

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

Study program:

Undergraduate professional studies

HEALTH MANAGEMENT

~ COURSE BOOK ~

- Schedule of courses by semesters and years of study for the study program BS Business Economics and Management, module Management in Healthcare
- Abbreviations for forms of teaching: **l** = lectures; **e** = exercises; **ofc** = other forms of classes (indiv. work with stud., projects...); **srp** = study-research paper(bachelor thesis...); **oth** = other forms of learning(professional clinical practice in health institutions...)
- Abbreviations for mandatory/elective subjects: **m** = mandatory courses; **elc** = elective courses
- Abbreviations for course types: **ag** = academic-general; **p** = professional; **pa** = professional-applicative

N.	Subject ID	Subject name	sem.	Active classes				o.f. c.	ECTS	Man/el c courses	Courses type
				l	p	otr	s.r.w.				
FIRST YEAR											
1	pem-3-01	Basics of Managment	1	45	45	0	0	0	7	M	c
2	pem-3-02	Basics of Economy	1	30	30	0	0	0	5	M	c
3	pem-3-03	Busines Communication Skills	1	45	45	0	0	0	7	M	ca
4	pem-3-04	Specialized English for Medicine 1	1	30	30	0	0	0	5	M	ao
5	pem-3-Elc-01	Elective Course – Block 1	1	30	30	0	0	0	5	Elc	
5a	pem-3-Elc-01-a	Ethics in Health Care	1	30	30	0	0	0	5	Elc	ao
5b	pem-3-Elc-01-6	Medical and Pharmaceutical Waste	1	30	30	0	0	0	5	Elc	c
5v	pem-3-Elc-01-b	Specialized German for Medicine 1	1	30	30	0	0	0	5	Elc	c
6	pem-3-05	Basics of Information and Communication Technologies	2	30	30	0	0	0	5	M	c
7	pem-3-06	Basics of Entrepreneurism	2	30	30	0	0	0	6	M	c
8	pem-3-07	Public Health	2	15	15	0	0	0	5	M	ao
9	pem-3-08	Basics of Marketing	2	15	15	0	0	0	5	M	ca
10	pem-3-09	Professional Practice 1	2	0	0	0	0	150	5	M	ca
11	pem-3-Elc-02	Elective Course – Block 2	2	30	30	0	0	0	5	Elc	
11a	pem-3-Elc-02-a	Business Bon Ton	2	30	30	0	0	0	5	Elc	c
11b	pem-3-Elc-02-6	Health Care Education Methodology and Health Promotion	2	30	30	0	0	0	5	Elc	c
Total amount of classes and points in a year				300	300	0		150	60		
SECOND YEAR											
12	pem-3-10	Enterprise Economics	3	15	15	0	0	0	5	M	c
13	pem-3-11	Public Relations Managment	3	60	60	0	0	0	7	M	ca
14	pem-3-12	Psychology in Nursing and Healthcare	3	30	30	0	0	0	5	M	c
15	pem-3-13	Specialized English for Medicine 2	3	30	30	0	0	0	5	M	ao
16	pem-3-Elc-03	Elective Course – Block 3	3	30	30	0	0	0	5	Elc	
16a	pem-3-Elc-03-a	Hygiene with Basics of Microbiology	3	30	30	0	0	0	5	Elc	c
166	pem-3-Elc-03-6	Monetary and Public Finance	3	30	30	0	0	0	5	Elc	ca
16b	pem-3-Elc-03-b	Specliazed German for Medicine 1	3	30	30	0	0	0	5	Elc	ao
17	pem-3-14	Organisation of Health Care Systems	4	30	30	0	0	0	7	M	c
18	pem-3-15	Marketing of Health Care Institutions	4	45	45	0	0	0	7	M	ca
19	pem-3-16	First Aid	4	15	15	0	0	0	5	M	c
20	pem-3-17	Healthy Lifestyle and Sociology of Health and Diseases	4	15	15	0	0	0	4	M	c
21	pem-3-19	Professional Practice 2	4	0	0	0	0	150	5	M	ca
22	pem-3-Elc-04	Elective Course – Block 4	4	30	30	0	0	0	5	Elc	
22a	pem-3-Elc-04-a	Social Networks	4	30	30	0	0	0	5	Elc	ca
226	pem-3-Elc-04-6	Nutritionism	4	30	30	0	0	0	5	Elc	ao
Укупно часова и бодова на години:				300	300	0		150	60		
THIRD YEAR											
23	pem-3-22	Quality Control	5	30	30	0	0	0	5	M	c
24	pem-3-25	Organisation of Business Activies	5	30	30	0	0	0	5	M	c
25	pem-3-26	Healthcare and social-security legislation	5	30	30	0	0	0	5	M	c
26	pem-3-23	Business English	5	30	30	0	0	0	5	M	ao

