer behavior; Natural factors that influence consumer behavior; Characteristics of individual consumer groups and connection with the social structure of society. Practical teaching Analyzing and deepening examples from practice		
Literature Maričić, B. (2011): " <i>Consumer Behavior</i> ", Center for Publishing - Faculty of Economics, Belgrade. M. Solomon, G. Bamossy, S. Askegaard, M. K. Hogg (2015): <i>Consumer Behavior</i> , Mate, Zagreb		
Number of active teaching classes (weekly)	Lectures: 30	Practical classes: 30
Teaching methods : Interactive method; case study analysis; individual and group work students on solving examples from practice.		
Knowledge evaluation (maximum 100 points) Activity during the lecture 10 points; Lecture attendance 15 ; Written part of the exam - tasks and theory (2x15) 30 ; Presentation 15 ; Oral part of the exam 30 .		

Course: Entrepreneurship		
Teacher: Jovanović Nj. Dražen, exercises: Babić M. Vladan		
Course status: Elective		
Number of ECTS: 7		
Precondition courses: None		
Educational goal The goal of the course is to acquaint students with the concept and terminology of the entrepreneurial field; to point out the importance of business opportunity, resources and team; to notice the importance of risk in entrepreneurial activities of creating new business ventures; to get acquainted with concrete elaborations of articulation of business process through business plan and planning documents.		
Educational outcomes (acquired knowledge): Enabling students to recognize and adopt an entrepreneurial philosophy, use entrepreneurial processes and understand the entrepreneurial personality; synthesis of all these findings and achieving a creative context for designing new business ventures while enabling students to independently recognize the business opportunity and translate it into an organized business process.		
Course content/structure Theoretical Education <ul style="list-style-type: none"> • History, definitions and theories of entrepreneurship • Entrepreneurship process. • Business opportunity or benefit. • Resources. • Teams. • Entrepreneur profile. • Psychosocial aspects of entrepreneurs. • Entrepreneurship environment. • Entrepreneurial strategies. • Marketing and entrepreneurship. • Ethics and entrepreneurship. • Basic indicators for entrepreneurial decision-making. • Risk analysis of the entrepreneurial venture. • Entrepreneurial techniques of company evaluation • Business plan - the theoretical part of business planning. Practical Education: Case studies, business plan, virtual enterprise workshop		
Literature <ul style="list-style-type: none"> • Авлијаш, Р, Авлијаш, Г, <i>Предузетништво</i>, Универзитет Сингидунум, Београд, 2013. • Пауновић, Б, <i>Предузетништво и управљање малим предузећем</i>, ЦИД Економски факултет, Београд, 2014. • Весић, Д, <i>Предузетништво и предузетнички менаџмент</i>, Институт за међународну политику и економију, Београд, 2016. • Деакинс, Д, Фреел, М, <i>Предузетништво и мале фирме</i>, Дата Статус, Београд, 2012. 		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods Ex cathedra; discussion groups; seminars; colloquia, case studies from practice.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10 Practical Tasks: 15 Preliminary Examination: 20 Term paper: 15 Final exam Oral part of the exam: 40		
Course: Foreign Trade Operations		

Teacher: Prof. Dr Kuzman M. Boris, (exercises: Bačevac M. Srećko)		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal: Introduction to foreign trade and participants in foreign trade; introduction to foreign trade policy instruments; organizing foreign trade operations and negotiating foreign trade deals; introduction to risks in foreign trade transactions.		
Educational outcomes (acquired knowledge): Understanding, recognizing, formulating and solving of complex problems in foreign trade. Decision-making on an operational and tactical level. Applying professional knowledge in practice. Adapting to new business conditions. Presentation, representation and communication in different situations. Acquiring skills in teamwork.		
Course content/structure:. Participants in foreign trade. International treaties and conventions. Foreign trade operations. Organization and strategy of market entry. Payment instruments in foreign trade. Supporting foreign trade services. Insurance and risks in foreign trade operations. International Trade Agreements. Principles of international trade law. International organizations (WTO, IMF, EBRD, IFC)		
Literature Kozomara J., Osnove međunarodnog poslovanja – Spoljnotrgovinske robne transakcije, Ekonomski fakultet i Institut za međunarodnu politiku i privredu, Beograd, 2012. Unković, M., Stakić, B., Spoljnotrgovinsko i devizno poslovanje, Univerzitet Singidunum, Beograd, 2011. Cavusgil, S.T., Knight, G., Riesenberger, J.R., Rammal H. G., and Rose, E.L. International Business, The New Realities (2nd Edition) Pearson, 2015.		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 3
Teaching methods: Lectures, PP presentations, Group discussions, Case studies		
Knowledge evaluation (maximum 100 points) Lecture attendance – 10 p, Colloquium exam 20 p. Course paper and presentation 30 p. Oral exam– 40 p. Total points – 100 p.		

