

**COLLEGE OF PROFESSIONAL STUDIES - INTERNATIONAL CENTER OF PROFESSIONAL
STUDIES**
(hereinafter: ICEPS)

Study programme:

Undergraduate professional studies

BUSINESS ECONOMICS AND MANAGEMENT
Module: FINANCIAL MANAGEMENT AND BANKING

~ COURSE BOOK ~

Courses by semesters and year of studies for study programme Business Economics and Management, module Financial Management and Banking

- **Abbreviations of forms of classes:** l = lectures; e = exercises; ofc = other forms of classes (individual work with the student, project work...); srp = study research paper (degree paper...); oth = other forms of learning (professional clinical practice in Teaching Bases of the School...)

- **Abbreviations of mandatory and elective courses:** m = mandatory; e = elective

- **Abbreviations for types of courses:** ag = academic general-education; s = specialist; sa = specialist-applicative

No.	Code	Course	Sem	Active classes				oth	ECTS credits	m/e	Type of course
				l	e	ofc	srp				
YEAR 1											
1	pem-fb -01	Basics of Management	1	45	45	0	0	0	7	m	s
2	pem-fb -02	Basics of Economics	1	30	30	0	0	0	7	m	s
3	pem-fb -03	Business Communication Skills	1	45	45	0	0	0	7	m	sa
4	pem-fb -04	Specialised Financial English 1	1	30	30	0	0	0	5	m	ag
5	pem-fb-izb-01	Elective block 1	1	30	30	0	0	0	5	e	
5a	pem-fb-izb -01-a	Protection of Data and Computer Systems	1	30	30	0	0	0	5	e	s
5b	pem-fb-izb -01-b	International Economy and Finance	1	30	30	0	0	0	5	e	s
5v	pem-fb-izb -01-v	Specialised Financial German 1	1	30	30	0	0	0	5	e	ag
6	pem-fb -05	Business Informatics	2	30	30	0	0	0	5	m	s
7	pem-fb -06	Basic of Entrepreneurship	2	30	30	0	0	0	6	m	s
8	pem-fb -07	Finance Management and Business Plan Drawing up	2	15	15	0	0	0	5	m	sa
9	pem-fb -08	Basics of Marketing	2	15	15	0	0	0	4	m	sa
10	pem-fb -09	Professional Practice 1	2	0	0	0	0	150	4	m	sa
11	pem-fb-izb -02	Elective block 2	2	30	30	0	0	0	5	e	
11a	pem-fb-izb -02-a	Business Bon Ton	2	30	30	0	0	0	5	e	s
11b	pem-fb-izb -02-b	Financial Accounting	2	30	30	0	0	0	5	e	sa
Total classes and credits in the year:				300	300	0		150	60		
YEAR 2											
12	pem-fb -10	Enterprise Economics	3	15	15	0	0	0	4	m	s
13	pem-fb -11	Banking	3	45	45	0	0	0	7	m	sa
14	pem-fb -12	Monetary and Public Finance	3	30	30	0	0	0	5	m	sa
15	pem-fb -13	Specialized Financial English 2	3	30	30	0	0	0	5	m	ag
16	pem-fb-izb -03	Elective block 3	3	30	30	0	0	0	5	e	
16a	pem-fb-izb -03-a	Methods of Economic Analyses; Analysis of Operations and Balance Sheet	3	30	30	0	0	0	5	e	sa
16b	pem-fb-izb -03-b	Project Management	3	30	30	0	0	0	5	e	sa
16v	pem-fb-izb -v	Specialized Financial German 2	3	30	30	0	0	0	5	e	ag
17	pem-fb -14	Price Theories	4	30	30	0	0	0	6	m	sa
18	pem-fb -15	Cashier and Electronic Operations	4	30	30	0	0	0	8	m	sa
19	pem-fb -16	Business Statistics	4	30	30	0	0	0	5	m	s
20	pem-fb -17	Retail and Commercial Loans, Collateral Evaluation	4	30	30	0	0	0	6	m	sa
21	pem-fb -18	Professional Practice 2	4	0	0	0	0	150	4	m	sa
22	pem-fb-izb -04	Elective block 4	4	30	30	0	0	0	5	e	
22	pem-fb-izb -04-a	Consumer Behaviour and Protection	4	30	30	0	0	0	5	e	ag
22b	pem-fb-izb -04-b	Social Networks	4	30	30	0	0	0	5	e	sa
Total classes and credits in the year:				300	300	0		150	60		
YEAR 3											
23	pem-fb -19	Quality Control	5	30	30	0	0	0	5	m	s
24	pem-fb -20	Market Research and Banking Product Development	5	30	30	0	0	0	5	m	sa
25	pem-fb -21	National Economy and Banking Market of Serbia	5	30	30	0	0	0	7	m	sa

26	pem-fb -22	Business English	5	30	30	0	0	0	5	m	ag
27	pem-fb-izb -05	Elective block 5	5	30	30	0	0	0	5	e	
27a	pem-fb-izb -05-a	Control and Audit	5	30	30	0	0	0	5	e	ag
27b	pem-fb-izb -05-b	Mental Hygiene	5	30	30	0	0	0	5	e	sa
27v	pem-fb-izb -05-v	Business German	5	30	30	0	0	0	5	e	ag
27g	pem-fb-izb -05-g	Business Italian	5	30	30	0	0	0	5	e	ag
27d	pem-fb-izb -05-d	Business Spanish	5	30	30	0	0	0	5	e	ag
27đ	pem-fb-izb -05-đ	Business French	5	30	30	0	0	0	5	e	ag
27e	pem-fb-izb -05-e	Business Russian	5	30	30	0	0	0	5	e	ag
28	pem-fb -23	Risk Management	6	30	30	0	0	0	5	m	s
29	pem-fb -24	Human Resources Management	6	30	30	0	0	0	5	m	s
30	pem-fb -25	Organization of Business Activities	6	30	30	0	0	0	5	m	s
31	pem-fb -26	Financial Markets and Institutions	6	30	30	0	0	0	4	m	sa
32	pem-fb -27	Professional Practice 3	6	0	0	0	0	150	4	m	sa
33	pem-fb-izb -06	Elective block 6	6	30	30	0	0	0	5	e	
33a	pem-fb-izb -06-a	Exchange Operations and Investments in Securities	6	30	30	0	0	0	5	e	s
33b	pem-fb-izb -06-b	Research Work Methodology	6	30	30	0	0	0	5	e	s
34	pem-fb-29	Degree Paper	6	0	0	0	60	0	5	m	sa
Total classes and credits in the year:				300	300	60	150	60			
Total classes and credits during studies:				1.860			450	180			

Content of courses

(in alphabetical order as they are listed below)

Banking
Basics of Economics
Basics of Entrepreneurship
Basics of Management
Basics of Marketing
Business Bon Ton
Business Communication Skills
Business English
Business French
Business German
Business Informatics
Business Italian
Business Russian
Business Spanish
Business Statistics
Cashier and Electronic Operations
Consumer Behaviour and Protection
Control and Audit
Degree Paper
Enterprise Economics
Exchange Operations and Investment in Securities
Financial Accounting
Financial Management and Drawing up Business Plan
Financial Markets and Institutions
Human Resources Management
International Economics and Finance
Market Research and Development of a Banking Product
Mental Hygiene
Methods of Economic Analyses, Analysis of Operations and Balance Sheet
Monetary and Public Finance
National Economy and Banking Market of Serbia
Organization of Business Activities
Price Theories
Professional Practice 1-3
Project Management
Protection of Data and Computer Systems
Quality Control
Research Work Methodology
Retail and Commercial Loans, Collateral Evaluation
Risk Management
Social Networks
Specialized Financial English 1
Specialized Financial English 2
Specialized Financial German 1
Specialized Financial German 2

BANKING

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Banking				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester three				
No. of ECTS credits: 7				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is acquisition of specific knowledge and skills in conducting banking operations and their application in practice. Upon the completion of the course students should be able to recognize differences between types of financial institutions and financial systems, to define and describe basic characteristics of the monetary function of banks, to define different forms of deposit potential and loan strategies. The objective of the course is that students possess a capability to differentiate among the characteristics of loan, interest, investment and off-balance sheet portfolios of a bank, to explain strategic performances in retail operations, as well as characteristics of bank balance sheet and income statement management strategy, and to be able to define main forms of the risks banks are exposed to.				
Course outcome: Upon the completion of the course students will be able to define different types of financial institutions, describe the role and importance of the central bank and business banks in the financial system of Serbia, understand the role of banks in the process of forming money supply and know the differences between mechanisms money in circulation regulation, define the main characteristics of bank deposit potential and loan extension strategies, describe main types of retail bank operations and to define basic principles of bank asset and liability management.				
Course content: <i>Lectures</i> Introduction into banking; types of banks, types of bank services; banking, non-banking and intermediary financial institutions; comparative banking systems and monetary aggregates; strategy of raising and placing bank funds; strategic performances of a bank in retail and institutional operations; bank balance sheet performances; risk management (credit risk, interest rate risk, liquidity risk, foreign-exchange risk); financial derivatives (forwards, futures, swaps); best known banking systems in the country, region, EU and worldwide – comparative analysis; basic categories of international banking; international banking development factors; foreign currency, foreign-currency market and foreign-currency risk management; specific forms of international banking (euro banking, offshore banking, Islamic banking, Swiss banking); the structure of international banking and risks in international banking; international payment transactions. <i>Practical classes</i> Case studies; types of banks, types of banking services; banking, non-banking and intermediary financial institutions – group work; comparable banking systems – analysis; risk management (credit risk, interest rate risk, liquidity risk, foreign-exchange risk) – workshop; best known banking systems in the country, EU and worldwide – comparative analysis; internet search; visit to a bank.				
Literature: <i>Basic literature:</i> 1. Hadžić, M.: Bankarstvo, testbook, Univerzitet Singidunum, Beograd, 2009 2. Dužanić, J., Krstić, B.: Bankarski menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2012 <i>Supplementary literature:</i> 3. Đukić, Đ., Bjelica, V., Ristić, Ž.: Bankarstvo, testbook, Ekonomski fakultet, Beograd, 2005 4. Komazec, S., Ristić, Ž.: Međunarodno bankarstvo i institucionalni investitori, Etno stil, Beograd, 2010. 5. Milenković, I.: Međunarodno bankarstvo, textbook, Ekonomski fakultet, Subotica, 2011 6. Čirović, M.: Bankarstvo, Evropski centar za mir i razvoj, Beograd, 2006 7. Vunjak, N., Kovačević, Lj.: Bankarstvo, bankarski menadžment, textbook, Ekonomski fakultet, Subotica, Internacionalni univerzitet Travnik, BiH and Proleter Bečej, 2011 8. Smith R. C., Walter I., DeLong G.: Global Banking, 3 rd Ed., Oxford University Press, Oxford, UK, 2012				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
45	45	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			

Project/seminar paper	0		
Exercises/professional practice	20		
Colloquia/exams	30		

BASICS OF ECONOMICS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Basics of Economics				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, semester one				
No. of ECTS credits: 7				
Requirement: no requirement				
Objective of the course: The objective of the course Basics of Economics is to familiarize students with economic notions, categories and rules in market economy aimed at their successful completion of other courses dealing with economic disciplines. Acquisition of a fundamental economic knowledge enables understanding of situations and tendencies in present-day economy. Knowledge of the principles of economics, microeconomics and macroeconomics is key to managerial (economic) decision-making.				
Course outcome: Upon the completion of the course Basics of Economics students will be able to define, explain and analyse basic economic notions, categories and causal-consequential relationship between economic occurrences, use economic-theoretical instruments through application of mathematical approach and graphs in the analysis of economy aimed at understanding specific economic issues and critically reason and solve problems in market economy at a level of economic policy of a state.				
Course content: <i>Lectures</i> Introduction into economics; economics and instruments of economic analysis; economic system and limits of production capabilities; the market and principal elements of supply and demand; elasticity of supply and demand; microeconomics: consumer choice theory; analysis of production costs; enterprises on competitive markets; market imperfection and the role of government: monopoly, oligopoly, monopolistic competition; externalities and public goods, uncertainty and asymmetric information; production factors market, capital market; basics of macroeconomics; national income analysis; economic growth and economic cycle; money and banking; unemployment and inflation; aggregate supply and aggregate demand; monetary and fiscal policy. <i>Practical classes</i> Analysis of teaching units dealt with in lectures and examples from practice using quantitative illustrations; case studies; discussion; analysis of specific situations.				
Literature: <i>Basic literature:</i> 1. Andžić, S.: Poslovna ekonomija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 2. Paspalj, M., Pušara: Ekonomija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 3. Kitanović, D., Golubović, N., Petrović, D.: Osnovi ekonomije, textbook, Ekonomski fakultet, Niš, 2012 <i>Supplementary literature:</i> 4. Paspalj, M., Pušara, Mićin: Ekonomija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009 5. Jednak, J.: Ekonomija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009 6. Malešević, Lj.: Ekonomija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2017 7. Karavidić, S.: Ekonomija i finansijski menadžment u obrazovanju, Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd, 2008 8. Paspalj, M.: Ekonomija EU, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 9. Malešević, O.: Ekonomija EU, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2013 10. Група аутора: Управљање фондовима ЕУ, Привредна академија, Нови Сад, 2008. 11. Mirković, V., Arsić, Lj.: Poslovna ekonomika, textbook, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, p. 376, 2016. 12. Nićin, N., Paspalj, M.: Ekonomija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009 13. Begg D., Fischer S., Dornbusch R.: Ekonomija, Data Status, Beograd, 2010 14. Case K., Fair R., Oster S.: Principles of Economics, Pearson Education, London, UK, 2011				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			

Project/seminar paper	0		
Exercises/professional practice	20		
Colloquia/exam	30		

BASICS OF ENTREPRENEURSHIP

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Basics of Entrepreneurship
Language of the studies:	Serbian
Status of the course:	elective
Semester:	first year, semester one
No. of ECTS credits:	6
Requirement:	no requirement

Course objective:

The objective of the course is to enable students to acquire knowledge of the basic notions of entrepreneurial activity in modern business. Students should know how to apply basic analytical knowledge and techniques required for a successful commencement of a business enterprise and its running through a business life cycle. The objective of the course is to introduce students teaching disciplines dealt with in higher years of studies and that are complementary to the basics of entrepreneurship.

Course outcome:

Upon the successfully completed course students will understand the challenges of entrepreneurship at the global economic level, use different knowledge and skills applied in entrepreneurial practice, create a vision and ideas of development of business, make good business decisions, create optimum organizational business foundations, meet client's requirements and create new ones, as well use own resources for a greater success.