27	pem-3-Elc-05	Elective Course – Block 5	5	30	30	0	0	0	5	Elc	
27a	pem-3-Elc-05-a	Risk Management	5	30	30	0	0	0	5	Elc	c
27б	pem-3-Elc-05-б	Health Care system in EU	5	30	30	0	0	0	5	Elc	c
27в	pem-3-Elc-05-в	Business German	5	30	30	0	0	0	5	Elc	ao
27г	pem-3-Elc-05-г	Business Italian	5	30	30	0	0	0	5	Elc	ao
27д	pem-3-Elc-05-д	Business Spanish	5	30	30	0	0	0	5	Elc	ao
27ђ	pem-3-Elc-05-ђ	Business French	5	30	30	0	0	0	5	Elc	ao
27е	pem-3-Elc-05-е	Business Russian	5	30	30	0	0	0	5	Elc	ao
28	pem-3-24	Human Resources Management in Health Care	6	30	30	0	0	0	6	M	c
29	pem-3-20	Budgeting of the Institution and the Basics of Public Procurement in Health Care	6	30	30	0	0	0	6	M	ca
30	pem-3-30	Control and Audit	6	30	30	0	0	0	5	M	ca
31	pem-3-31	Mental Hygiene	6	30	30	0	0	0	4	M	ca
32	pem-3-27	Professional Practice 3	6	0	0	0	0	0	5	M	ca
33	pem-3-Elc-06	Elective Course – Block 6	6	30	30	0	0	0	5	M	
33a	pem-3-Elc-06-a	Financial Markets and Institutions	6	30	30	0	0	0	5	Elc	ca
33б	pem-3-Elc-06-б	Research Methodology	6	30	30	0	0	0	5	Elc	c
34	pem-3-29	Degree Paper	6	0	0	0	60	0	8	M	ca
Укупно часова и бодова на години:				300	300	60		150	60		
Укупно часова и бодова за све године студија:				1.860				450	180		

Subject content
(in alphabetical order as listed below)

Basics of economy
Basics of entrepreneurship
Basics of information and communication technologies
Basics of management
Basics of marketing
Budgeting of the institution and the basics of public procurement in healthcare
Business Bon Ton
Business English
Business French
Business German
Business Italian language
Business Russian language
Business Spanish
Business communication skills
Business etiquette
Business organization
Control and audit
Degree Paper
Enterprise economics
Ethics in healthcare
Financial markets and institutions
First aid
Health Care and Social-Security Legislation
Health systems in the EU
Healthy lifestyle and sociology of health and illness
Hygiene with basics of microbiology and parasitology
Human Resources Management in Health Care
Marketing of health care institutions
Medical and pharmaceutical waste
Mental hygiene
Methodology of health education and health promotion
Methodology of research work
Monetary and public finance
Nutritionism
Organization of health activities
Professional practice 1-3
Psychology in health care and healthcare
Public health
Public relations management
Quality control
Risk management
Specialized English language for the field of medicine 1
Specialized English language for the field of medicine 2
Specialized German language for the field of medicine 1
Specialized German language for the field of medicine 2
Social networks

BASICS OF ECONOMICS

Study programme: Health Management				
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: 6				
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. Grupa autora: Upravljanje fondovima EU, Privredna Akademija, Novi Sad, 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: Health Management				
Type and level of studies: undergraduate professional studies				
Course: Basics of Entrepreneurism				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, semester one				
No. of ECTS credits: 4				
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: <i>Lectures</i> 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. <i>Practical classes</i> 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: <i>Basic literature:</i> 1. Nikolić, M.: Preduzetnički menadžment, Meridian, Beograd, 2001 <i>Supplementary literature:</i> 2. Paunović, B.: Preduzetništvo i upravljanje malim preduzećem, textbook, Ekonomski fakultet, Beograd, 2014 3. Đurić, Z.: Menadžment porodičnog biznisa, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2010 4. Đurić, Z.: Menadžment malih i srednjih preduzeća, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2007 5. Marić, R.: Menadžment neprofitnih organizacija, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2010 6. Hisrich R. D., Peters M., Shepherd D. A.: Poduzetništvo, Mate, Zagreb, 2011 7. Scarborough N. M.: Effective Small Business Management: an Entrepreneurial Approach, Pearson, Boston, 2012 8. 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 INFORMATION AND COMMUNICATION TECHNOLOGIES

