

Master studies

Table 5.1. Course specification

Course: Corporate safety management
Teacher: Stanimir Đukić
Course status: Elective
Number of ECTS: 5
Precondition courses: None
<p>Educational goal:</p> <p>Students will acquire knowledge on basics of safety, classification of the safety term itself, contemporary challenges, risks, and threats to safety. Acquiring knowledge and defining the term of industry system, forms of organizing and the structure of big business systems (corporation, holding, transnational corporations etc.); corruption in transitional economies. Enabling the students to be able to differentiate all forms of jeopardizing safety and vital values of corporations, especially organized crime and corruption, as direct physical jeopardizing people, assets and doing business within corporations.</p>
<p>Educational outcomes (acquired knowledge):</p> <p>Knowing classification of the term safety and the term safety challenges, risks and threats, as well as basics for dealing with safety issues in organization/corporation. Enabling students to be able to independently recognize existing and newly emerged risks and threats, so they can organize and take measures in order to suppress jeopardizing safety in a planned way.</p>
<p>Course content/structure:</p> <p><i>Theoretical lessons (lectures)</i></p> <ul style="list-style-type: none"> • Introduction to the course • Theoretical approach to studying and theoretical grounds of safety • Classification of the term safety, contemporary safety challenges, risks and threats to safety and political and constitutional-legal assumptions of the safety system • Safety of the business systems and corruption in the case of transition countries • Defining the term of corporate safety and the systems of corporate safety • Modern systems of corporate safety: basic characteristics of the system of corporate safety; Principles and modes of organizing; Basic goals of organizing corporate safety system • Basic safety subsystems • Legal basics of the corporate safety system; Organizational structure of the corporate safety system: comparing contemporary systems of corporate safety (the USA, Russia, European Union, Western Balkans) • Theoretical grounds and defining the term of different forms of jeopardizing corporate safety • Challenges to corporate safety: Risks in realizing corporate safety: Direct and indirect threats to corporate safety • Gathering the data on form of jeopardizing and the analysis and estimation of developments in jeopardizing corporations' safety; Industry criminal and corruption; Technical-technological accidents; Social relations in corporations as the source of jeopardizing; Jeopardizing corporations' safety through natural processes • Planning the measures for following and fighting against jeopardizing corporate safety; Methods and tactics of fighting different forms of jeopardizing corporate safety; Monitoring functions in corporate safety • Physical and technical protection • Management in corporate safety; Managing in corporate safety: strategic planning of the safety in business systems; Designing the system of corporate safety • Perspectives of the corporate safety system development <p>Practical lessons (exercises)</p> <ul style="list-style-type: none"> • <i>Exercises, other forms of teaching, research.</i> <p>Composing special essays and seminar papers, organizing students' debates, simulations of previous challenges, risks, and threats. Simulations of acts of different bodies of corporate safety in planning, taking action and control of the corporate safety measures.</p> <p><i>Other forms of teaching:</i> individual work, consultations with specific professor about the certain topic,</p>

visiting relevant institutions, visiting and taking part in scientific gatherings.		
Literature <ol style="list-style-type: none"> 1. Dr Stanimir Đukić, <i>Corporate safety</i>, Faculty for diplomacy and safety, Belgrade, 2019. 2. Dr Stanimir Đukić, <i>Corporate safety management (II changed and revised edition)</i>, Faculty for management in sport, ALFA BK University, Belgrade, 2020. 3. Dr Obrad Stefanović, <i>Safety management</i>, KPA, Belgrade, 2012. 4. Dr Zoran Dragišić, <i>Safety management</i>, Faculty for safety, Belgrade, 2006. 5. <i>Law on private security</i> (Official Gazette of the Republic of Serbia, No. 104/2013, 42/2015, 87/2018) 6. National security strategy of the Republic of Serbia, Belgrade, 2019. 		
Number of active teaching classes	Lectures: 2	Practical lessons: 2
Teaching methods Lectures, seminars on certain theoretical categories, workshops, seminar papers and solving colloquial tests.		
Knowledge evaluation (maximum 100 points) Activity during the lectures: 5 Practical lessons: 5 Colloquium exams: 20 Seminar papers: 10 Final Exam – oral: 60		