Course content:

Lectures

The notion of entrepreneurship; business environment and framework of entrepreneurial economy; theories of entrepreneurship; entrepreneurs and types of entrepreneurs; entrepreneurial strategies and tactics; innovations in entrepreneurship; entrepreneurial enterprise, evaluation of cost effectiveness and return on investment; legal framework of entrepreneurship; small and medium size enterprises as bearers of economic activity; difference in methods of operating, legal framework, rights and responsibilities of sole proprietor as opposed to companies; the state and entrepreneurship; international entrepreneurship; legal regulations in Serbia; skills required for entrepreneurial activity.

Practical classes

Preparation for drawing up a case study independently; case study and examples from organizational practice; entrepreneurial enterprise, evaluation of cost effectiveness and return on investments – project paper; difference in methods of operating, legal framework, rights and responsibilities of sole proprietor as opposed to companies – discussion; international entrepreneurship – searching the internet; skills required for entrepreneurial activity – discussion; a visit of a (successful) sole proprietor – discussion.

Literature:

Basic literature:

1. Nikolić, M.: Preduzetnički menadžment, Meridian, Beograd, 2001

Supplementary literature:

- Paunović, B.: Preduzetništvo i upravljanje malim preduzećem, textbook, Ekonomski fakultet, Beograd, 2014
- Đurić, Z.: Menadžment porodičnog biznisa, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2010
- Đurić, Z.: Menadžment malih i srednjih preduzeća, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2007
- Marić, R.: Menadžment neprofitnih organizacija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2010
- Hisrich R. D., Peters M., Shepherd D. A.: Poduzetništvo, Mate, Zagreb, 2011
- Scarborough N. M.: Effective Small Business Management: an Entrepreneurial Approach, Pearson, Boston, 2012
- Reuvid J.: Start up and Run your own Business, Kogan Page, London, 2011

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Types of classes:

Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning

Knowledge grading (maximum No. of points 100)

Pre-exam obligations	Points	Degree exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Project/seminar paper	0		
Exercises / professional practice	20		
Colloquia/exam	30		

BASICS OF MANAGEMENT

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Basics of Management				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, semester one				
No. of ECTS credits: 7				
Requirement: no requirement				
Course objective: A primary course objective is familiarization of students with basic categories in the management of business and other organizations, as well as development of competences (knowledge, skills and personal characteristics) that will enable students an in-depth understanding of teaching disciplines in other years of studies.				
Course outcome: Upon the completion of the course, students will have an ability of critical thinking, independent judgement and solving specific business-management issues; students will acquire basic knowledge that integration of directing and management into a single system of management concept activities forms the essence and structure of impacting organizational processes. In addition to a theoretical management knowledge, students will be trained to use modern techniques and technologies such as: holistic-systemic technology, quantitative and qualitative methods and techniques, total quality techniques, brain storming, re-engineering, benchmarking etc.				
Course content: <i>Lectures</i> Basics of management, the notion of manager; business planning; business organization; leadership vs. commanding, characteristics of a leader; teams and team work; positive and negative motivation; feedback; coaching; personal development plan; the notion of bonus; plan presenting; communication; control of own work, control of a team; division of work; delegation; special topics and areas of management concept implementation; time organization; short-term and long-term planning, control by stages; deadlines; basics of business communication, e-mail communication; basics of negotiating; basics of project work and risk assessment; business style; skills of presenting, skill of chairing the meeting; the notion and importance of a leader and leadership; leaders and managers, communication; personality of the leader and behaviour of the leader; <i>Practical classes</i> Analysis of actual and fictitious cases and examples of organizational practice; workshops; project time organization simulation – workshops; leadership vs. commanding – workshop; team work – workshop; positive and negative motivation – workshop; feedback – workshop; drawing up plans – workshop; communication – workshop; time organization – workshop; e-mail communication – exercise; basics of negotiating. – workshop; project work and risk assessment – group work; presentation skills – presentation on a given topic; meeting chairing skills – simulation.				
Literature: <i>Basic literature:</i> 1. Stojmirović, Lj., Stojković, A.: Osnovi menadžmenta, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009 2. Bogetić, S.: Hotelski menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 3. Stojmirović, Lj., Stojmirović, S., Radosavljević, V., Stojmirović, A.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2007 <i>Supplementary literature:</i> 4. Randić, D. Jokić, D.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2017 5. Stojmirović, Lj., Stojmirović, S. Stojković, A.: Osnovi menadžmenta, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2007 6. Doknić, N.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2014 7. Erić, I., Vučićević, N.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 8. Stojmirović, Lj., Stojković, A.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2010 9. Miladinović, N.: Menadžment prodaje, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009 10. Đuričin D., Janošević, S., Kaličanin, Đ.: Menadžment strategija, textbook, Ekonomski fakultet, Beograd, 2012 11. Northaus P.: Liderstvo – teorija i praksa, Data status, Beograd, 2008 12. Grubić-Nešić, L.: Znati biti lider, AB Print, Novi Sad, 2008 13. Cole G. A., Kelly P.: Management theory and practice, Hampshire: South-Western Cengage Learning, Boston, 2011 14. Pierce J., Newstrom J.: Leaders and the Leadership Process - Readings, Self-Assessments & Applications, McGraw-Hill Education, New York, 2010				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
45	45	0	0	0

Types of classes:

Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning

Knowledge grading (maximum No. of points 100)

Pre-exam obligations	Points	Degree exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Project/seminar paper	0		
Exercises / professional practice	20		
Colloquia/exam	30		

BASICS OF MARKETING

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Basics of Marketing				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester three				
No. of ECTS credits: 4				
Requirement: no requirement				
Objective of the course: The objective of the course is familiarization of students with the notion of modern, integrated marketing and with the notions such as marketing mix instruments, internal marketing, socially responsible marketing and marketing of relations leading to profitability and competitive edge of a company striving to answer the challenges on the global, national and local market. The objective of the course is acquisition of theoretical and practical knowledge of how to assume a holistic attitude to overall business activities.				
Course outcome: By completing the course students acquire competence to analyse the state of the affairs within organization and outside it, create and implement a broad array of marketing activities and make decisions in all segments of marketing that would ensure efficiency of versatile marketing activities and result in profitable operating and on the long run sustainable development of a company.				
Course content: <i>Lectures</i> Basics and importance of marketing; marketing as a phenomenon, misconceptions about marketing; marketing management philosophy; social marketing concept; marketing process; marketing environment: microenvironment and macroenvironment; the impact of marketing on consumers, society as a whole and enterprise, buyer behaviour; consumer behaviour and needs; motives and attitudes; decision-making on purchase of a product or service; segmentation, targeting and market positioning, types of markets; selection of a targeted market; market segmentation strategy; marketing research; product: definition, production programme, product quality; functionality, brand, image, life cycle, distribution; brand creation strategy; product/service price: internal and external factors impacting a price decision, pricing strategies; promotion: definition, promo mix, advertising; marketing control; public relations and publicity; sale improvement, marginal marketing; decisions on channel structure; marketing communication tools; ethical dilemmas in certain segments of marketing; socially-responsible marketing; the impact of region, politics, religion, economic aspect etc. on marketing . <i>Practical classes</i> Case study analysis – discussion; virtual case analysis – workshop; working out a specific task of a new product / new service marketing promotion – project task and workshop; internet search; analysis of good practice and frequent mistakes – workshop.				
Literature: <i>Basic literature:</i> 1. Kancir, R.: Marketing koncepcija i instrumenti, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2006 2. Kancir, R., Đurica, M.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2012 3. Popesku J., Gajić, J.: Marketing u turizmu i hotelijerstvu, Univerzitet Singidunum, Beograd, 2020 <i>Supplementary literature:</i> 4. Randić, D., Lekić, S.: Osnovi marketinga, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2014 5. Đurica, M.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2018 6. Vukmirović, J.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2019 7. Knežević, R., Knežević, B.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009 8. Marđokić, B.: Marketing istraživanja, Beogradska poslovna škola, Beograd, 2005 9. Salai, S., Kovač Žnideršić, R.: Marketing, textbook, Alfa-graf NS, Novi Sad, 2010 10. Lovreta, S., Končar, J. Petković, G: Kanali marketinga, trgovina i ostali kanali, udžbenik, Ekonomski fakultet Beograd and Ekonomski fakultet Subotica, 2011 11. Kancir R.: Marketing usluga, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2012 12. Kotler P., Keller K.: Marketing management, Pearson, USA, 2012 13. Kotler P., Armstrong G.: Principles of Marketing, 16 th Ed., Pearson Education Limited, London, UK, 2016				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	Exam	30	

Activity	7		
Project/seminar paper	0		
Exercises / professional practice	30		
Colloquia/exam	30		

BUSINESS BON TON

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: BUSINESS BON TON				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, semester one				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is familiarization of students with traditional values and business bon ton, particularly in the sphere of hospitality.				
Course outcome: Upon the completion of course students will understand and accept traditional values and business bon ton as behaviour in the sphere of hospitality industry and apply them in communication with clients, co-workers, subordinates, superiors and business partners.				
Course content: <i>Lectures</i> The notion and scope of business bon ton; places of application of business bon ton; business interview and employment; communication in the business world; building up appropriate relations between the employee and the client; the employees, the employee and the superior; dress style at work, meeting, cocktail, business lunch, dinner, award ceremony, out of work...; selection of jewellery, make up, perfume, leatherware; telephone etiquette; electronic communication etiquette (e-mails, messages)...; business meetings, time, venue, invited persons, duration; receptions and formal business meetings, selection of appropriate gift; team building; socializing, love and work; behaviour on business trip abroad; image of a business person and company according to business bon ton; management etiquette; businessperson etiquette; negotiating skills; commending and criticism; award – reception and presentation; business manners, personal touch; behavioural skills in crisis (nervousness, initiation of verbal conflict, cushioning own or other’s mistake, being late...). <i>Practical classes</i> Workshops on lecture topics: building up employee-client, employee-employee, employee-superior relations in an appropriate way; dress style at work, meeting, cocktail, business lunch, dinner, award ceremony, out of work...; selection of jewellery, make up, perfume, leatherware; telephone bon ton; electronic communication bon ton (e-mails, messages)...; business meetings, time, venue, invited persons, duration; receptions and formal business meeting; simulations: behavioural skills in crisis (nervousness, initiation of verbal conflict, cushioning own or other’s mistake, being late...); business etiquette of famous persons – workshop and discussion.				
Literature: <i>Basic literature:</i> 1. Hill George: Poslovni bonton, Bookbridge, New York, 2015 2. Nikolić Radiša: Poslovni bonton, textbook, Univerzitet Braća Karić, 2006 3. Quittschau Anke, Tabering Christina: Poslovni bonton, sto najvažnijih pravila ponašanja, Medicinska knjiga, Zagreb, 2010 <i>Supplementary literature:</i> 4. Dupont Laetitia; Etiquette For Beginners: The 60+ Basic Rules of Bon Ton for Aspiring Classy Women. Learn How to Be Elegant and How to Behave on Every Occasion to Become an Attractive Lady, Kindle Edition, London, 2021 5. Della Chiesa Paola: Bon Ton in Business 3.0, Lulu, Paris, 2014				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises / professional practice	30			
Colloquia/exams	30			

BUSINESS COMMUNICATION SKILLS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business Communication Skills				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, semester one				
No. of ECTS credits: 7				
Requirement: no requirement				
Objective of the course: Students actively participating in the learning process should acquire knowledge in the field of communications in order to master communication competence and skills required for professional work in nursing and treatment of elderly persons, organizational and team communication and in communication with social partners.				
Course outcome: At the end of the course student should be trained to apply the acquired knowledge in communication skills, to practically apply the acquired knowledge and skills in the institution in which she/he works.				
Course content: <i>Lectures</i> General notions, aspects, types, parts of communication; communication competence in professional work; obstacles in communication; specific features of communication with elderly persons; the importance of verbal and non-verbal communication with elderly persons; specific features of application of communication methods with elderly persons; communication and counselling – supportive methods; establishing first contact and discussion with clients; specific features of communication with persons with hearing and vision problems; ethics in communication; political and social correctness in communication; professional identity and communication; communication styles; emotional communication, empathy; communication as social support; communication and psychological distress in elderly persons nursing and palliative care; therapy and informative communication; psychological and social aspect of communication; communication with persons under stress and in crisis; communication with persons of diminished sensory and speech abilities; communication with families of elderly persons; communication in grief; interpersonal communication; team work and social partners; public relations of an organization aimed at establishing mutual understanding and accomplishment of common interests; communication in crisis; conflict management and its resolving. <i>Practical classes</i> Aspects of communication; verbal and non-verbal communication with elderly persons; empathy; ethical principles; creative workshops – exercises in verbal communication methods: speaking, listening, reading, writing; non-verbal communication; specific features of communication with patients with sensory processing disorders; team work; therapy and informative communication; implementation of specific methods of communication with elderly persons; conflict management and its resolving; application of the SOLER technique; communication and psychological distress in palliative care; behaviour in grievance period.				
Literature: <i>Basic literature:</i> 1. Dikić, N.: Poslovna komunikacija, Visoka hotelijerska škola za strukovne studije, Beograd 2012 2. Jovičić, D, Salai, S.: Poslovno komuniciranje, textbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2011 <i>Supplementary literature:</i> 3. Kapor Stanulović, N., Vrgović, P.: Osnove komunikologije i poslovnog komuniciranja, textbook, Alfa graf, Novi Sad, 2008 4. Marković, M.: Poslovna komunikacija, Clivo, Beograd, 2004 5. Hugman B.: Healthcare Communication, Pharmaceutical Press, London, 2009 6. Bovee C. L., Thill J. V.: Business Communication Today, Prentice Hall, London, 2005				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
45	45	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	30
Activity		7		
Project / seminar paper		0		
Exercises / professional practice		40		
Colloquia / exam		20		

BUSINESS ENGLISH

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business English				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is acquisition of knowledge of the English language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.				
Course content: <i>Lectures</i> A more in-depth knowledge of tenses, dependent and relative clauses; time temporal conjunctions and structure of temporal clauses; historical and biographical texts; topics: bonds and common life in English speaking countries; hospitality industry, travels; a more in-depth knowledge of future tenses, use of conditional sentences, conjunctions and structure of dependent clauses; topics: sport, living environment protection and business life in English speaking countries; specialist terms relevant for student's profession. <i>Practical classes</i> Students learn how to communicate in English in different situations (at the doctor's, competent services etc.), how to ask and give information on the phone, make reservations, communicate in conflicting situations, express their attitudes and feelings, to describe past events using past tenses and temporal conjunctions; students also learn to express their opinion on current topics orally or in writing, to participate in discussions and independently present certain topics, to give reports on certain events and ask others on their experience.				
Literature: <i>Basic literature:</i> 1. Taylor J., Zeter J.: Business English - Book 1, Express Publishing, 2011 2. Taylor J., Zeter J.: Business English - Book 2, Express Publishing, 2011 3. Stenly R.: English Language in Tourism, Cambridge University Press, 2015 4. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2014 5. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006 <i>Supplementary literature:</i> 6. Cambridge University Press: English Language Teaching, Cambridge University Press, 2017 7. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006 8. Hornby A.S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Pres, Oxford, 2008 9. Brook-Hart: Business benchmark - advanced higher, Cambridge University Press, 2007				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	30
Activity		7		
Project/seminar paper		0		
Exercises / professional practice		40		
Colloquia/exams		20		