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Basics of Information and Communication Technologies				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Course objective is to enable students to acquire basic knowledge in the area of application of information-communication technologies in health care institutions, familiarizing with text processing software tools and with tabular calculations computer programs.				
Course outcome: Upon passing the exam students will be able to apply the acquired knowledge on computer hardware, peripheral units, software tools, multimedia and the internet in real-life situations in health care institutions, or to use the acquired knowledge to improve the current work in health care institutions. In addition to that, application of calculation or text processing program is important for everyday work of health care professionals.				
Course content: <i>Lectures</i> Organization of information technology service in health care institution; types of information systems; information systems within health care system; acquisition and acceptance of new information systems in health care, need for continuous updating; work of health care worker within IT system; professional equipment; basics of system analysis; system functioning testing; standards of information technologies system in health care; patient recording; importance of permanent and timely entry of data into system; connection of the system with other national systems, unique system of patient tracking; trends of connecting health care institutions system with pharmaceutical systems; patient data protection; the Internet, internet address, internet access, internet protocols, HTML, World Wide Web, internet services; Windows; specific program used in pharmacy practice; basic program languages used by health care professionals (Word, Excell, Power Point); security systems in health care institutions, panic keys. Professional softver for health institutions HELIANT. Basics of statistics. <i>Exercises</i> Types of information systems. Work of health care worker within IT system. Need for continuous updating. Basics of telecommunications and forms of telecommunication systems. Patient recording. Importance of permanent and timely entry of data into system. Work in patient recording program. Use of internet. Basic program languages in the work of health care professional (Word, Excel, Power Point), work in programs. Data processing, surveys. Graphic presentation and tabulating. Types of errors at data processing. Use of security system in health care institution. Professional softver HELIANT. Statistics exercises.				
Literature: <i>Literature in English:</i> 1. Biheller B. R., Evans J., Pinard T. K., Romer M. R.: Microsoft Office 2007: Introductory Course, textbook, Course Technology, Boston, 2007. <i>Literature in Serbian:</i> 2. Marčićević Ž., Marošan Z.: Primena informacionih tehnologija, udžbenik, Visoka poslovna škola strukovnih studija, Novi Sad, 2010. 3. Marošan Z., Vesin B.: Primena informacionih tehnologija, praktikum, Visoka poslovna škola strukovnih studija, Novi Sad, 2009. 4. Gerlič I.: Savremene informacione tehnologije u obrazovanju, udžbenik, Nacionalna izdavačka kuća Slovenija, Ljubljana, 2000. 5. Softver HELIANT za rad u zdravstvenoj ustanovi, demo verzija. 6. Bunzel T.: Microsoft Office 2010 Kao od šale, CET, Beograd, 2010. 7. Tasić M., Ćirić M.: Osnovi informatike, udžbenik, Prirodno-matematički fakultet, Niš, 2002. 8. Milošević Z., Bogdanović D.: Statistika i informatika u oblasti medicinskih istraživanja, udžbenik, Medicinski fakultet, Niš, 2012.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, parctical classes, work with software, exercises.				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	30

Activity	7		
Projects/Seminars	0		
Exercises/professional practice	30		
Colloquiums	30		

Basics of Management

Study programme: Health Management				
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: 6				
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: Health Management				
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: 5				
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. Salaj, 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		