Table 5.1. Course specification

Course: E-commerce and business		
Teacher: Đorđević G. Milan		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: None		
Educational goal Introduction to modern theoretical and practically usable knowledge of electronic technology in all phases of business in sports management; with e-commerce as the most important e-business activity and other e-business activities in sports; with the application of the concept of electronic business in our country and the perspective of further development of sports management in the world and in our country.		
Educational outcomes (acquired knowledge): Enabling students to understand, accept and apply modern electronic technology in sports in their business environment, to differentiate the application of the concept of electronic business in our economy as a significant contribution to sports, social and economic development of our country.		
Course content/structure Theoretical classes: The role and importance of e-business in sports; the concept and definition of e-commerce in sports management; areas of electronic business in sports; regulation of electronic business in sports; electronic technologies in sports management; electronic information systems; Internet; EDI; EAN; UPS; GS1; data protection technology in sport; e-business activities; electronic commerce; electronic retail; mobile commerce; electronic foreign trade; electronic business in sports and the Serbian economy; perspectives for the development of electronic business in sports management in the world and in Serbia. Practical teaching: Application of theoretical concepts, models, methods and techniques; processing examples from practice, case studies, making exercises and practical tasks.		
Literature Basic: <ul style="list-style-type: none"> • Končar, J., (2008): <i>Electronic trade</i>, EF, Novi Sad • Laudon, C.K. and Traver, C.G., (2015) <i>E-commerce 2015-business, technology, society</i>, Pearsons, Harlow Additional: <ul style="list-style-type: none"> • Vidas - Bubanja, M., (2014): <i>Models and technologies of e-business</i>, Belgrade Business School, Belgrade • Vidas Bubanja M., (2007): "E-COMMERCE in Serbia", <i>Journal of Global Information Technology Management</i>, USA • Susmano, M. A. Uoffie, D. B. (1998): "Competing on Internet Time", The Free Press 		
Number of active teaching classes (weekly)	Lectures: 4	Practical classes: 3
Teaching methods		

Ex chair; interactive method; case study from practice
Knowledge evaluation (maximum 100 points)
Pre-examination obligations
Activity during the lecture: 10
Practical Education: 15
Preliminary Examination: 30
Term paper: 15
Final exam
Oral part of the exam: 30
Written part of the exam:-

Table 5.1. Course specification

Course: Entrepreneurial management
Teacher: Jovan Veselinović
Course status: Elective
Number of ECTS: 6
Precondition courses: None
Educational goal Acquiring the necessary knowledge of socio-economic assumptions as a basic starting point for the development of effective entrepreneurial management in sports, as well as knowledge of the functions of entrepreneurial management, necessary to design, implement and maintain business ideas as a successful market activity, entrepreneurial and managerial decision making strategic, tactical and day-to-day operational decisions and training to start and manage a business with entrepreneurial programs in sports.
Educational outcomes (acquired knowledge): Application of acquired knowledge from entrepreneurial management, ability to start a new business, as well as business improvement and development of existing business in sports, as well as application of business plan as a key instrument of managers and entrepreneurs for planning, starting, financing, organizing, leading, developing and controlling entrepreneurial venture throughout its duration.
Course content/structure Theoretical classes Curriculum, methodology of realization of the teaching process; The role and contribution of entrepreneurship; Entrepreneurship theories; An integrated approach in defining entrepreneurship; Socio-political assumptions of the development of entrepreneurship in sports; Economic - political preconditions for the development of entrepreneurship in sports; Entrepreneurship in sports - creating and starting a business in sports; Entrepreneurial management in sports; Profile of a successful entrepreneur in sports; Entrepreneurial process; Defining and choosing a business idea in sports; Business plan - concept, structure, purpose, content; Entrepreneurship in developed countries; Entrepreneurship in Serbia; Entrepreneurial programs in sports. Practical teaching Exercises, case studies, professional practice, presentations of seminar papers.
Literature Basic literature: 1.Kastratovic, E. (2008). Entrepreneurship in sports, Belgrade: Faculty of Sports Management. 2.Kastratović, E., co-author (2003). Entrepreneurial Management, Belgrade: SME Institute. 3.Zivotic, D., Veselinovic, J. (2018). Function models in sports management, Belgrade: Faculty of Sports Management. Revised edition. Extensive literature: 1.Životić, D.,Veselinović, J. (2010). Function models in sports management, Belgrade: Faculty of Sports Management. 2.Veselinovic, J. (2012). Management of a sports organization, Belgrade: Sports Federation of Serbia 3.Paunovic, S. (2003). Entrepreneurship - theory and practice, Belgrade: Faculty of SMEs.
Number of active teaching classes (weekly) Lectures: 3 Practical classes: 3
Teaching methods Interactive theoretical and practical classes, consultations with students, seminar papers and presentations.
Knowledge evaluation (maximum 100 points)
Pre-examination obligations
Activity during lectures: 10
Practical classes: 10
Colloquium: 30
Seminar: 20