BUSINESS FRENCH

Study programme: Business Economics and Management, module Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business French				
Language of the studies: Serbian				
Status of the course: mandatory course of the module or elective				
Semester: third year, semester six or third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is acquisition of knowledge and special features of the French language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.				
Course content: <i>Lectures</i> A more in-depth knowledge on specific tenses and structures used in business French; business texts, business written and oral communication; e-mails; writing memoranda, contracts, business letters; ways of addressing; writing offers; project writing; proforma-invoices, invoices, claims, elementary banking vocabulary; elementary financial and business vocabulary; elementary legal vocabulary; ticket, transport, accommodation reservations; elementary vocabulary in tourism and hospitality industry; specific business phrases. <i>Practical classes</i> Communication in different situations, seeking information on the phone, making reservations; communication in conflicting situations; account on personal events; writing memoranda, contracts, business letters – workshop; ways of addressing – workshop; project writing – workshop; proforma-invoices, invoices, claims, elementary banking vocabulary – workshop; elementary financial and business vocabulary – workshop; elementary legal vocabulary – workshop; ticket, transport, accommodation booking – workshop; elementary vocabulary in tourism and hospitality industry – workshop; specific business expressions and phrases.				
Literature: <i>Basic literature:</i> 1. Peniformis J., Oddou M.: Français: Débutant 2e édition, udžbenik, CLE International Paris, Paris, France, 2012 2. Tausin B., Dubois A.: Objectif Express 1: Le monde professionnel en français, Hachette FLE, Paris, France, 2013 3. Grégoire M., Kostucki A.: Grammaire progressive du français niveau débutant complet, CLE International Paris, Paris, France, 2015 <i>Supplementary literature:</i> 4. Clément-Rodriguez D.: ABC DELF A1., CLE International Paris, Paris, France, 2014				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	Exam	30
Activity		7		
Project/seminar paper		0		
Exercises/Professional practice		40		
Colloquia/exams		20		

BUSINESS GERMAN

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Business German
Language of the studies:	Serbian
Status of the course:	mandatory course of the module or elective
Semester:	third year, semester six or third year, semester five
No. of ECTS credits:	5
Requirement:	no requirement

Course objective:

The objective of the course is acquisition of knowledge of the German language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.

Course outcome:

Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.

Course content:

Lectures

A more in-depth knowledge on specific tenses and structures used in business German; business texts, business written and oral communication; e-mails; writing memoranda, contracts, business letters; ways of addressing; writing offers; project writing; proforma-invoices, invoices, claims, elementary banking vocabulary; elementary financial and business vocabulary; elementary legal vocabulary; ticket, transport, accommodation reservations; elementary vocabulary in tourism and hospitality industry; specific business phrases.

Practical classes

Communication in different situations, seeking information on the phone, making reservations; communication in conflicting situations; account on personal events; writing memoranda, contracts, business letters – workshop; ways of addressing – workshop; project writing – workshop; proforma-invoices, invoices, claims, elementary banking vocabulary – workshop; elementary financial and business vocabulary – workshop; elementary legal vocabulary – workshop; ticket, transport, accommodation booking – workshop; elementary vocabulary in tourism and hospitality industry – workshop; specific business expressions and phrases.

Literature:

Basic literature:

1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, 2012
2. Vučković-Stojanović, M.: Uvod u nemački poslovni jezik, textbook, Savremena administracija, Beograd, 2005
3. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, 2015
4. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009
5. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005

Supplementary literature:

6. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, KlettVerlag, Stuttgart, 2004

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Types of classes:

Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning

Knowledge grading (maximum No. of points 100)

Pre-exam obligations	Points	Degree exam	Points
Lecture attendance	3	exam	30
Activity	7		
Project/seminar paper	0		
Exercises / professional practice	40		
Colloquia/exams	20		

BUSINESS INFORMATICS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business Informatics				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, semester two				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is acquisition of basic knowledge in the area of application of information-communication technologies in business systems, familiarization with text processing software tools and computing programmes for tabular calculations in the respective field of student's activity; the objective of the course is acquisition of knowledge and practice in local and international modern programmes.				
Course outcome: Upon the completion of the course students will be able to apply the acquired knowledge on computer hardware, peripheral units, software tools, multimedia and internet in actual situations in business systems, i. e. to improve the work of an institution by applying the acquired knowledge. In addition to that, students should be able to use programmes for calculation or text processing that are among the most frequently used programmes (Word, Excel, Power Point), as well as modern local and international professional programmes (Hotelijer, Amadeus, Garson...)				
Course content: <i>Lectures</i> Information technology and application in business systems; types of computers; the importance and types of computer networks; internet, intranet and extranet; most frequently used software in the profession; most frequently used computer languages (Word, Excel, Power Point, Access); information systems; safety of computers and data protection; the importance of a continuous and timely uploading of data into a system; hardware; drive, server; networking; remote work; business correspondence; questionnaire, poll processing; graphic presentation and tabulating; types of errors in data processing; basics of telecommunications and form of telecommunication systems; local and international modern programmes of the profession (Hotelijer, Amadeus, Garson). <i>Practical classes</i> Work within IT system; need of continuous updating; basics of telecommunications and forms of telecommunication systems; the importance of a continuous and timely uploading of data into a system; work in the most frequently used programme in the profession; use of the internet; basic programme languages (Word, Excel, Power Point), work in programmes; questionnaire, poll processing; graphic presentation and tabulating; types of errors in data processing; use of a safety system; workshops and independently done tasks; local and international modern programmes of the profession (Hotelijer, Amadeus, Garson).				
Literature: <i>Basic literature:</i> 1. Tasić, M., Ćirić, M.: Osnovi informatike, textbook, Prirodno-matematički fakultet, Niš, 2002 2. Garson software 3. Hotelijer Software <i>Supplementary literature:</i> 4. Marčičević, Ž., Marošan, Z.: Primena informacionih tehnologija, textbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2010 5. Marošan, Z., Vesin, B.: Primena informacionih tehnologija, workbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2009 6. Bunzel, T.: Microsoft Office 2010 kao od šale, CET, Beograd, 2010 7. Williams B., Sawyer S.. Using Information Technology, McGraw-Hill, London, 2016				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	30
Activity		7		
Project/seminar paper		0		
Exercises / professional practice		20		

Colloquia/exams	30		
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BUSINESS ITALIAN

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business Italian				
Language of the studies: Serbian				
Status of the course: mandatory course of the module or elective				
Semester: third year, semester six or third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is acquisition of knowledge of the Italian language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.				
Course content: <i>Lectures</i> A more in-depth knowledge on specific tenses and structures used in business Italian; business texts, business written and oral communication; e-mails; writing memoranda, contracts, business letters; ways of addressing; writing offers; project writing; proforma-invoices, invoices, claims, elementary banking vocabulary; elementary financial and business vocabulary; elementary legal vocabulary; ticket, transport, accommodation booking; elementary vocabulary in tourism and hospitality industry; specific business phrases. <i>Practical classes</i> Communication in different situations, seeking information on the phone, making reservations; communication in conflicting situations; account on personal events; writing memoranda, contracts, business letters – workshop; ways of addressing – workshop; project writing – workshop; proforma-invoices, invoices, claims, elementary banking vocabulary – workshop; elementary financial and business vocabulary – workshop; elementary legal vocabulary – workshop; ticket, transport, accommodation booking – workshop; elementary vocabulary in tourism and hospitality industry – workshop; specific business expressions and phrases.				
Literature: <i>Basic literature:</i> 1. Allegro 1, 2, 3- Corso di italiano per stranieri, Trieste, 2015 2. Nuovo Progetto italiano 1,2,3- Corso multimediale di lingua e civiltà italiana Trieste, 2015 <i>Supplementary literature:</i> 3. Una Grammatica italiana per tutti 2- Livello intermedio (B1-B2), Rome, 2015 4. Magari- Corso di lingua italiana per stranieri rivolto a studenti di livello intermedio e avanzato (B1 – C1), Rome, 2015 5. Le preposizioni italiane – per studenti di ogni livello, Triste, 2010 6. Italiano per modo di dire, Napoli, 2013 7. Da zero a cento Triste, 2012 8. Qua e là per l'Italia Triste, 2020				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises / professional practice	40			
Colloquia/exams	20			

BUSINESS RUSSIAN

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business Russian				
Language of the studies: Serbian				
Status of the course: mandatory course of the module or elective				
Semester: third year, semester six or third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is acquisition of knowledge and special features of the Russian language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.				
Course content: <i>Lectures</i> A more in-depth knowledge on specific tenses and structures used in business Russian; business texts, business written and oral communication; e-mails; writing memoranda, contracts, business letters; ways of addressing; writing offers; project writing; proforma-invoices, invoices, claims, elementary banking vocabulary; elementary financial and business vocabulary; elementary legal vocabulary; ticket, transport, accommodation reservations; elementary vocabulary in tourism and hospitality industry; specific business phrases. <i>Practical classes</i> Communication in different situations, seeking information on the phone, making reservations; communication in conflicting situations; account on personal events; writing memoranda, contracts, business letters – workshop; ways of addressing – workshop; project writing – workshop; proforma-invoices, invoices, claims, elementary banking vocabulary – workshop; elementary financial and business vocabulary – workshop; elementary legal vocabulary – workshop; ticket, transport, accommodation booking – workshop; elementary vocabulary in tourism and hospitality industry – workshop; specific business expressions and phrases.				
Literature: <i>Basic literature:</i> 1. Piper, Predrag, Petković, Marina, Raičević, Vucina: Ruski jezik 1, Moscow, 2005 2. Piper, Predrag, Vucina: Ruski jezik 2, Moscow, 2006 <i>Supplementary literature:</i> 3. Miller L. V., Politova L. v.: Жили Были (Златоуст), St. Petersburg, 2011 4. Popovic Ljudmila, Ginic Jelena: Родничок (Russian for Children), Moscow, 2008				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises / professional practice	40			
Colloquia/exams	20			

BUSINESS SPANISH

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business Spanish				
Language of the studies: Serbian				
Status of the course: mandatory course of the module or elective				
Semester: third year, semester six or third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Course objective: The objective of the course is acquisition of knowledge and special features of the French language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.				
Course content: <i>Lectures</i> A more in-depth knowledge on specific tenses and structures used in business Spanish; business texts, business written and oral communication; e-mails; writing memoranda, contracts, business letters; ways of addressing; writing offers; project writing; proforma-invoices, invoices, claims, elementary banking vocabulary; elementary financial and business vocabulary; elementary legal vocabulary; ticket, transport, accommodation reservations; elementary vocabulary in tourism and hospitality industry; specific business phrases. <i>Practical classes</i> Communication in different situations, seeking information on the phone, making reservations; communication in conflicting situations; account on personal events; writing memoranda, contracts, business letters – workshop; ways of addressing – workshop; project writing – workshop; proforma-invoices, invoices, claims, elementary banking vocabulary – workshop; elementary financial and business vocabulary – workshop; elementary legal vocabulary – workshop; ticket, transport, accommodation booking – workshop; elementary vocabulary in tourism and hospitality industry – workshop; specific business expressions and phrases.				
Literature: <i>Basic literature:</i> 1. Richmond Dorothy: Practice Makes Perfect Basic Spanish, Beginner level (325 Exercises + Online Flashcard App + 75-minutes of Streaming Audio), McGraw Hill, New York, 2015 2. Living Language: Living Language Spanish, Essential Edition: Beginner course, including coursebook (3 audio CDs and free online learning Unabridged), Unabridged edition, Madrid, 2011 3. Lopez Marta, Hernandez Montero Cristina: Lonely Planet Spanish Phrasebook & Dictionary, Lonely Planet, Madrid, 2018. <i>Supplementary literature:</i> 4. Bregstein Barbara: Easy Spanish Step-By-Step, McGraw Hill, New York, 2005 5. Madrigal Margarita: Madrigal's Magic Key to Spanish: A Creative and Proven Approach, Reissue edition, Madrid, 2009				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	30
Activity		7		
Project/seminar paper		0		
Exercises/Professional practice		40		
Colloquia/exams		20		

BUSINESS STATISTICS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Business Statistics				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester four				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of knowledge of basic statistical notions and methods of data collection and processing as a precondition for studying descriptive and inferential statistics. The objective of the course is acquisition of knowledge of probability calculus and procedures of evaluation of unknown parameters, testing statistical hypotheses and basics of correlation and regression analysis. By studying relative numbers, indices and time series analysis the objective is to create a basis for analysis of economic indicators and anticipation of their movements in actual market circumstances.				
Course outcome: Upon the completion of the course students will be able to define basic statistical notions and methods of analysis of statistical data, apply appropriate statistical methods and interpret the obtained results, evaluate the parameters under observation, as well as to analyse economic time series and graphically present movements of occurrences under observation.				
Course content: <i>Lectures</i> Basics of business statistics; application of business statistics; descriptive statistics; the notion and distribution of random variables; evaluation of parameters; statistical hypotheses testing; regression and correlation analysis; analysis of time series; relative numbers. <i>Practical classes</i> Solving problems corresponding to teaching units dealt with at lectures; analysis of more complex problems; analysis of examples using Excel.				
Literature: <i>Basic literature:</i> 1. Марић Н., Ралевић Н., Филиповић Ј.: Пословна статистика, уџбеник, Београдска пословна школа - Висока школа струковних студија, Београд, 2014. <i>Supplementary literature:</i> 2. Man, S. P.: Uvod u statistiku, udžbenik, Ekonomski fakultet, Beograd, 2016 3. Filipović, L., Papić-Blagojević, N.; Kvantitativne metode, textbook, Alfa-graf NS, Novi Sad, 2013 4. Downing D., Clark J.: Business Statistics, Barron's Educational Series Inc., New York, 2010				
Number of classese:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	30			
Colloquia/exam	30			