Course: International transport, shipping and insurance		
Teacher: Prof. Dr Pamučar Dragan (exercises: prof.dr Babić M. Vladan)		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal: The course will improve the theoretical and practical capacity of students to understand the essence of modern business in the area of transport, shipping and insurance as well as the importance and impact of customs and customs systems in the movement of goods.		
Educational outcomes (acquired knowledge): Successful fitting of students, as well as practical application and realization of acquired knowledge in the business of business entities that are complementary to the area studied in their activities. They are expected to have a better understanding of the functioning and interactivity of the shipping, transportation and insurance systems.		
Course content/structure:. Theoretical part: TRANSPORT Markings and types of transport; Economic significance of road transport; Conventions and documents in road transport; Rail transport; Conventions and documents in railway transport; Maritime Transport, International Treaties; Bill of Lading; River transport; Navigation regime on the Danube; Contracts and implementation of docks in river transport; Air transport; International agreements in international air transport and accompanying documentation. SHIPPING Activities of international shipping agent; Import and Export Jobs; Customs duties; Shipping contract; shipping documents; International shipping organization FIATA. Customs The concept, the type and significance of customs. Customs policy. International customs co-operation and customs agreements. Customs system. INSURANCE IN TRANSPORT Development of insurance; Functions of insurance; Insurance elements; Insurance contract; Re-insurance; Motor vehicle insurance, Transportation safety. Practical part: Exercises, Other forms of teaching, Study Research, Case studies		
Literature Marković, M., Transport, shipping, customs and insurance, Belgrade, 2003.		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods: lectures, presentations, discussions, case studies.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: Lecture attendance – 10 p, Course paper and presentation - 20 p. Colloquium exam - 40 p. Written exam– 30 p. Total points – 100 p.		

Course: International Business Financing		
Teacher: Lidiya Madžar, PhD		
Course status: Mandatory		
Number of ECTS: 6		
Precondition courses: None		
Educational goal: The aim of the course International Business Financing is to provide students with the necessary theoretical and practical knowledge in the field of financing international business transactions, as well as to familiarize students with the nature and scale of global financial and economic trends and change management in international financial environment. The aim of this course is also to study international financial institutions, analysis of the balance of payments and balance of payments adjustments, but also analysis of the foreign exchange market, exchange rate regime and exchange rate policy effects. The subject also discusses the problems of international capital movements and its forms, export transactions' crediting and insurance, as well as FDI, joint ventures and other forms of international economic cooperation.		
Educational outcomes (acquired knowledge): By studying this course, students are empowered to understand and adequately assess trends in the international finance market and capital market, various payment mechanisms and risks in international finance, as well as to analyse and correctly interpret balance of payments problems. Students will also be able to understand the ways of organizing and controlling international financial operations, credit lines and the International Monetary Fund and the World Bank requirements, as well as to be acquainted with different ways of export crediting.		
Course content/structure: Introduction to International Business Finance; International monetary system; European Monetary System, Euromarkets and offshore markets; Balance of payment; Foreign exchange market; International financial institutions; Regional financial institutions; International capital movements and public debt repayment models; Crediting and insurance of export transactions; The most important regional economic integrations in the world.		
Literature Jovanović Gavrilović, P., Međunarodno poslovno finansiranje, Ekonomski fakultet, Beograd, 2012. Kovačević, R., Međunarodne finansije, Ekonomski fakultet, Beograd, 2011. Krugman, P., Obstfeld, M., International Economics: Theory and Policy, 11 th Edition, Pearson, London, 2018.		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 3
Teaching methods: Lectures, presentations, discussion, case studies analysis.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises Exercise attendance 5 Lecture attendance 5 Colloquium exam 40 Written part of the exam - tasks and theory Oral part of the exam 40 Presentation 10 Theoretical part of the exam)		

Course: Italian language 4		
Teacher: Biljana Mirčić		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: successfully passed exam in Italian language 3		
Educational goal Students should be able to understand phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (basic personal and family information, shopping, local area, employment). They should be able to catch the main point in short, clear, simple messages and announcements, to communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar topics and activities.		
Educational outcomes (acquired knowledge): Acquisition of language competence at level A2-2 of level A2 of the Common European Framework of Reference for Modern Languages		
Course content/structure Lessons 1, 2 and 3 Espresso 2: 1. La famiglia: describing a family tree, talking and writing about one's family and family habits 2. Da piccola... describing past situations and actions that occurred repeatedly, talking about one's childhood , 3. Non è bello ciò che è bello...:understanding and giving physical description, describing one's personality, reading one's horoscope Grammar: possessive adjectives + nouns referring to family relationships, past tense: passato prossimo form of reflexive verbs, past tense: imperfetto (forms and use), imperfetto forms of irregular verbs: essere, fare, bere, dire, passato prossimo vs. Imperfetto, present conditional (regular and irregular forms), demonstrative adjectives: quello (singular and plural forms) use of auxiliaries essere and avere with cominciare and finire, superlativo assoluto with molto + adjective or suffix -issimo ,molto (adjective and adverb)		
Literature Luciana Z., Giovanna R., (2005): "Espresso 2" Alma Edizioni Firenze Зеница Р., Јулијана В., (2003): "Практикум вјежбе читања и превођења" Универзитет Црне Горе, Susanna N. "Grammatica pratica della lingua italiana", Alma Edizioni Firenze		
Number of active teaching classes (weekly)	Lectures::	Practical classes:
Teaching methods Teaching method is based on a communicative approach		
Knowledge evaluation (maximum 100 points) Pre-examination obligations: Final exam: Colloquium exam: Homework: Lecture attendance: Exercise attendance: (Complex exercises Exercise attendance 10 Lecture attendance 10 Written part of the exam - tasks and theory 50 Oral part of the exam 30 Presentation / Project / Theoretical part of the exam) /		