Final exam
Oral exam: 30

Table 5.1. Course specification

Course: Financial reporting and business decision making		
Teacher: Jozefina J. Beke-Trivunac		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: None		
Educational goal The main goal of this course is for students to understand how financial reporting affects the business decision-making process and to gain the ability to design financial statements in accordance with the goals of managers in sports.		
Educational outcomes (acquired knowledge): Students are able to apply their knowledge, understanding and acquired problem-solving skills, in a new or unfamiliar environment, in a broader (interdisciplinary) context related to the field of study. In particular, students are able to link the entity's accounting policies to the objectives of its business in sports, select appropriate accounting policies and create financial statements in accordance with the business objectives of sports organizations. In addition, students will be able to assess the financial position and business objectives of those other entities based on the financial statements of other entities.		
Course content/structure Theoretical classes: The concept, content and types of balance. Users of financial statements and balance sheet tasks. Assumptions of financial reporting in sports. Principles of proper balancing, tasks and conditionality of principles. Defining the elements of financial statements, concepts of capital maintenance. Breakdown and presentation of balance sheets according to IAS. Balancing asset positions. Balancing capital and reserve positions. Balancing borrowed capital. Profit and loss. Balance sheet policy. Financial reporting as a management tool that serves to account and communicate with the investment community in sports. Financial reporting as a set of instruments aimed at the targeted design of financial statements in sports. Harmonization of the content and form of financial reports with the defined goals of sports organizations. Positive legal regulations in sports, generally accepted accounting principles and IFRS. Practical teaching: Case studies.		
Literature Basic: Bojan Savić, Policy of financial reporting of companies as an instrument of value creation for shareholders, Acta Economica, year XI, number 19 / July 2013. 201 - 220. Hennie Van Greuning, International Financial Reporting Standards, Mate Belgrade, 2006. Jovan Ranković, Balance Theory, Faculty of Economics in Belgrade, 2015.		
Number of active teaching classes (weekly)	Lectures: 4	Practical classes: 3
Teaching methods Lectures with the active participation of students. Case study analysis. Presentation of seminar papers and project assignments, as well as discussions largely based on the analysis of relevant texts.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10 Practical Education: 10 Preliminary Examination: 30 Term paper: 20 Final exam Oral part of the exam: 30 Written part of the exam:-		

Table 5.1. Course specification

Course: Management in contemporary sport		
Teacher: Ranko Marjanović, Jovan Veselinović		
Course status: Mandatory		
Number of ECTS: 8		
Precondition courses: None		

Educational goal Acquiring knowledge about the theory and practice of management in modern sports in the light of research, determining the strategy for a successful career in sports management, globalization of sports and other disciplines necessary for efficient and effective business.		
Educational outcomes (acquired knowledge): Based on the acquired knowledge and skills, students can adequately respond to all the challenges that sports pose to them, as managers, as well as the management of sports organizations in a modern sports environment.		
Course content/structure Theoretical classes Curriculum, methodology of realization of teaching process, Theoretical and scientific basis of management in modern sport, Conceptual definition and terminological convention of management in modern sport, Theory and practice of management in sport in the light of research, Origin, development and constitution of management in sport as scientific and academic , Principles of general management-scope and limitations of their application in sports, Strategy for successful career development in sports management, Users and products in the sports industry, Sports and ethical issues in sports, Professionalization of sports management, International sports organizations, Conceptual definition and structural dimensions in professional sports, Conceptual definition and structural dimensions in recreational sports, Conceptual definition and structure of media in sports, Significance of educational factor in modern sports. Practical teaching Exercises, case studies, visits to sports organizations and companies, professional practice.		
Literature Basic literature: 1.Zivotic, D., Veselinovic, J. (2018). Function models in sports management, Belgrade: Faculty of Sports Management. Revised edition. 2.Veselinović, J. (2012). Management of a sports organization, Belgrade: Sports Federation of Serbia. Extensive literature: 1.Zivotic, D., Veselinovic, J. (2010). Function models in sports management, Belgrade: Faculty of Sports Management. 2.Кастратовић, Е. (2008). Entrepreneurship in sports, Belgrade: Faculty of Sports Management. 3.Животић, Д. (1999). Sports Management, Belgrade: Ministry of Youth and Sports of the Government of the Republic of Serbia. 4.Животић, Д. (2007). Sports Management, Belgrade: Faculty of Sports Management.		
Number of active teaching classes (weekly)	Lectures: 3	Practical classes: 2
Teaching methods Interactive theoretical and practical classes, consultations with students, seminar papers and presentations.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during lectures: 10 Practical classes: 10 Colloquium: 30 Seminar: 20 Final exam Oral exam: 30		