CASHIER AND ELECTRONIC OPERATIONS

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Cashier and Electronic Operations
Language of the studies:	Serbian
Status of the course:	mandatory
Semester:	second year, semester four
No. of ECTS credits:	8
Requirement:	Banking
Objective of the course:	The objective of the course is familiarization of students with the importance, essence and way of functioning of cashier and electronic operations including ERP, CRM and SCM and their integration into electronic and internet business environment.
Course outcome:	Upon the successfully completed course students should have knowledge of a business concept based on on-line business and internet technologies.
Course content:	<p><i>Lectures</i></p> <p>Internet as a technical structure of contemporary e-business, e-commerce and e-marketing; comparison of the traditional and electronic business communication; key concepts of modern online business activities: CRM and SCM components; aspects of CRM and SCM technology, business applications ERP, CRM and SCM, CRM technologies and data; approaches to the implementation of e-business system: CRM, SCM etc.; specific programmes of cashier business in banks: calculating payments and disbursements for physical and legal persons, receiving and realization of transfer orders; balance checking, credit standing, bill of exchange registration and negotiation; registration of bank guarantee, report drawing up, account opening/closing; credit card issuing/cancelling; registration of a borrowing, borrowing repayment, registration and change of personal data, credit standing monitoring; bill check, work with foreign-currency, foreign-currency exchange; term deposits and term deposit cancellation; banking service presentation, dinar savings, foreign-currency savings; communication with clients at the bank counter, resolving conflicting situations; data confidentiality, security procedures; presentation of best known bank cashier programmes in Serbia.</p> <p><i>Practical classes</i></p> <p>Exercises are conducted in an IT laboratory with an aim of training students in practical use of information technology: internet services with a special emphasis on e-mail and WEB presentation for the purpose of doing business electronically: WEB sites with an integrated database enabling making consumer profiles, personalization and application of various analytical techniques; current web browsers; search techniques; independent practical work; project task (CRM, SCM); simulation in the IT laboratory; work with specific cashier business programmes in the banks in Serbia - calculating payments and disbursements for physical and legal persons, receiving and realization of transfer orders; balance checking, credit standing, bill of exchange registration and negotiation; registration of bank guarantee, report drawing up; account opening/closing; credit card issuing/cancelling; registration of a borrowing, borrowing repayment, registration and change of personal data, credit standing monitoring; bill check, work with foreign-currency, foreign-currency exchange; term deposits and term deposit cancellation; banking service presentation, dinar savings, foreign-currency savings - workshop; data confidentiality, security procedures - workshop, discussion.</p>
Literature:	<p><i>Basic literature:</i></p> <ol style="list-style-type: none"> Dušanić, J., Krstić, B.: Bankarski menadžment, textbook, Beogradska poslovna škola – Visoka škola sturkovnih studija, Beograd, 2012 Pantović, V., Dinić, S., Starčević, D.: Savremeno poslovanje i internet tehnologije – uvod u digitalnu ekonomiju, Energoprojekt InGraf, Beograd, 2002 teaching base (bank) internal material <p><i>Supplementary literature:</i></p> <ol style="list-style-type: none"> Komazec, S., ristić, Ž.: Javne finansije, ekonomika javnog finansiranja, textbook, Viša poslovna škola, Beograd, 2000 Vujnović-Gligorić, B.: Upravljačko računovodstvo, Panevropski univerzitet Apeiron, Banja Luka, 2009 Кнежевић Г., Станишић Н., Миздраковић В.: Анализа финансијских извештаја, уџбеник, Универзитет Сингидунум, Београд, 2013. Law on Personal Income Tax, RS Official Gazette Nos. PC 24/2001, 80/2002 – other law, 135/2004, 62/2006, 65/2006 – corrigendum, 31/2009, 44/2009, 18/2010, 50/2011, 91/2011- Const. Court, 93/2012, 114/2012-УС, 47/2013- corrigendum, 108/2013, 57/2014, 6/2014 – reconciled dinar amounts, 57/2014, 68/2014 – other law, 5/2015 – reconciled dinar amounts, 112/2015, 5/2016 - reconciled dinar amounts, 7/2017 - reconciled dinar amounts, 113/2017, 7/2018 - reconciled dinar amounts, 95/2018 and 4/2019 - reconciled dinar amounts) Law on Budgetary System, RS Official Gazette Nos. 54/2009, 73/2010, 101/2010, 101/2011, 93/2012, 62/2013, 108/2013, 142/2014, 68/2015 – other law, 103/2015, 99/2016, 113/2017, 95/2018, 31/2019 and 72/2019 Law on Public Procurement, RS Official Gazette Nos. PC 124/2012, 14/2015 and 68/2015 Regulation on Budgetary Accounting, RS Official Gazette Nos PC 125/2003, 12/2006 McMilan E. J.: Not-for-Profit Budgeting and Financial Management, John Wiley & Sons Inc., Hoboken, New York, 2010

12. Alter S.: Information systems: Foundation of e-Business, Upper Saddle River, Prentice Hall, London, 2002				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes:				
Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	30
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		40		
Colloquia/exam		20		

CONSUMER BEHAVIOUR AND PROTECTION

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Consumer Behaviour and Protection				
Language of the studies: Serbian				
Course status: elective				
Semester: second year, semester four				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of knowledge on what affects consumer behaviour and what consumers' (local and foreign) reaction is desired in different segments and forms of doing business. In the second part the course deals with the issues of consumer protection and the objective is to familiarize students with legal regulations, ethical and professional codes that should be applied in demand protection.				
Course outcome: On the basis of the presented and adopted contents of the teaching material, students should develop general and course-specific abilities: critical reasoning, connecting different occurrences, and academic level of analysis of the issue in question in the area of consumer protection.				
Content of the course: <i>Lectures</i> Consumer behaviour (general views); interdisciplinary consumer behaviour; motivational process of potential consumers; classification of factors affecting the behaviour of potential consumers (geographic, demographic, sociological, psychological, economic, situational etc.); decision-making process of potential consumers in the selection of a product or service, consumer behaviour models; consumer protection in different segments of use of a product or service. <i>Practical classes</i> Through practical classes (field work) students should understand and analyse consumers' behaviour, as well as possibilities of consumer protection in different situations.				
Literature <i>Basic literature:</i> 1. Schiffman L. G., Kanuk L. L.: Ponašanje potrošača, textbook, Mate, Zagreb, 2004 2. Маричић Б.: Понашање потрошача, уџбеник, Савремена администрација, Београд, 2002 <i>Supplementary literature:</i> 3. Đeri, L.: Ponašanje potrošača na turističkom tržištu, monografija, Zadužbina Andrejević, 2009 4. Đeri, L.: Istraživanje ponašanja potencijalnih turista pri izboru turističke destinacije na primeru Bačke, doktorska disertacija, Prirodno-matematički fakultet, Novi Sad, 2007 5. Zakon o turizmu, Službeni glasnik RS PC 45/05, Beograd 6. Ramsay Iain: Consumer Law and Policy: Text and Materials on Regulating Consumer Markets, Hart Publishing, Washington, 2012				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	30
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		30		
Colloquia/exam		30		

CONTROL AND AUDIT

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Control and Audit				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of knowledge in the field of internal and external control and auditing of financial statements as preconditions for stating auditor's opinion on the truthfulness and objectivity of financial statements. Familiarization with auditing standards and importance of auditor's professional ethics.				
Course outcome: Upon the completion of the course students will be able to define and explain the role and objectives of internal and external control and audit, implement appropriate audit procedures and state, on the basis of obtained audit evidence, a relevant opinion in the form of audit report.				
Course content: <i>Lectures</i> Introduction into financial statements audit; the notion and importance of internal and external control; ways of conducting internal control; theoretical basics of audit; professional ethics in audit; materiality and risk in audit; evidence in audit; auditing process; evaluation of reliability of internal control system; the impact of information and telecommunication technologies on auditing process; preparation of sample in auditing; audit of financial statement items; final audit; audit reports; internal audit; audit of consolidated financial statements; internal control and audit report keeping; data confidentiality / publicly available data; data protection. <i>Practical classes</i> Case studies; analysis of examples of actual internal controls and audit reports; discussion, group work; searching data in publicly available financial statements.				
Literature: <i>Basic literature:</i> 1. Andrić, M., Krsmanović, B., Jakšić, D.: Revizija – teorija i praksa, textbook, Proleter, Bečej 2012 <i>Supplementary literature:</i> 2. Međunarodna federacija računovođa: Međunarodni standardi i saopštenja revizije, uveravanja i etika, Savez računovođa i revizora, Beograd, 2007 3. Hayes R., Schilder A., Dassen R., Wallage P.: Principi revizije (međunarodna perspektiva), Savez računovođa i revizora Republike Srpske, Banja Luka, 2002 4. Knapp M.: Auditing cases, Cengage learning, Sydney, 2013.				
Number of classes::				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	20			
Colloquia/exam	30			

DEGREE PAPER

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Degree Paper				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, semester six				
No. of ECTS credits: 5				
Requirement: passed all year 1 to 3 exams				
<p>Objective of the course: The objective is to train students to apply basic, theoretical and methodological, specialist and specialist-applicative knowledge and methods in solving specific issues within a Degree Paper topic. Within the Degree Paper, students, examining the available literature or through work in an institution in which practice is conducted or by statistical analysis, deal with an issue, its structure and complexity and on the basis of the analyses made they draw conclusions on possible ways of its solving. Students are also trained in writing the Degree Paper, presenting it within the set deadline and discuss the Paper with specialists in the relevant area.</p>				
<p>Course outcome: On the basis of knowledge and skills acquired in the course of their studies, students are able to do the paper in a Teaching Base or to bibliographically collect specialist literature, write the paper and present it before the relevant board.</p>				
<p>Course content: Degree paper is a specialist or research work of a student in which the student familiarizes with the research methodology in all areas of importance for the relevant study programme and module. Paper topic may be experimental or bibliographical. Upon the conducted research, student prepares his/her degree paper in the form containing the following chapters: <i>Introduction, Theoretical part, Paper methodology, Results and discussion, Conclusion, Abbreviations</i> (optional), <i>Enclosures</i> (optional), <i>Literature, Candidate CV, Key documentation information</i> (data on the candidate to be used in the degree paper digitalization project in our country). The paper must consist of 40 pages as a minimum and 60 pages as a maximum. Paper defence consists of oral presentation of the paper by the student, questions put by the paper defence board and student's answers. Elements of Degree Paper that are evaluated are: <ul style="list-style-type: none"> - paper writing - maximum 20 points - paper subject matter - maximum 30 points - presentation within paper defence - maximum 20 points - answers to questions of three Examination Board Members - maximum 30 points (3x10) Paper Defence Board consists of 3 teachers, one of which is the mentor. Two of three teachers have to deal with the narrow specialist area the Degree Paper is about and the third has to be involved in a related area (interdisciplinary topics are an exception). Two of three members have to be teachers at ICEPS, and the third may be a teacher of other accredited higher-education institution in Serbia. One of three teachers may be retired. The mentor has to be a teacher at ICEPS. Degree Paper may not be part of an already published scientific or specialist paper, but it may be part of a <i>future</i> paper (specialist paper, doctoral dissertation, scientific or review paper...) Degree Paper may not be a copy or reworking of an existing article from the Internet or other electronic or printed literature or of an already published paper, which would be deemed plagiarism. Plagiarism in Degree Paper is strictly banned and it is sanctioned with its cancellation or more severe sanctions are applied. Period of Degree Paper drawing up may not be significantly longer than planned (officially approximately 60 hours) including all its segments, from initial consultations with the mentor and examining the existing works (degree paper subject matter) through its writing, to its defence. The official period of degree paper defence is 30 min. as a maximum plus time during which Board members ask questions (additional maximum 30 minutes).</p>				
<p>Literature: <i>Basic literature:</i> 1. depends of Degree Paper topic <i>Supplementary literature:</i> 2. depends of Degree Paper topic</p>				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
0	0	0	60	0
<p>Types of classes: In the course of degree paper writing the mentor gives necessary instructions to the student, refers her/him to specific literature, assists in the selection of research methods and during analysis and processing of obtained results, as well as in making conclusions etc. In this period, student has additional consultations with the mentor and if required with other teachers involved in the area the degree paper topic is about. If the paper is written in an institution/firm, its consent is required.</p>				

Grade (maximum number of points 100):

Degree Paper grade is a total of points obtained for:

- degree paper writing, 20 points;
- degree paper subject matter, 30 points;
- degree paper presentation within its defence, 20 points;

answers to questions of Degree Paper Defense Board members, 30 points (3 x 10, three Board members).

ENTERPRISE ECONOMICS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Enterprise Economics				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester three				
No. of ECTS credits: 4				
Requirement: Basics of Economics				
Objective of the course: The primary objective of the course is acquisition of theoretical and practical knowledge of all aspects of enterprise operations. In terms of theory, the objective is to understand the essence of the notion of enterprise, rules of its functioning and its relation with the surrounding. In terms of practice, the objective is acquisition of knowledge and skills as a precondition of successful enterprise management. The objective of the course is that upon the completion of studying process the student is able to define theoretical assumptions of enterprise economics, analyse legal and organizational aspects of the enterprise, apply cost management models, explain and analyse main economic principles and use specific examples, choose an adequate strategy of enterprise development.				
Course outcome: Upon the completion of the course Enterprise Economics students will be able to understand the purpose and objectives of an enterprise, its place and role in the socio-economic environment, to identify internal and external factors affecting consumption of production elements and operating costs, to identify relevant factors and mechanisms of enterprise product demand, analyse all phases of value adding in the reproduction process and elements and determinants of each of such phases, as well as to analyse factors affecting enterprise operating results and basic economic principles on the basis of which the success of enterprise operations is determined.				
Course content: <i>Lectures</i> Theoretical basics of enterprise economics; economic, legal and organizational aspects of the enterprise and special types of enterprises; cost management; market, income, profit, competition; productivity; the principle of economics; cost-effectiveness; enterprise development strategy. <i>Practical classes</i> Case study analysis; analysis of fictitious cases – workshop; internet search (websites of enterprises); good practice analysis; a visit to a small and medium size enterprise, corporation; comparative analysis – workshop.				
Literature: <i>Basic literature:</i> 1. Pokrajčić, D.: Ekonomika preduzeća: principi i ciljevi, textbook, Ekonomski fakultet, Beograd, 2019 2. Paunović, B.: Ekonomika preduzeća – preduzeće, okruženje i ulaganja, textbook, Ekonomski fakultet, Beograd, 2015 <i>Supplementary literature:</i> 3. Komnenić, B., Kisić, S.: Ekonomika preduzeća, Alfa-graf, Novi Sad, 2014 4. Bandin, T.: Ekonomika preduzeća – ekonomske osnove poslovnog odlučivanja, Savremena administracija, Beograd, 2004 5. Case K., Fair R., Oster S.: Principles of Economics, Pearson Education, London, UK, 2011.				
Number of classes:				
Lectures	вежбе	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