Course: SPANISH LANGUAGE 4			
Teacher: Ana M. Vukić			
Course status: Elective			
Number of ECTS: 5			
Precondition courses: none			
Educational goal: Develop Spanish language competence – sublevel A2-2 of level A1, CEFR			
Educational outcomes (acquired knowledge): Acquisition of language competence at sublevel A2-2 of level A2 of the Common European Framework of Reference for Modern Languages (mastering the basic language skills of reception and production)			
Course content <i>Lectures:</i> <ul style="list-style-type: none"> • Verb morphology and use of verb forms: pretérito imperfecto; contrast - too perfect / too indefinite / too imperfect; imperfect future; simple condition; affirmative imperative, negative imperative; present subject • Frequency contributions • Contributions during: antes / ahora; before / from / from / from / from • Constructions: soler + infinitive ;, estar (imperfect) + gerundio; si + present present + future imperfect; • Introduction to the differences in the use of indicatives and subjunctives <i>Practical classes:</i> <ul style="list-style-type: none"> • Communication situations: household chores, education, history, inventions and discoveries, politics, press, advertisements, transport, fairy tales, in the pharmacy • Reading newspaper articles • Practice correspondence (formal and informal) • Interactive multimedia exercises: grammar and lexical exercises on examples of Spanish music • Hispanic culture and art (through music, film and seminar papers on Hispanic countries and their selected characteristics) • Internet content search related to Hispanic cultures Active use of appropriate multimedia content (dictionaries, virtual classrooms, etc.)			
Literature Equipo Prisma, <i>Prisma continúa: Método de español para extranjeros: nivel A2. Prisma del alumno</i> , Madrid, Edinumen, 2007 (Unidades 7-12) Equipo Prisma, <i>Prisma continúa: Método de español para extranjeros: nivel A2. Prisma de ejercicios</i> , Madrid, Edinumen, 2007 (Unidades 7-12) Díaz Ballesteros, P. <i>El paraguas blanco</i> , Madrid, Edinumen: Lecturas graduadas de español, 2009 Blázquez Lozano, M. J. y Villegas Galán, M. A. <i>Universo gramatical</i> , Madrid, Edinumen, 2010 Николић, В., <i>Шпански речник (шпанско-српски, српско-шпански)</i> , Никшић, Јасен, 2014 http://dle.rae.es/			
Number of active teaching classes (weekly)		Lectures: 3	Practical classes:1
Teaching methods: The basic form of work and study are lectures (theoretical classes) and exercises (practical classes), and auxiliary presentations and consultations. Several methods of foreign language teaching are combined, and the basis is a communicative method.			
Knowledge evaluation (maximum 100 points)			
Pre- examination obligations	Points	Final exam	Points
Attendance	10	Written part of the exam	40
		Oral part of the exam	20

Colloquium exam			
Seminar(s)	30		

Course: Final Degree Project
Teacher: All teachers in the study program
Course status: Mandatory
Number of ECTS: 6
Precondition course: Every student <i>enrolled</i> in the <i>third year</i> of the study program.
Education goal: The Final Degree Project gives students the possibility to put the conceptual, practical, and academic skills acquired throughout the bachelor into practice. The main objective of the final project is to answer a specific research question based on academic papers, books, and articles, using an adequate research methodology.
Educational outcomes (acquired knowledge): The students be able to independently and creatively apply the theoretical and practical knowledge acquired during their studies, to have the ability of critical thinking and logical reasoning and to present their conclusions clearly.
Course content/structure Final Degree Project is divided into two different formats: a written project and an oral presentation. Both parts of the project present different requirements that the student has to follow depending on the program. The Written Project should be divided into five different sections; introduction, literature review, methodology, results/discussion, and conclusion. Each section must contain specific content. The presentation follows a tight time-constraint. The advisors will be students' guide throughout their entire project. After completing the work the students will get a degree in Economics. Then, they will be qualified to work in a variety of organizations, having the opportunity for further education.
Teaching methods: Consultations, experimental and theoretical research
Knowledge evaluation (maximum 100 points) Review paper 50 Paper presentation 20 Answer the questions 30