Table 5.1. Course specification

Course: Quality management
Teacher: Jasmina Djuraskovic
Course status: Elective
Number of ECTS: 6
Precondition courses: None
Educational goal <ul style="list-style-type: none"> • Understanding of the laws, principles and phenomena in the field of quality management, • Adoption of theoretical and practical knowledge and skills in the field of quality management in sports organizations.
Educational outcomes (acquired knowledge) On successful completion of this course, student should be able to: <ol style="list-style-type: none"> 1. Define the basic concepts, terminology and overcome legislative framework in the subject area of quality, quality control and quality management system; 2. Describe ways of applying quality management in sports organizations;

3. Demonstrate the capability of making quality process for the selected process in sports industry; 4. Perceiving the organization to determine the existence or nonexistence of the implemented quality management system; 5. Demonstrate the capability of making quality process, given the well-known process, identify the standard that could be applied, the roles and responsibilities of reference legislative framework; 6. Choose the optimal approach to the analysis of a sports process by describing the activities.		
Course content/structure Introduction to Quality. Quality Gurus. The role of quality management in sports organizations. Quality as a Strategic Decision. Customer Focus. Cost of Quality. Continuous Improvement Process. Productivity. Supplier Relations. Quality Control Tools. Statistical Quality Control. Quality Management Systems. Benchmarking. Employee Involvement and Team Building. Quality Awards.		
Obligatory literature • Ušćumlić, D., Babić, J. (2016): Quality and quality management, Faculty of Economics, Belgrade • Vulcanović V., Kamberović B., Stanivuković D., (2002) Quality system 9001: 2000, FTN, ITC, Novi Sad Supplementary Literature • Goetsch, David L., Davis, Stanley B. (2013). Quality Management for Organizational Excellence: Introduction to Total Quality, 7th edition, Pearson, Inc.		
Number of active teaching classes (weekly)	Lectures: 45	Practical classes: 45
Teaching methods Problem-based teaching, interactive teaching, discussion, group assignment, case study, report and presentation, quiz and test, homework.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Classroom activities: 15 Colloquium: 30 Mid-term paper: 25 Final exam Oral part of the exam: 30		

Table 5.1. Course specification

Course: Scientific research methodology		
Teacher: Ljubomir D. Madžar		
Course status: Mandatory		
Number of ECTS: 9		
Precondition courses: None		
Educational goal Introducing students to the basic epistemological-methodological orientations in sports and the goals, methods and organization of scientific research in sports. Students are trained to use the results of scientific research, as well as for individual involvement in scientific research projects in the field of sports.		
Educational outcomes (acquired knowledge): Students will be able to apply the acquired theoretical knowledge in scientific and practical research related to the preparation and implementation of the research procedure, research design, research work, final work.		
Course content/structure Theoretical classes: Research process - introduction to research, types of research, approach to research, structure of research work, problem, subject, hypothesis setting, methods, types of methods, research techniques, research results with discussion, use of literature. Practical teaching: Writing a research paper		
Literature Basic: 1. Perić, D. (2000). Designing and elaborating research in physical culture, Belgrade: Sia. 2. Group of authors, (1999). Methodology of scientific research, Belgrade: Velarta. Extensive literature: 1. Web presentation of the subject (with hyperlinks to other electronic resources) 2. http://kobson.nb.rs/upload/documents/oNamaPredavanja/PR2013TekstZaDoktorante.pdf 3. http://www.unilib.bg.ac.rs/edukacija/Tekst_za_kurs_za_doktorante_2011.pdf		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods Lectures, work in small groups, seminar papers, homework		
Knowledge evaluation (maximum 100 points)		

Pre-examination obligations Activity during the lecture: 20 Practical Education: - Preliminary Examination: 30 Term paper: 20 Final exam Oral part of the exam: 30 Written part of the exam: -