EXCHANGE OPERATIONS AND INVESTMENTS IN SECURITIES

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Exchange Operations and Investments in Securities				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, semester six				
No. of ECTS credits: 5				
Requirement: Banking				
Objective of the course: The objective of the course is acquisition of knowledge and skills required for the field of stock exchanges and investments in securities. Students should know how to define the importance and role of stock exchanges, to define and describe the characteristics and purpose of underlying and derived securities, to see the difference between the exchange and over the counter market, to define the role of market indices and anticipate possible consequences of their movements, as well as to define investor protection mechanisms. Upon the completion of the course students should possess active knowledge and skills that will enable them to carry out activities and make right decisions within different segments of exchange operations and investments in securities.				
Course outcome: Upon the completion of the course students will be able to define different exchange participants, see the difference between financial instruments, analyse economic news and their impact on stock exchange movements, analyse financial reports. In addition to that, students will possess knowledge on how to make sound investments and will be able to analyse the possibilities of investor protection on the market.				
Course content: <i>Lectures</i> Historical development and importance of exchanges; terms used in exchange operations; forward deals; main types of securities, other securities; financial derivatives; exchange intermediaries; stock market instruments; over-the-counter market; stock exchange securities listing; market indices; protection of stock exchange investor; stock exchanges in the country, EU, USA, worldwide – a comparative analysis; good practice, most frequent mistakes; latest stock exchange tools, programmes, software; new ideas in stock exchange operations, new currencies; stock exchange development trends; exchange operations over the internet; ways of investing and hedging. <i>Practical classes</i> Analysis of a local, regional, EU, US and global stock exchange – workshop; good practice, most frequent mistakes – workshop; stock exchange instruments – exercises; stock exchange indices – workshop; latest stock exchange tools, programmes, software, new ideas in stock exchange operation and new currencies – internet search; a visit to an institution involved in stock exchange activities; ways of investments in securities – simulation, workshop; case study – workshop.				
Literature: <i>Basic literature:</i> 1. Malešević, E., Malešević, Đ.: Upravljanje investicijama, textbook, Ekonomski fakultet, Subotica, 2011 <i>Supplementary literature:</i> 2. Petrović, P. P.: Berze i berzansko poslovanje, textbook, Mikro knjiga, Beograd, 2009 3. Bodie, Z., Kane, A., Markus, A.: Osnovi investicija, Data status, Beograd, 2009 4. Erić, D.: Finansijska tržišta i instrumenti, Čigota štampa, Beograd, 2003 5. Jordan B., Miller T., Dolvin S.: Fundamentals of investments: Valuation and Management, Mc Graw-Hill, New York, 2012 6. Keli, Dž.: Najpopularniji vodič za investiranje na berzi, Delfi knjižare, Beograd, 2015				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

FINANCIAL ACCOUNTING

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Financial Accounting				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, semester two				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of theoretical and applied knowledge in the field of financial accounting through familiarization with basic accounting reports, chronological and systematic records as well as through national and international accounting regulations.				
Course outcome: Possession of skills to individually post accounting changes in an enterprise, calculation of financial results and prepare appropriate financial statements in accordance with good accounting practice and national and international accounting regulations.				
Course content: <i>Lectures</i> The role of accounting and implications of accounting reports; types of accounting programmes; public data (internet) of importance for accounting; types of records; process of posting, chronological and systematic records; balance sheet and income statement; obtaining funds; accounting treatment of: fixed assets, current assets, production process, realization; pre-closing entries; result calculation and distribution; institutions collaborating with the accounting unit; types of frequent reports depending on the type of enterprise/business activity; good accounting practice, frequent accounting errors. <i>Practical classes</i> Analysis of actual and fictitious cases – workshop; accounting – problems, exercises, internet search; solving accounting problem; visit to an accounting firm.				
Literature: <i>Basic literature:</i> 1. Đorđević, S. M., Zakić, V.: Finansijsko računovodstvo, textbook, Visoka poslovna škola strukovnih studija Novi Sad, 2016 2. Petković, Z., Gligorić, Č.: Menadžersko računovodstvo, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 <i>Supplementary literature:</i> 3. Samardžić, I.: Menadžment računovodstva, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2013 4. Škarić-Jovanović, K.: Finansijsko računovodstvo, textbook, Ekonomski fakultet, Beograd, 2015 5. Phillips F., Libby R., Libby P. A.: Fundamentals of financial accounting, Mc Graw-Hil, New York, USA, 2011				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	20			
Colloquia/exam	30			

FINANCIAL MANAGEMENT AND DRAWING UP BUSINESS PLANS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Financial Management and Drawing up Business Plans				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, semester two				
No. of ECTS credits: 5				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is acquisition of theoretical knowledge relating to definition of investments and financial management, as well as practical knowledge relating to drawing up and realization of investment projects; a separate section is devoted to understanding the need and use of business plans, manner of preparation of business plans.				
Course outcome: Upon the completion of this course, students will be able to analyse financial investment flows, design the scope and structure of financing and they will be able make cost-benefit analyses and propose strategies relating to investment project realization; students will also understand the importance and be able to make and interpret business plans.				
Course content: <i>Lectures</i> The notion and classification of investments; investment project management; analysis of financial investment flows; investment project balance sheet and income statement projection; cash flow, economic flow and residual value projection; projection of the scope and structure of financing; investment efficiency evaluation method; application of cost-benefit analysis; investment project realization strategy; business plans: importance, making, tracking, interpretation. <i>Practical classes</i> Repeating and exercises in teaching units taught in lectures; investment project management – workshop, presentation, discussion; investment efficiency evaluation methods – workshop, presentation, discussion; application of a cost-benefit analysis – workshop, presentation, discussion; strategy of realization of investment projects – presentation, discussion; business plans – drawing up, tracking, interpretation.				
Literature: <i>Basic literature:</i> 1. Ratković-abramović, M.: Korporativne finansije, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2015 2. Malešević, E., Malešević, Đ: Upravljanje investicijama, textbook, Ekonomski fakultet, Subotica, 2011 <i>Supplementary literature:</i> 3. Bodie Z., Kane A., Markus A.: Osnovi investicija, textbook, Data status, Beograd, 2009 1. Jordan B., Miller T., Dolvin S.: Fundamentals of Investments: Valuation and Management, Mc Graw-Hill, New York, USA, 2012				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			
Project/seminar paper	0			
Exercises/Professional practice	20			
Colloquia/exam	30			

FINANCIAL MARKETS AND INSTITUTIONS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Financial Markets and Institutions				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, semester six				
No. of ECTS credits: 4				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is acquisition of specific knowledge and skills required for financial markets and institutions and application of the acquired functional knowledge in practice. The objective of the course is acquisition of knowledge required for defining and describing the development, main characteristics, principles of functioning and national regulation of financial markets (mortgage, collateral, foreign-currency), spotting and analysing differences between the money market and capital market with a special focus on the analysis of differences between the mentioned market segments in developed countries and developing countries. In addition to that, the objective of the course is the ability of students upon the completion of the course to define market participants, describe and analyse money and capital market instruments.				
Course outcome: Upon the completion of the course students will be able to define the notion and describe main characteristics of modern financial markets, define characteristics of financial institutions doing business on financial markets, describe differences between basic segments of financial markets, differences between characteristics of money and capital markets, define main instruments of money and capital markets and characteristics of mortgage, collateral and foreign-currency markets.				
Course content: <i>Lectures</i> The notion and development of financial markets; concepts of money and capital markets; main characteristics and functioning of financial markets; money market in countries in transition and developed market economies; market participants and money and capital market instruments; state regulation of financial markets; mortgage, collateral and foreign-currency market; international permanent capital market; international money market; theory of financial market efficiency; interest rates on financial markets; money market participants and instruments. <i>Practical classes</i> Discussions and analyses based on lectures, individual work, internet search, analysis of region-related cases; workshops.				
Literature: <i>Basic literature:</i> 1. Šoškić, D.: Finansijska tržišta i institucije, textbook, Ekonomski fakultet, Beograd, 2011 <i>Supplementary literature:</i> 2. Vunjak, N., Kovačević, Lj.: Finansijska tržišta, textbook, Ekonomski fakultet, Subotica, 2012 3. Erić, D.: Finansijska tržišta i instrumenti, Čigoj štampa, Beograd, 2003 4. Mishkin F. S., Eakins S. G.: Finansijske institucije i tržišta, MATE, Zagreb, 2005				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

HUMAN RESOURCES MANAGEMENT

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Human Resources Management
Language of the studies:	Serbian
Status of the course:	mandatory
Semester:	third year, semester six
No. of ECTS credits:	5
Requirement:	no requirement

Objective of the course:

The objective of the course is that students acquire knowledge of coordination of individual, organizational and social objectives as a factor of minimization of adverse impact of the environment on the system. In addition to that, the objective of the course is the study of factors affecting the improvement of performance as a basis for a possibility of improvement of company performance, profit-taking and organization development.

Course outcome:

Upon the completion of the course students will possess knowledge of the manner of recruiting, selection, motivating, payment (compensation), advancement, career development and other aspects of human resource management.

Course content:

Lectures

Introduction into human resources management, the importance of the discipline; work analysis; human resources planning; recruitment of potential candidates, methods of recruitment, external agencies; advertising, pointing out advantages; candidate selection – first, second, third; 1/1 interview; final interview with the candidate; training of employees, training department, training synchronization within a company; evaluation of employee performance; methods of defining employee personal development plan, selection of parameters, semi-annual and annual overview; employee development, possibility of a change of the job, vertical advancement, salary system, positive and negative motivation, bonus; performance-based salary; labour relations and collective bargaining; feedback, coaching; critical situations due to extension of duties of employees; rights of employees; change of a post; mobbing; leaving company, interview at leaving the company; types of employee contracts, honorary work, casual job contract; overtime work; legal regulations; types of business premises, open space – advantages and bad sides; rules of good communication with the superior, the subordinate, the workmate.

Practical classes

Analysis of teaching units dealt with in theory classes – discussion, workshop; manner of job advertising – workshop, discussion; candidate selection – workshop, discussion; interview; 1/1 interviews – workshop, discussion; final interview with the candidate – workshop, discussion; employee training – workshop, discussion; rules of a good communication with the superior, the subordinate, the workmate – workshop; visit paid by employees from the human resources department.

Literature:

Basic literature:

1. Bogićević, B.: Menadžment ljudskih resursa, Ekonomski fakultet, Beograd 2002
2. Dasler, G.: Osnovi menadžments ljudskih resurs, textbook, Data Status, Beograd, 2007

Supplementary literature:

3. Torrington D., Hall L., Taylor S.: Menadžment ljudskih resursa, ABC Print, Beograd, 2010
4. Labour Law, RS Official Gazette Nos. 24/2005, 61/2005, 54/2009, 32/2013, 75/2014, 13/2017 – Const. Court Resolution, 113/2017 and 95/2018 – authentic interpretation.
5. Taylor S., Woodhams C.: Human Resources Management: People and Organisations, TBS Ltd./Grantham Book Services, London, 2016

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Types of classes:

Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning

Knowledge grading (maximum No. of points 100)

Pre-exam obligations	Points	Degree exam	Points
Lecture attendance	3	exam	40
Activity	7		
Project/seminar paper	0		
Exercises / professional practice	20		
Colloquia/exam	30		

INTERNATIONAL ECONOMICS AND FINANCE

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: International Economics and Finance				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, semester one				
No. of ECTS credits: 5				
Requirement: no requirements				
Objective of the course: The objective of the course is acquisition of knowledge relating to the field of international economics and finance. Upon the completion of the course students should be able to define and describe the importance of foreign exchange rates in the context of international financial markets, to review balance of payments of a country and draw conclusions on the basis of that, to describe main characteristics and principles of functioning of the international monetary system and monetary union, as well as to analyse the issues of international indebtedness with a special focus on debtor crises and their causes. The objective of the course is acquisition of functional knowledge in the field of international finance and ability of students to apply the acquired knowledge in solving specific issues in this field.				
Course outcome: Upon the completion of the course students will be able to define the notion of foreign exchange market and foreign exchange rates, describe the role and importance of foreign exchange rates on international financial markets, define and describe characteristics of international monetary system, recognize indicators of crisis in national economies, observe potential risks and describe the way of adequate response having in mind transmissions of economic policy measures among countries in present-day globalized international financial relations.				
Course content: <i>Lectures</i> The notion and importance of understanding economics and finance from an international aspect; difference in approach to economic and financial issues in understanding national and international economics and finance; foreign exchange rate and foreign exchange market; foreign exchange rate regimes; balance of payments; determinants of foreign exchange rate level; international monetary system; monetary union; currency crises and speculative attacks, examples from the region, EU, USA and worldwide; the issue of international indebtedness and debtor crisis; international economics and finance trends in the country and region (the Balkans), EU, USA, Russia, China, worldwide; setting up regional economic and financial groups, analysis of the existing groups; relation between international economics and politics, their impact on exchanges; ways of following international economic movements, rational internet search, available economic and financial indicators. <i>Practical classes</i> Ways of following international economic movements, ways of rational internet search – workshop; a visit by an international economic analyst; analysis of the state of affairs: currency crises and speculative attacks, examples from the region, EU and the USA; international economics and finance trends in the country and region (the Balkans), EU, USA, Russia, China, worldwide – discussion, internet search; examples of the impact of international economic developments on big changes (bankruptcy, closure, sale...) of big systems – analysis of examples from practice; differences in approach to economic and financial issues in understanding national and international economics and finance – discussion; problem solving – workshop and discussion.				
Literature: <i>Basic literature:</i> 1. Kovačević, R.: Međunarodne finansije, textbook, Ekonomski fakultet, Beograd, 2014 <i>Supplementary literature:</i> 2. Miljković, D.: Međunarodne finansije, textbook, Ekonomski fakultet, Beograd, 2007 3. Moosa I. A.: International Finance: an Analytical Approach, 3 rd Ed., Mc Graw Hill, Boston, USA, 2010				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	20			

Colloquia/exam	30		
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MARKET RESEARCH AND DEVELOPMENT OF A BANKING PRODUCT

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Market Research and Development of a Banking Product
Language of the studies:	Serbian
Status of the course:	mandatory
Semester:	third year, semester five
No. of ECTS credits:	5
Requirement:	Banking

Objective of the course:

The objective of the course is acquisition of fundamental knowledge of the purpose of market research, its dimensions, multidisciplinary, organization and ethical aspect of research and research process comprising a number of steps, from data gathering organization to drawing up report on research results. In addition to that, the objective of the course is acquisition of knowledge and skills relating to the banking product development process.

Course outcome:

Upon the successfully completed course students are expected to be able for further study and understand the market and marketing which would lead to successful acquisition of a number of business skills, such as communication, negotiation, sale, establishing relationship with consumers etc. The outcome of the course is also possession of knowledge and skills of banking product development process.

Course content:

Lectures

Introductory lecture, familiarization of students with the course and literature, teaching methods and exam taking; dimensions of market research; market research, market research multidisciplinary; market research organization; ethical aspects of market research; defining the research problem and objectives; defining data sources; development of sampling strategy; selection of data collection methods; designing survey questionnaire and organization of primary data gathering; drawing up report on research results; use of research results as a basis for banking product design; the way of applicative reading the research results; the process and stages of banking product development; preparation of development proposal, method of presentation, valid points supporting the proposal; obtaining field (sales) feedback, the importance of communication of development and sales departments; realization of banking product development proposal, monitoring the process.

Practical classes

Market research – case study – actual and virtual – workshop, discussion; analysis of a specific market – project task, presentation, discussion; market research – banking product relationship – discussion; development of a specific banking product – project task, presentation, discussion; importance of the communication between development and sales departments – discussion; realization of banking product development proposal, monitoring the process – workshop, discussion.

Literature:

Basic literature:

1. Hanić, H.: Istraživanje tržišta, textbook, Univerzitet Sinergija, Bijeljina, BiH, 2005

Supplementary literature:

2. Marušić, M., Vranešević, T.: Istraživanje tržišta, Adeco, Zagreb, Hrvatska, 2001

3. Soldić Aleksić, J., Hrnoos Krasavac, B.: Kvantitativne tehnike u istraživanju tržišta, textbook, Ekonomski fakultet, Beograd, 2009

4. Jovanić, T.: Potrošački krediti, pravno-ekonomski aspekti, Udruženje banaka Srbije, Beograd, 2005

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Types of classes:

Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning

Knowledge grading (maximum No. of points 100)

Pre-exam obligations	Points	Degree exam	Points
Lecture attendance	3	exam	30
Activity	7		
Project/seminar paper	0		
Exercises/professional practice	30		
Colloquia/exam	30		

MENTAL HYGIENE

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Mental Hygiene				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, semester six				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: Students will understand the phenomena of mental health and mental illness from a broader, multidisciplinary and multidimensional aspect, they will be trained to assume responsible duties aimed at protection and improvement of mental health and care in the community using high technology, as well as keeping good relations in institutions.				
Course outcome: Upon the completion of the course students will possess knowledge and skills to evaluate, monitor, create and maintain communication with service users – persons with mental health issues and other community members.				
Content of the course: <i>Lectures</i> The notion and of mental health; prevention of mental disorders; mental health through entire life cycle of a person: birth and childhood; adolescence; adulthood; old age; modern issues: alienation; living in an urban environment; living in a rural environment; nutritional issues; physical activity; life crises; sickness and disability in family; stress and burnout syndrome; emergency situations, refugee status, war operations; natural disasters; posttraumatic conditions; social pathology and maladaptive behavior: marginalized groups; extramarital status; LGBT population; domestic violence; violence against women; violence against old persons; alcoholism; drug addiction; prostitution; religious sects; pathological gambling; suicidal feelings; new forms of addiction; dying and death; dehumanization and humanization of relations; comprehensive protection of mental health. <i>Practical classes</i> Consistent with lectures: case studies; visits of representatives of relevant associations; writing seminar papers; creation of concept designs relating to current issues; visit of a member of a marginalized group; workshop; analysis of projects devoted to marginalized groups in the country; visit of a member of an assistance provision association (victims of war operations, natural disasters etc.).				
Literature <i>Basic literature:</i> 1. Simić, M., Kovačević, K.: Mentalna higijena, textbook, self published, Beograd, 2004 2. Kaličanin, P. et al.: Stres, zdravlje, bolest; textbook, Obeležja, Beograd, 2001 <i>Supplementary literature:</i> 3. Havelka, M. et al.: Zdravstvena psihologija, Naklada Slap, Jastrebarsko, Zagreb, 2002 4. Beger, D.: Zdravstvena psihologija, Društvo psihologa Srbije, Centar za prim. Psihologiju, Beograd, 2002				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Lectures, exercises, workshop, discussion, seminar paper				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	20			
Colloquia/exam	30			

METHODS OF ECONOMIC ANALYSES, ANALYSIS OF OPERATIONS AND BALANCE SHEET

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Methods of Economic Analyses, Analysis of Operations and Balance Sheet				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, semester three				
No. of ECTS credits: 5				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is familiarization of students with basic categories and rules of market mechanism of different market structures and forms and their understanding of the model of choosing among alternatives and rational behaviour of market players motivated by personal interests, as well as to understand the mechanism and factors of determining balance prices in various forms of market and competition. In addition to that, the objective of the course is acquisition of theoretical and practical knowledge on the form, content, drawing up financial statements and their analysis aimed at appropriate business decision making.				
Course outcome: Upon the successfully completed course the outcome for the student should be the possession of knowledge of basic rules and principles of market functioning and thus of market economy as a whole. Upon the completion of a part of the course on methods of economic analyses, students will be trained to analyse and interpret the facts of enterprise relating to its yield, proprietary and financial standing, evaluate its creditworthiness and anticipate its business failure, understand the relevance of information based on the analysis of financial statements and use information from the statement for managerial purposes.				
Course content: <i>Lectures</i> Principles, criteria and methodological characteristics of microeconomics; theories of consumer behaviour and demand theories (utility theories, consumer behaviour models, consumer's choice and demand; theories of corporate behaviour and supply theories (quotations, costs, income, profit maximization); production factors market: labour, capital, rent, profit; positions of microeconomic entities on markets of limited competitiveness; monopolists' market strategies, oligopolistic market, monopolistic competition etc.; modern microeconomic models of market behaviour of entities: game theory, externalities of theories of balance and welfare, market regulation etc.); methods and types of economic analyses; form and content of financial statements, relation of balance sheet and income statement; income statement preparation methods; classification and order of items in balance sheet and principles of balancing; balance-sheet item evaluation; types of statements; latent reserves and hidden losses; theory of financial statement analysis; form and content of financial statements; harmonization and standardization of financial statements; <i>Practical classes</i> Selection and analysis of financial statements in a given case study – workshop; analysis of an actual and fictitious enterprise in terms of its yield, assets and financial standing – workshop – evaluation of creditworthiness and anticipation of a business failure of an enterprise – analysis of a specific case; a visit to a bank, department of analytics and risk assessment.				
Literature: <i>Basic literature:</i> 1. Rodić, J., Vukelić, G., Andrić, M.: Analiza finansijskih izveštaja, textbook, Proleter, Bečej, 2011 2. Trivić, N., Šagi, A.: Primenjena mikroekonomija, praktikum, Ekonomski fakultet, Subotica, 2011 <i>Supplementary literature:</i> 3. Šagi, A., Šuvakov, T.: Mikroekonomija, textbook, Ekonomski fakultet, Subotica, 2011 4. Pratt J.: Financial Accounting in an Economic Context, John Wiley & Sons, New Jersey, 2011 5. Bergevin P. M.: Financial Statement Analysis, An Integrated Approach, Prentice Hall, New Jersey, 2002				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	30			
Colloquia/exam	30			

MONETARY AND PUBLIC FINANCE

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Monetary and Public Finance				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester three				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: Training students to understand the notion of money and its impact on economic trends, possession of a skill of interpreting monetary reports, training students to understand and interpret monetary measures and monetary policy instruments, possession of a skill of interpreting and evaluation of changes in money value; the objective of the course is acquisition of knowledge relating to functioning of public finance, importance of meeting liabilities and their impact on financial statements. Finally, the objective of the course is possession of a functional knowledge that will enable students to successfully solve specific tasks relating to the area of monetary and public finance.				
Course outcome: Upon the completion of the course students will have a command of terms in the area of monetary economics, they will be able to interpret monetary flows and interpret and apply regulations and provisions relating to monetary flows and changes in money value. In addition to that, students will be able to define ways how a state is funded, describe and analyse processes of tax calculation and payment by business entities, analyse taxing, tax planning and strategic management of entity operations, and to define and describe the tax system of Serbia and basics of the EU fiscal system.				
Course content: <i>Lectures</i> Theoretical basics of modern money, monetary theory, financial system and financial markets, financial institutions, central bank, monetary policy, monetary policy implementation, monetary policy strategies, money supply and other monetary aggregates, demand for money, money and inflation, transmission mechanisms in monetary policy, international finance and monetary policy; the importance of the state in the economy and its relation with other economic sectors, relation between the amount of liabilities paid and the quantity of delivered public goods; tasks and functions of the state and public expenses; public revenues, their types, forms and subforms with an emphasis on certain tax forms; studying the budget and fiscal relations between different levels of authorities; specific features of public finance in Serbia, region, the EU – comparative analysis; specific features of public finance of countries in transition; EU requirements in the process of EU association and candidacy. <i>Practical classes</i> Analysis of cases from Serbia, region, EU and global practice; analysis of developments in the country – workshop, discussion; internet search, relevance of available data; a visit by a public finance analyst; a visit to an institution involved in public finance, discussion; problem simulation – workshop.				
Literature: <i>Basic literature:</i> 1. Dušanić, J.: Monetarna ekonomija i bankarstvo, Kossseco Institut, Sarajevo, 2004 2. Ćosić, D.: Menadžment informacioni sistemi u javnoj upravi, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2010 3. Živković, A., Kožetinac, G.: Monetarna ekonomija, textbook, Ekonomski fakultet, Beograd, 2006 <i>Supplementary literature:</i> 4. Đurović-Todorović, J., Jovanović, M., Krstić, B.: Monetarni i fiskalni menadžment, textbook, Ekonomski fakultet, Niš, 2006 5. Radičić, M., Raičević, B.: Javne finansije – teorija i praksa, Data status, Beograd, 2008 6. Rosen H. S., Gayer T.: Javne finansije, textbook, Ekonomski fakultet, Beograd, 2011 7. Relevant legal regulations of the Republic of Serbia 8. Brown J.: Tax Policy and the Economy, vol. 25, NBER Book Series Tax Policy and the Economy, Cambridge, UK, 2011				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			

Project/seminar paper	0		
Exercises/professional practice	20		
Colloquia/exam	30		

NATIONAL ECONOMY AND BANKING MARKET OF SERBIA

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: National Economy and Banking Market of Serbia				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, semester five				
No. of ECTS credits: 7				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is familiarization of students with national economic development, factors that determine it, institutional reforms of the economic system, structure and functioning of the economy of Serbia, as well as with creation and pursuance of economic policy and its impact on the level of changes of the living standard and personal consumption of population. Familiarization with the banking market of Serbia.				
Course outcome: Upon the completion of the course students will be able to review the entirety of the economic situation in our country in the light of economic growth, structural changes and manner of its functioning of, analyse national economic growth and development factors and its cyclical trends, define indicators of development of the national economy and anticipate economic occurrences in a specific economy.				
Course content: <i>Lectures</i> Macroeconomic approach to studying national economy; macroeconomics on the long and short term (model of aggregate demand and supply); investments and investment policy in the function of development of national economy; specific development periods of the national economy; main concepts and strategies of development of the national economy in the future; development of economic system in national economy; regional aspect of development of national economy; theoretical approach to main potentials of development of national economy; the state, transition and Serbia – global experience and national challenges; national economy in the light of globalization and international investments; familiarization with the banking market of Serbia; currently operating banks in Serbia and the region; comparative analysis of the bank supply in Serbia and the region; familiarization with robust banking systems not operating in Serbia, a comparative analysis. <i>Practical classes</i> Analysis of cases relating to teaching units dealt with in lectures; analysis of the banking market of Serbia; currently operating banks in Serbia and the region, a comparative analysis – workshop; analysis of robust banking systems not operating in Serbia, a comparative analysis – workshop.				
Literature: <i>Basic literature:</i> 1. Devetaković, S., Jovanović, B., Rikalović, G.; Nacionalna ekonomija, textbook, Ekonomski fakultet, Beograd, 2016 <i>Supplementary literature:</i> 2. Rosić, I., Đurić, D.: Nacionalna ekonomija, textbook, Ekonomski fakultet, Priština-Kosovska Mitrovica, 2008 3. Đurić, D., Tomić, R., Đorđević, M.: Nacionalna ekonomija, Alfa-graf, Novi Sad, 2012 4. Đurić-Kuzmanović, T.: Nacionalna ekonomija, Alfa-graf, Novi Sad, 2007.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

ORGANIZATION OF BUSINESS ACTIVITIES

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Organization of Business Activities				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, semester five				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of knowledge of basic theoretic approaches and key concepts relevant for organization and people in organization management. A special objective is to make students aware of the importance of organization of business activities in modern world and particularly in enterprises, as well as a development skill of critical evaluation of the existing and new organizational structures.				
Course outcome: During the course students acquire knowledge that would enable them to solve practical tasks of management of organization and people in organization, they acquire skills enabling them to be successful and competent as managers, to understand, anticipate and control the conduct of employees and channel it towards the accomplishment of a projected objective of organization; they are also trained to manage the behaviour of employees in organizational changes and conflicts; students also adopt communication techniques and skills of motivating and decision-making.				
Course content: <i>Lectures</i> Development of an organization through history; theories of organization: classic, neoclassic, modern, estimations for the future; organizational structures; basics of organizational behaviour: organizational behaviour of managers, organizational culture, motivation in organizations, power in organizations, groups in organizations, organizational conflicts, communication in organizations; decision-making, organizational learning; human resources management; organizational changes and development; daily, monthly and yearly personal organization, ways of work organization; modern technical aids in personal organization and work organization; organization of time, time stealers; time priorities (important/urgent); organization of business activities at the level of office, unit, company/corporation; short-term and long-term plans, monitoring by stages; organization of meetings, following up conclusions and realization. <i>Practical classes</i> Organizational structures – exercise; motivation in organizations – workshop; communication in organizations – workshop; daily, monthly and yearly personal organization, ways of work organization – workshop; modern technical aids in personal organization and work organization; visit to a company; organization of time, time stealers – workshop; time priorities (important/urgent) – practical exercise; short-term and long-term plans; monitoring by stages.				
Literature: <i>Basic literature:</i> 1. Ahmetagić, E.: Organizacija preduzeća, textbook, Čikoš holding, Subotica, 2002 2. Petković, M., Jančićević, N., Bogičević-Milikić, B.: Organizacija, udžbenik, Ekonomski fakultet, Beograd, 2014 <i>Supplementary literature:</i> 3. Sajfert, Z., Pavlović, N.: Organizacija, textbook, Čikoš grupa, Subitica, 2014 4. Ivancevich J. M., Konopaske R., Matteson M. T.: Organizational Behavior and Management, 9 th Ed., McGraw-Hill, New York, 2011				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Lectures, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	Exam	30
Activity		7		
Project/seminar paper		0		
Exercises / professional practice		40		
Colloquia/exam		20		