Table 5.1. Course specification

Course: Strategic marketing in sport		
Teacher: Aleksandra Perovic		
Course status: Mandatory		
Number of ECTS: 7		
Precondition courses: None		
Educational goal To enable students to think strategically and understand marketing strategy as an essential area of management. The focus is on discovering and developing a set of specific strategic differentiation capabilities aimed at organizations in the field of sports, in order to ensure their growth and development in a competitive market environment.		
Educational outcomes (acquired knowledge): Through theoretical and practical teaching, students should: act proactively in the market by making strategic decisions that will provide a long-term competitive advantage; be able to use key elements in the development of marketing strategy and marketing program planning; have a good understanding of sports consumers and their needs in order to successfully design appropriate products and services that will be delivered to consumers in the field of sports with integrated marketing communications; be able to solve problems in the operational areas of marketing using a series of analytical tools, i.e. concepts, models and techniques and thus help organizations in the field of sports in articulating marketing efforts in order to adapt to the changing environment.		
Course content/structure Theoretical classes: The concept and role of marketing strategy; Strategic market planning in companies and its main stages; Strategic plan: statement of mission and strategic goals, strategic audit, SWOT analysis, evaluation and development of business portfolios; The role of marketing in strategic planning; Marketing plan; Marketing organization and control; Consumer market in sport; Marketing research, Marketing research in non-profit organizations; Marketing based on market knowledge: market research, measuring current market demand, forecasting future demand; Segmentation and positioning; Relationship marketing; Competitive strategy; Brand creation strategy; Integrated marketing communications strategy. Practical teaching: Forms of work that will be carried out in the exercises are: presentation of additional information and examples related to the passed teaching units in lectures; group and individual discussions of students on solving specific examples from practice with the presentation of solutions; different ways of testing knowledge (homework, team project, knowledge quiz);		
Literature Basic: 1. Kotler, F. and associates (2007). Principles of marketing [translated by Sanja Radosavljević]. Chapters: 2, 7, 9, 10, 11, 12, 13 and 17. Belgrade: Mate. broader literature: 1. Sullivan, M. (2010). Sports marketing. In J. Beach and S. Chadwick (Eds.), Sports Management (pp. 128-154). Belgrade: Mate. 2. Novak, I. (2006). Sports marketing and the sports industry. Zagreb: Maling.		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 3
Teaching methods Interactive theoretical and practical classes, consultations, seminars.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10 Practical Education: 10 Preliminary Examination: 30 Term paper: 20 Final exam Oral part of the exam: 30 Written part of the exam		

Table 5.1. Course specification

Course: Technology management and innovation		
Teacher: Stokić D. Aleksandar		
Course status: Elective		
Number of ECTS: 5		
Precondition courses: None		
Educational goal The course enables the introduction of techniques for information technology management (IT) in sports, information systems in sports (IS) and information management (UI) at the tactical, operational and strategic level in a sports organization.		
Educational outcomes (acquired knowledge): By studying the course, students gain knowledge and ability to understand the strategic phenomenon of information technology in organizational, sports, business, economic and cultural contexts, developing critical awareness of alternative strategies for information management and technology in modern organizations, understanding alternative directions of information technology management and their theoretical and historical bases, connecting theoretical and applied knowledge in formulating information technology strategy-IT / information systems-IS/information management-UI for different types of sports organizations as well as identifying appropriate strategies for organizing, controlling and changing IT organizations and making decisions regarding proposed alternative strategies in sports. Emphasis is placed on a variety of theoretical and applied approaches to the topics, enabling students to study a wide range of contextual factors of sports organizations.		
Course content/structure Theoretical classes: Technology management and organization. The emergence and strategic importance of information technology. IT and their strategic advantage in sports management. The role of information management in sport. Relationship of IT, IS and UI strategies. Methodology for formulating IT, IS and UI strategies. Building a strategic architecture for IT, IS and UI. IT strategy in application: sports, economic, legal, social and ethical aspects. Organizing IT activities: centralization, specialization and contingency. Control of IT financing in sports. Net present value. Cost-benefit analysis. Organizing and controlling IT activities in sports. Managing strategic change in sports. Practical teaching: Examples and analysis of case studies in the field.		
Literature Basic: 1. Burgelman, R., Christensen, C. & Wheelwright, S. (2009). Strategic Management of Technology and Innovation, NY: Mc Graw-Hill / Irwin. 2. Harrison, N. & Samson, D. (2002). Technology Management: Text and International Cases, NY: Mc Graw-Hill. 3. Tidd, J. & Bessant, J. (2013). Managing Innovation: Integrating Technological, Market and Organizational Change (5th Ed.), John Wiley and Sons. 4. Levi-Jaksic, M. (2006). Technology and development management. Belgrade: Whose press.		
Number of active teaching classes (weekly)	Lectures: 2	Practical classes: 2
Teaching methods The course is performed according to standard methods of higher education, ie university teaching in the form of theoretical lectures, practical exercises, .ppt presentation of content through the presentation and analysis of selected case studies. By combining independent and team work, students are involved in research work by compulsory preparation of a seminar paper (alternatively a project assignment) during the semester with the mentorship of the subject professor.		
Knowledge evaluation (maximum 100 points) Pre-examination obligations Activity during the lecture: 10 Practical Education: 10 Preliminary Examination: 30 Term paper: 20 Final exam Oral part of the exam: 15 Written part of the exam: 15		