PRICE THEORIES

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Price Theories				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester four				
No. of ECTS credits: 6				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is price formation in market economy whereby a special focus is on the market mechanism leading through supply and demand relation to economic equilibrium. Application of the knowledge acquired in this course will enable students to solve actual economic issues in a modern and efficient way.				
Course outcome: Upon the successfully completed course students are expected to possess knowledge that will enable them to understand other complex economic issues. Upon the completion of the course students will be able to understand actual economic developments and apply the acquired theoretical knowledge in practice.				
Course content: <i>Lectures</i> Introduction into the notion of price theory; types of theories, dependence on the economy of the country, economic state, target group; supply, demand, economic equilibrium, branches of economy and enterprises; market classification and characteristics: perfect competition, monopoly, price discrimination, oligopoly; monopolistic markets; state intervention in the domain of prices; overall economic equilibrium, welfare economics; price theories in banking services; price theories in tourism; price selection; the notion of a "cheap product", "average price", "expensive product" – consumer target groups, possibilities of application depending on the type of product; method of sale of products of different prices, sales techniques. <i>Practical classes</i> Discussion on teaching units taught in lectures; price formation of a selected product – project task, workshop, discussion; the notion of a "cheap product", "average price", "expensive product" – workshop, discussion; method of sale of products of different prices, sales techniques - workshop; a visit of a bank development department employee.				
Literature: <i>Basic literature:</i> 1. Šuvaković, Đ., Hanić, H., Bisić, M.: Teorije cena, textbook, Ekonomski fakultet, Beograd 2006 2. Babić, S., Milovanović, M., Stojanović, B., Trifunović, D.: Zbirka zadataka iz teorije cena, Ekonomski fakultet, Beograd, 2016. <i>Supplementary literature:</i> 3. Šuvaković, Đ.: Teorije cena, textbook, Ekonomski fakultet, Beograd, 2000 4. Hanić, H. et al.: Teorija cena, textbook, Ekonomski fakultet, Beograd, 2002 5. Friedman M.: Price Theory, Routledge, New York, 2017 6. Stigler G. J.: The Theory Of Price, Crystal Books, Boston, 2016				
Number of classes:				
предавања	вежбе	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

PROFESSIONAL PRACTICE 1, 2, 3

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Professional Practice 1, Professional Practice 2, Professional Practice 3
Language of the studies:	Serbian
Status of the course:	mandatory
Semester:	Professional Practice 1: first year, semester two Professional Practice 2: second year, semester four Professional Practice 3: third year, semester six
No. of ECTS credits:	4+4+4
Requirement:	no requirement
Objective of the course:	The objective of the course is familiarization of students with the basic economic, managerial and informatics issues encountered in practice; the way students recognize the topic dealt with during studies and acquire knowledge on the application of the learnt methods they are encouraged to study further or to repeat and supplement their knowledge.
Course outcome:	Upon the successfully completed course students should have a practical knowledge, they are capable of further studies and better prepared for their future work in business organization.
Course content:	<p>Having met the requirements (attending all lectures and passed all mandatory exams in the current school year and passed all elective exams in the previous school year) students may do a professional practice in some of Teaching Bases – an institution or business organization. Namely, the School has agreement on collaboration with several Teaching Bases (legal persons – business organizations). In case the student herself/himself proposes the Institution, the School is obliged to sign an agreement with that Institution on business and technical collaboration to determine supervisors of practical work in the Teaching Base. The student conducts practice in a company whose core activity corresponds to the study programme and module the student attends.</p> <p>Professional Practice Coordinator is a professional employed with an institution (Teaching Base) in which professional practice is conducted and with whom the School signs a contract on additional work requiring student supervision, assistance and education and eventually grading student's work. This professional is required to have at least a higher professional school degree.</p> <p>Professional Practice Mentor is a School teacher in the area (course) in which professional practice is conducted.</p> <p>At the beginning of professional practice a special attention is given to institution rules defining its operations, as well as to other documents, and to production and service provision organization, tracking and recording its activities in the decision-making process. The student works in several units and familiarizes with the work of several jobs, as defined in the professional practice referral submitted by the School to the Teaching Base. After that the student gets involved in activities in accordance with his/her study programme and that is deemed to be student's professional work.</p> <p>Professional practice roughly evolves as follows:</p> <ul style="list-style-type: none"> - Professional practice 1: familiarization with the work environment, duties of employees, manner in which the organization functions and discharging less demanding tasks during practice; - Professional practice 2: inclusion in the work of organization/institution against permanent supervision of the mentor - Professional practice 3: the mentor is present, but student carries out the assigned duties on his/her own. <p>Upon the completion of professional practice, the Institution issues a report on professional practice bearing the signature and stamp of its director and submits it to the head of the School – i. e. the Teaching Base issues a certificate of completed professional practice of the student. Data on the completed professional practice are recorded in student's file, student's booklet and his/her diploma.</p> <p>When creating the report on student's professional practice, the mentor evaluates:</p> <ul style="list-style-type: none"> - student's activity - student's theoretical knowledge - student's practical work <p>Professional practice of students is conducted in several Teaching Bases with which the School has signed the agreement on collaboration. The School selects professional employees of Teaching Bases as professional practice supervisors who, together with course teachers, take care of the quality of Professional Practice (requirements for the selection of professional associates is the formal education of the same or higher level than the higher school (180 ECTS credits) as well as other requirements needed for conferring the respective title in accordance with the Rules on Conferring the Title of Teacher of Assistant Teacher).</p> <p>For the study programme requiring Teaching Bases are tourist and hospitality facilities: hotels of different categories, restaurants, wine cellars, baths, resorts, tourist agencies etc.</p>
Literature:	<p><i>Basic literature:</i></p> <ol style="list-style-type: none"> 2. literature depending on the type of Teaching Base and work student is to do 3. organizational documents of the Teaching Base (statute, rulebooks...)

<i>Supplementary literature:</i>				
4. organizational documents of the Teaching Base (statute, rulebooks...)				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
0	0	450 (150+150+150)	0	0
Types of classes:				
Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Exam	
Lecture attendance	0	exam	0	
Activity	0			
Project/seminar paper	0			
Exercises/Professional practice	100			
Colloquia/exam	0			

PROJECT MANAGEMENT

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Project Management				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, semester three				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of practical knowledge of project management and of methodology of project management through all stages of project realization that can be applied in specific cases students' future practice.				
Course outcome: Students will, through the obtained knowledge, solved problems and written seminar paper be trained to apply project management in their future practice in accordance with the globally accepted methodology.				
Course content: <i>Lectures</i> Basics of project management: principles of project management, project life cycle, project organization, stages in project realization, roles within a project, necessity of team work; project initiation: project description, project feasibility analysis, project concept, project decision making; project planning: project scope planning (project activities), planning persons participating in the project, project timetable, cost planning, risk assessment; project execution: project execution operational management, project administration; project task, defining project; business plan drawing up; determining priorities; determining deadlines, defining time sequences; compliance with deadlines; project team selection; project manager; project management theory; project management tools; risk management; the role of finance; project management software packages; strategic management; specific project management (public sector, media, crisis situation, political situation...); the role of marketing; the importance of good business communication skills, obstacles in communication; specific features of communication in IT environment, communication with clients; business communication; conflict management and its resolving, negotiation skills; project control: the notion and object of control, information gathering, information analysis, implementation of corrective measures; project conclusion. <i>Practical classes</i> Project creation and drawing up during several classes of exercises; discussion on risks, alternative solutions, project team selection, project manager selection; analysis of presented project.				
Literature: <i>Basic literature:</i> 1. Radaković, N., Morača, S.: Osnove upravljanja projektima, textbook, Fakultet tehničkih nauka, Novi Sad, 2012 2. Grandov, Zorka, Đokić, Maja: Strategija planiranja i budžetiranja, BTO, Beograd, 2012 <i>Supplementary literature:</i> 3. Grandov, Zorka: Liderstvo i pregovaranje u multikulturalnim sredinama, Multikulturalizam i preduzetništvo, monografija, FTB, Beograd, 2007 4. Maylor Harvey: Project Management, Pearson, 2010 5. Albijanjić, M.: Strategijski menadžment, textbook, Univerzitet Singidunum, Beograd, 2013 6. Jovičić, D., Salai, S.: Poslovno komuniciranje, textbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2011 7. Bovee C. L., Thill J. V.: Business Communication Today, Prentice Hall, London, 2005				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

PROTECTION OF DATA AND COMPUTER SYSTEMS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Protection of Data and Computer Systems				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, semester one				
No. of ECTS credits: 5				
Requirement: no requirements				
Objective of the course: Acquisition of knowledge of theoretical basics of protection of data and computer systems. Familiarization with possible threats and attacks, primarily within the Internet environment. Familiarization with the tools used in detecting vulnerability of state-of-the-art systems and application of preventive protection. Knowledge of basic techniques and technologies of protection of data and computer systems.				
Course outcome: An increased level of resistance to possible threats and attacks.				
Course content: <i>Lectures</i> Introduction into basics of protection of data and computer systems; classification of security threats; analysis of attacker's methods; mechanisms of system resources access control; protection models; physical protection; hardware protection; basic mechanisms of protection; cryptography principles; digital signature and digital certificates; computer network protection; IPsec; application protection; protection of electronic payment systems. <i>Practical classes</i> Practical classes correspond to the timetable of lectures and they comprise: methods of social engineering; risk management methods; phishing methods; examples of viruses and antivirus software; examples of a Trojan Horse; examples of a computer worm; Kerberos; examples of application of cryptographic services; examples of digital signature use; authentication measures; PKI; application of security barriers.				
Literature: <i>Basic literature:</i> 1. Kurose J. F., Ros K.: Umrežavanje računara, textbook, CET, Beograd, 2011 2. Savez inženjera i tehničara Srbije (group of authors): Zaštita podataka u računarskim sistemima, textbook, Beograd, 2000 3. Vestbi Džodi R.: Međunarodni vodič za borbu protiv kompjuterskog kriminala, Beograd, 2004 <i>Supplementary literature:</i> 4. Milenković, Dejan: Pristup informacijama, zaštita podataka o ličnosti i tajnost informacija, Beograd, 2009 5. Pastore Mike, Dulaney Emmett: Security+, Kompjuter biblioteka, Čačak, 2007 6. Stallings W.: Network Security Essentials: Applications and Standards, Pearson, New Jersey, 2013				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	30			
Colloquia/exam	30			

QUALITY CONTROL

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Quality Control				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, semester six				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is to understand the notion and essence of quality as a market category, spotting specific characteristics of quality in an organization with an emphasis on specific services of a specific sector; familiarization with institution organization, manner of managing it, decision-making process, administrative procedures and managing changes in an institution. The objective of the course is to understand and accept the notion of standardization and importance of standards in the process of quality defining.				
Course outcome: Having completed the course and passed the exam students should be trained in practical application of internal procedures and standards aimed and determining services and their quality control, determining and grading quality criteria, have knowledge of techniques and methods of quality control measurement and evaluation of application of determined standards with a special emphasis on the type of organization they work in. In addition to that, students should be able to accept and implement corrective measures aimed at quality control.				
Course content: <i>Lectures</i> Quality management: the notion, defining quality, reasons for implementation of quality control processes; characteristics of quality in certain areas (specific characteristics of quality control in the industry under observation...), forms and levels of quality manifestation; quality management systems: defining and development of certain quality systems; service standardization as a basis of quality, areas of application of standards, types of standards; requirements of standards ISO 9000, ISO 9001, ISO 14000, ISO 22000, application of the HACCP system, HALAL standards; the importance of internal procedures; chain of command; the role of employees in quality assurance, the importance and role of human resources, human resources management process; the importance and role of management in achieving quality, managers as a quality factor; the role of service users in service quality creation: perception, departures, satisfaction, service quality measurement methods; strategic approach to quality, tendencies in business orientation of a company, changes in offer structure; strategic adjustment of services to modern trends: market segmentation, differentiation, positioning, application of modern technologies. <i>Practical classes</i> Discussion on topics relating to the process of organization of institutions and quality control; analysis of case studies in Serbia and abroad; a visit paid by an ISO assessor; a visit paid by a manager of a public and private enterprise involved in quality control; analysis of practical examples of local and foreign public and private companies; analysis and practical examples in the sphere of safety; safety of employees and clients, discussion.				
Literature: <i>Basic literature:</i> 1. Randić, D., Antić, Z.: Menadžment kvaliteta, Beogradska poslovna studina, Beograd 2012 2. Heleta, Milenko: Menadžment kvaliteta, Univerzitet Singidunum, Beograd, 2008 <i>Supplementary literature:</i> 3. Blešić, I.: Menadžment kvaliteta u turizmu i hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2017 4. Kancir, D., Antić, Z.: Menadžment kvaliteta, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2013 5. Legečić, B.: Principi Menadžmenta, textbook, Ekonomski fakultet, Subotica, 2007 6. Official Gazettes of the Republic of Serbia 7. Kiran R.: Total Quality Management: Key Concepts and Case Studies, South-Western College Pub, New York, 2016 8. Holm Len: Construction Quality Control, Brewers Publications, London, 2022				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Lectures, case study, workshop, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	Exam	40
Activity		7		

Project / seminar paper	0		
Exercises / professional practice	20		
Colloquia/exam	30		

RESEARCH WORK METHODOLOGY

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Research Work Methodology				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, semester six				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: Students are to be able to conduct a research work.				
Course outcome: Possession of the knowledge that will enable student to conduct a research work.				
Course content: <i>Lectures</i> The importance of scientific paper; difference between scientific and specialist paper; stages in research work; selection of a topic; literature overview; ways of citation; experiment; survey and survey result processing, data protection; statistical processing of results; sample quality; objectivity and subjectivity; results and conclusion; scientific paper structure and writing; types of scientific papers; scientific paper evaluation; ways of publishing scientific work; citation analysis; plagiarism; data protection. <i>Practical classes</i> Techniques of literature collection, classification and examination; searching the selected electronic databases; processing of research results; graphic presentation of data; scientific paper writing; literature quoting; seminar paper writing.				
Literature: <i>Basic literature:</i> 1. Milankov, V., Jakšić, P.: Metodologija naučno-istraživačkog rada u biološkim disciplinama, textbook, Prirodno-matematički fakultet, Novi Sad, 2006 2. Šomodi, Š., Novaković, N., Kraljević-Balalić M., Kajari, K.: Uvod u naučni rad, textbook, Poljoprivredni fakultet, Novi Sad, 2004 <i>Supplementary literature:</i> 3. Ebel H. F., Bliefert C., Russey W. E.: The art of scientific writing, Wiley-VCH, Verlag GmbH & Co., Weinheim, 2004				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	40	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	20			
Colloquia/exam	30			

RETAIL AND COMMERCIAL LOANS, COLLATERAL EVALUATION

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Retail and Commercial Loans, Collateral Evaluation				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester four				
No. of ECTS credits: 6				
Requirement: Banking				
Objective of the course: The objective of the course is familiarization of students with basic organizational forms and broadest spectrum of activities of present-day commercial banks regarding loan extension as a banking service, different types of loans and investments of commercial banks, the notion of deposit, capital structure, asset and liability management, portfolio management, as well as familiarization with modern financial instruments – financial derivatives, and understanding their role in portfolio management on the local and international money and capital market.				
Course outcome: Upon the successfully completed course students will be familiarized with the spectrum of activities of commercial banks regarding retail loans, corporate financial reports, possibility of reviewing non-financial reports on client operations based on soft/hard facts for the purpose of evaluating client's creditworthiness. Students will be prepared to understand complex relations in different segments of financial markets and to create by using adequate financial tools, techniques, strategies and simulation method, an optimum portfolio of a commercial bank.				
Course content: <i>Lectures</i> Organization and structure of a modern commercial banking; financial reports of commercial banks; indicators of successful operations of commercial banks; types of activities in present-day commercial banking; criteria, classifications; commercial bank funds source management: deposit and non-deposit sources and capital; investment portfolio management in investment banking; organization and management of retail operations: consumer credits, credit cards, immovable property loans and commission operations; types of loans; creditworthiness; ways of calculating creditworthiness; ways of communication with clients regarding presenting loans as a banking service and creditworthiness; collateral options; credit payment transactions; instruments of international payment transactions in commercial banking and loan provision process. <i>Practical classes</i> Analysis of actual and fictitious cases – workshop, discussion; calculating creditworthiness – workshop, presentation, discussion; ways of communication with clients regarding presenting loans as a banking service and creditworthiness – workshop, presentation; credit payment transactions – exercises; a visit to a commercial bank, creditworthiness review department; a visit by a bank employee involved in loan provision.				
Literature: <i>Basic literature:</i> 1. Marović, B., Avdalović, V.: Osiguranje i teorije rizika, textbook, Fakultet za bankarstvo, osiguranje i finansije, Beograd, 2006 2. Jovanić, T.: Potrošački krediti, pravno-ekonomski aspekti, Udruženje banaka Srbije, Beograd, 2005 3. Dušanić, J., Krstić, B.: Bankarski menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2012 <i>Supplementary literature:</i> 4. Barać, S., Hadžić, M., Stakić, B., Ivaniš, M.: Praktikum za bankarstvo, Univerzitet Singidunum, Beograd, 2007 5. Bjelica, V.: Bankarstvo, teorija i praksa, Štamparija Budućnost Novi Sad, 2001 6. Stanišić, M., Stanojević, Lj.: Rizici u bankarskom poslovanju, textbook, Univerzitet Singidunum, Beograd, 2009 7. Rose, P.: Bankarski menadžment i finansijske usluge, Data Status, Beograd, 2005 8. Vunjak, N., Kovačević, Lj.: Poslovno bankarstvo, Proleter, Bečej, 2002				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	поени	завршни испит	поени	
Lecture attendance	3	ИСПИТ	40	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	20			

Colloquia/exam	30		
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RISK MANAGEMENT

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Risk Management				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, semester six				
No. of ECTS credits: 5				
Requirement: Banking				
Objective of the course: The objective of the course is to train students in adequate selection of risk avoidance and transfer strategies, making appropriate assessment of a risk of certain activity, risk assessment presentation, process managing and modification aimed at risk neutralization or minimization, as well as in applying principles of sound management and good business relations.				
Course outcome: Upon the successfully completed course students will possess knowledge in different risks with a special emphasis on market and financial risk. Students will also acquire knowledge in risk assessment and taking adequate steps aimed at neutralization or minimization of risk of a certain activity.				
Course content: <i>Lectures</i> The notion and necessity of risk management; risk elements, risk classification, risk factors; risk management strategies; risk management process, risk management principles; controlling aimed at risk management; enterprise risk management; general principles of enterprise risk management; enterprise risk management components; risk identification and description; risk analysis, quantitative analysis, qualitative analysis; risk response determining; risk monitoring and reviewing; risk reporting; risk consultations, confidentiality of data, protection from panic; risk communication. <i>Practical classes</i> Repetition and discussion on topics dealt with in lectures – discussion; risk analysis, quantitative analysis, qualitative analysis – project task, presentation, discussion; risk monitoring and reviewing – workshop; risk reporting – workshop; risk consultations, confidentiality of data, protection from panic – discussion; risk communication – workshop, discussion.				
Literature: <i>Basic literature:</i> 1. Barjaktarović, L.: Upravljanje rizikom textbook, Singidunum, Beograd, 2013 2. Đukuć, Đ.: Upravljanje rizicima i kapitalom u bankama, Svetlost, Čačak, 2007 <i>Supplementary literature:</i> 3. Šabović, Š.: Otkrivanje rizika u poslovanju preduzeća, textbook, Ekonomski fakultet Kosovska Mitrovica, 2012 4. Bešker, M.: Izvori ugrožavanja i procjena stanja sigurnosti-rizika-ugroženosti, Oskar, Zagreb, 2006 5. Marović, B., Avdalović, V.: Osiguranje i upravljanje rizikom, Birografik, Subotica, 2004 6. Novak B.: Krizno komuniciranje i upravljanje opasnostima, Binoza Press, Zagreb, 2001 7. Thornhill W. T.: Risk Management for Financial Institutions – Applying Cost-Effective Controls and Procedures, Bankers Publishing Company, Rolling Medaows Illinois, 2000				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations		Points	Degree exam	Points
Lecture attendance		3	exam	40
Activity		7		
Project/seminar paper		0		
Exercises/professional practice		20		
Colloquia/exam		30		

SOCIAL NETWORKS

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Social Networks				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, semester four				
No. of ECTS credits: 5				
Requirement: no requirements				
Objective of the course: The objective of the course is to familiarize students with all good (and adverse) aspects of use of social networks for business purposes, with types of their application in marketing, as well as with the perspectives of business development worldwide. In addition to that, the objective of the course is familiarization of students with the concepts and technological infrastructure of social networks, ways of data analysis on social networks.				
Course outcome: Upon the completion of the course, students will possess knowledge of types of social networks, the good and bad sides of their use for business purposes, possibilities of their use in marketing, as well as perspectives of business development worldwide, ways of research, collecting and analysing data obtained on social networks and using them in attitude development and forming.				
Course content: <i>Lectures</i> Introduction into social networks; web evolution: Web 1.0, Web 2.0 and Web 3.0; classification and characteristics of social networks; analysis of social networks using graph theory; identity management on social networks; software environment in internet community forming; Web 2.0 technologies; interactive web: Ajax and API; Web 2.0 technologies: P2P, web services, SOA. RSS, REST, JSON, mashups; social fora, Chat, IM; publishing: blogs and Wikis, Wikipedia; exchange of digital contents; recommendation systems, confidence and reputation development mechanisms; possibilities of use of social networks in marketing, possibilities of abuse; use of social networks as sales tools; modern trends of social networks, perspectives; social network data research and analysis; protection of privacy on social networks. <i>Practical classes</i> Practical work is adapted to the content and timetable of theory part: analysis of case studies; independent work in the analysis of an actual case; giving independent content proposals on social networks of an imaginary business project; possibilities and use of social networks in marketing, possibilities of abuse, ethical issues – discussion; research and analysis of data obtained on social networks – analysis of examples encountered in practice.				
Literature: <i>Basic literature:</i> 1. Bonifejs Suzi: Bleferski vodič – društvene mreže, textbook, Laguna, 2020 <i>Supplementary literature:</i> 2. Srivastava Sh., Singh A.: Facebook Application Development with Graph API Cookbook, textbook, Packt Publishing, New York, 2011 3. Russell M. A.: Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn and other Social Media Sites, O'Reilly, New York, 2011 4. Surowiecki J.: The Wisdom of Crowds, Oxford University Press, Oxford, 2008 5. Easley D., Kleinberg J.: Networks, Crowds and Markets: Reasoning About a Highly Connected World, Cambridge University Press, Cambridge, 2010				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	40			
Colloquia/exam	20			

SPECIALIZED FINANCIAL ENGLISH 1

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Specialized Financial English 1				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, semester one				
No. of ECTS credits: 5				
Requirement: no requirement				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the English language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral English in professional communication.				
Outcome of the course: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> English alphabet, basic rules of reading and writing, greeting, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colours, interrogative and affirmative statements; aspects of everyday live in the English speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tenses, clause framework. <i>Practical classes</i> Students do exercises in dialogues relating to everyday situation (telling/asking how to orientate in the city, giving account of events, making travel plans, scheduling a visit to the doctor, describing difficulties etc.), understanding everyday life (such as advertisements), extension of the vocabulary relating to immediate surroundings, family, job.				
Literature: <i>Basic literature:</i> 1. Đurović, T., Silaški, H.: English Practice in Economics and Business, Ekonomski fakultet, Beograd, 2018 2. Silaški, N., Đurović, T.: English Grammar for Economists, Ekonomski fakultet, Beograd, 2018 3. Čajka, Z.: Englesko-srpski rečnik poslovnog jezika, Službeni glasnik, Beograd, 2016 4. Cambridge University Press: English Language Teaching, Cambridge University Press, 2017 5. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2008 <i>Допунска литература:</i> 6. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006 7. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2001				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	40			
Colloquia/exam	20			

SPECIALIZED FINANCIAL ENGLISH 2

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Specialized Financial English 2				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester three				
No. of ECTS credits: 5				
Requirement: Specialized Financial English 1				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the English language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral English in professional communication.				
Outcome of the course: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Comparison of adjectives, causative and consequential sentences, conditional sentences, future tenses, preterite, subjunctive, verbs of movement, active and passive voice; aspect of everyday life in the English speaking countries: holidays, family life, education, life in a city; relative clauses; prepositional verbs, suffixes and prefixes in forming adjectives, further knowledge of dependent clauses; everyday life, business life and media in the English speaking countries; specialist expressions relevant for students' profession <i>Practical classes</i> Students are taught to talk or write on everyday topics like free time, job, media, fashion, politics. They do exercises in shorter discussion and stating their opinion, as well as to ask other on their views and then state their agreement/disagreement with different views.				
Literature: <i>Basic literature:</i> 1. Đurović, T., Silaški, H.: English Practice in Economics and Business, Ekonomski fakultet, Beograd, 2018 2. Silaški, N., Đurović, T.: English Grammar for Economists, Ekonomski fakultet, Beograd, 2018 3. Čajka, Z.: Englesko-srpski rečnik poslovnog jezika, Službeni glasnik, Beograd, 2016 4. Cambridge University Press: English Language Teaching, Cambridge University Press, 2017 5. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2008 <i>Допунска литература:</i> 6. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006 7. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2001				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	40			
Colloquia/exam	20			

SPECIALIZED FINANCIAL GERMAN 1

Study programme:	Business Economics and Management, module: Financial Management and Banking
Type and level of studies:	undergraduate professional studies
Course:	Specialized Financial German 1
Language of the studies:	Serbian
Status of the course:	elective
Semester:	first year, semester one
No. of ECTS credits:	5
Requirement:	no requirement

Objective of the course:

The objective of the course is further language studying and acquisition of knowledge with a special focus on business activities so that students are able to interpret specialist texts, maintain business communicate and write shorter texts in German.

Outcome of the course:

Students have a knowledge of general and business terminology, they are aware of versatility of language tools and actively apply them in a general and business context, they possess a more in-depth knowledge of all levels of language structure (phonetics, morphology, syntax and semantics), develop different language skills (reading, listening, writing, speaking), use the acquired knowledge for further independent language studying, acquire a socio-linguistic and strategic competence, independently use dictionary books and dictionaries in electronic form, have a command of specialist terminology in economics learnt from specialist lessons and other contents presented to them in the course of the studies.

Course content:

Lectures

Grammar: personal pronouns, present tense; question words (W-Fragen); definite and indefinite article; modal verbs in the present tense, the imperative; possessive pronouns; temporal prepositions, preterite (sein, haben); polite addressing (würde, könnte), comparison of adjectives; analysis of texts in the German language: introducing oneself in different situations, numerals and time, activities during office hours, talking to business partners in a restaurant, a visit to a company, attitude to business partners, business trips and their organization (booking tickets, accommodation, buying adequate items of clothes), orientation in a city, inviting to, cancelling or postponing business meetings; interpretation of travel timetables, road maps, company structure, producer advertisements; selection of texts in accordance with the selected module – work in groups.

Practical classes

Exercises in grammatical structures of the German language through dialogues and adoption of a certain vocabulary; development of all language activities (reading, writing, speaking, understanding written and spoken German); simulation of dialogues on certain topics – workshop; presentation of a company, its activities and organization – workshop; selection of texts in accordance with the selected module – work in groups.

Literature:

Basic literature:

1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, 2012
2. Loibl B. et all.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, 2015
3. Вучковић-Стојановић М.: Увод у немачки пословни језик. Београд: Савремена администрација, 2005

Supplementary literature:

4. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009
5. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005
6. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, KlettVerlag, Stuttgart, 2004

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Types of classes:

Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning

Knowledge grading (maximum No. of points 100)

Pre-exam obligations	Points	Degree exam	Points
Lecture attendance	3	exam	30
Activity	7		
Project/semnar paper	0		
Exercises/professional practice	40		
Colloquia/exam	20		

SPECIALIZED FINANCIAL GERMAN 2

Study programme: Business Economics and Management, module: Financial Management and Banking				
Type and level of studies: undergraduate professional studies				
Course: Specialized Financial German 2				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, semester three				
No. of ECTS credits: 5				
Requirement: Specialized Financial German 1				
Objective of the course: The objective of the course is further language studying and acquisition of skills with a special focus on business topics at a higher level than in Specialized Financial German 1 (previous course).				
Outcome of the course: Students acquire general and business terminology and actively use it in a general and business context at a higher level than in Specialized Financial German 1 (previous course); repeating the acquired knowledge and further studying of all levels of the language structure (phonetics, morphology, syntax, semantics) and further development listening, writing and speaking skills; acquisition of the specialist terminology through more complex lessons than in the previous course.				
Course content: <i>Lectures</i> Grammar, a higher level than in Specialized Financial German 1 (previous course): personal pronouns in dative and accusative case, modal verbs preterite, perfect tense, prepositions for location and the difference between the dative and accusative case, irregular adjective comparison, word order in dependent clauses; analysis of texts in German that are more complex than in the previous course in terms of grammar and vocabulary; selection of texts in accordance with the selected module – work in groups; analysis of actual corporate texts in German; analysis of texts from the internet; analysis of texts from German press; listening to the news in German; presentation of a company and hierarchical structure; presentation of a company and a product; hotel booking and making meeting schedules, contacts in meetings, gatherings, fairs; product promotion; drawing up an offer, order, claim and responding to them; understanding job advertisements, CV writing, job application writing. <i>Practical classes</i> Exercises in grammatical structures of the German language dealt with in lectures: reading, writing, speaking, understanding written texts; listening to a text and understanding it; selection of texts that are more complex than in the previous course; simulation of dialogue on the given topics – workshop; selection of texts in accordance with the selected module – work in groups.				
Literature: <i>Basic literature:</i> 1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, textbook, Hueber Verlag, Munchen, 2012 2. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, 2015 3. Вучковић-Стојановић М.: Увод у немачки пословни језик. Београд: Савремена администрација, 2005 <i>Supplementary literature:</i> 4. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009 5. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005 6. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, KlettVerlag, Stuttgart, 2004				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (degree paper...)	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Types of classes: Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning				
Knowledge grading (maximum No. of points 100)				
Pre-exam obligations	Points	Degree exam	Points	
Lecture attendance	3	exam	30	
Activity	7			
Project/seminar paper	0			
Exercises/professional practice	40			
Colloqua/exam	20			