BUDGETING OF INSTITUTION AND PUBLIC PROCUREMENT BASICS

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Budgeting of Institution and Public Procurement Basics				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 6				
Requirement: Organization of Health Care Systems				
Course objective: The aim of the course is to acquaint students with the role and importance of planning and creating the institution's budget, defining progress indicators and budget implementation, the role of control as an indispensable part of successful budget management, as well as familiarization with the basics of public procurement.				
Course outcome: After successfully completing the course, the student should be familiar with the role and importance of planning and budgeting of the institution, the budgeting process itself and the role of control as a key part of the budgeting process. Also, the student should be trained in the basics of public procurement.				
Course content: <i>Lectures</i> The concept of budget. Budget planning. Functions and importance of the budget. Types of budgets. Budget principles. Traditional approach to budgeting and criticism of budgeting. Alternatives to traditional budgeting. The concept of better budgeting. Activity-based budgeting. Continuous budgeting. Zero-based budgeting. Beyond budgeting. Budgeting in the new business environment. Types of financial reporting. Budget process and planning of income and expenditure in cultural institutions. Planning of expenses and income. Proposal and defense of the financial plan, work program. Concept of public procurement, public procurement plan. Types and methods of public procurement. Concept of tender, tender procedure, classic form of tender. <i>Exercises</i> Repetition and practice of the concepts that were covered during theoretical classes. Workshops and discussions. Project tasks of processing a certain topic. Planning of expenses and income - workshop, presentation. Proposal and defense of the financial plan, work program - workshop, presentation.				
Literature: <i>Literature in English:</i> 1. Hugman B.: Healthcare Communication, textbook, Pharmaceutical Press, London, 2009. 2. Lloyd M., Bor R., Noble L.: Clinical Communication Skills for Medicine, textbook, Elsevier, New York, 2018. <i>Literature in Serbian:</i> 3. Kekuš D.: Komunikacije u profesionalnoj praksi zdravstvenih radnika, udžbenik, Beograd, 2010. 1. Kekuš D.: Modeli integrisanih komunikacija u zdravstvu, udžbenik, Fakultet organizacionih nauka, Beogradu, 2009.				
Number of classes:				
Theoretical lectures	Theoretical lectures	Theoretical lectures	Theoretical lectures	Theoretical lectures
30	30	30	30	30
Methods of teaching: lectures, exercises, work in small groups, exercises in methodic, seminar papers, presentation to the group, method of practical activities of students.				
Grading (maximum 100 points)				
Pre-Exam obligations		Pre-Exam obligations		Pre-Exam obligations
Lecture attendance		Lecture attendance		Lecture attendance
Activity		Activity		Activity
Projects/Seminars		Projects/Seminars		Projects/Seminars
Exercises/professional practice		Exercises/professional practice		Exercises/professional practice
Colloquiums		Colloquiums		Colloquiums

BUSINESS BON TON

Study programme:	Health Management			
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:	<p><i>Lectures</i></p> <p>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...).</p> <p><i>Practical classes</i></p> <p>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.</p>			
Literature:	<p><i>Basic literature:</i></p> <ol style="list-style-type: none"> Hill George: Poslovni bonton, Bookbridge, New York, 2015 Nikolić Radiša: Poslovni bonton, textbook, Univerzitet Braća Karić, 2006 Quittschau Anke, Tabering Christina: Poslovni bonton, sto najvažnijih pravila ponašanja, Medicinska knjiga, Zagreb, 2010 <p><i>Supplementary literature:</i></p> <ol style="list-style-type: none"> 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 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 ENGLISH

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Business English				
Language of instruction: English, Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no				
Course objective: Course objective is familiarization with characteristics of the English language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.				
Course content: <i>Lectures</i> Broadening of knowledge on past tenses, dependent and relative clauses; temporal conjunctions and temporal clause structure; historical and biographical texts; topics: health, connections and common life in English-speaking countries; extension of knowledge on future tenses, use of subjunctive, conjunctions, and relative clause structure; topics: sport, environment protections and business life in English-speaking countries; medical terminology relevant for student's profession. <i>Exercises</i> Students are taught to communicate in different situations (at doctor's, with service providers etc.), to seek and give information on the phone, to make bookings, to communicate in conflict situations, to express their views and feelings, to give accounts orally and in writing of past events through adequate use of past tenses and temporal conjunctions; students are taught to express their opinion orally and in writing on current topics, to participate in discussions, to independently present certain topics, to give reports on personal experience and to ask others on their experience.				
Literature: <i>Literature in English:</i> 1. MacLean J.: English in Basic Medical Science, textbook, Oxford University Press, Oxford, 2000. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2014. 2. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006. 3. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2008. 4. Evans V., Dooley J., Tran T. M.: Career Paths, Medical Book 1, udžbenik, Express Publishing, Berkshire, 2018. <i>Literature in Serbian:</i> 5. Dragović R.: Engleski za zdravstvene radnike, udžbenik, Naučna knjiga, Beograd, 2004.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	30
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		40		
Colloquiums		20		

BUSINESS FRENCH

Study programme: Health Management				
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. Penifornis J., Oddou M.: Français: Débutant 2e édition, udžbenik, CLE International Paris, Paris, France, 2012 2. Tauzin 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 program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Business German				
Language of instruction: English, Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no				
Course objective: Course objective is familiarization with characteristics of the German language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.				
Course content: <i>Lectures</i> Broadening of knowledge on past tenses, dependent and relative clauses; temporal conjunctions and temporal clause structure; historical and biographical texts; topics: health, connections and common life in German-speaking countries; extension of knowledge on future tenses, use of subjunctive, conjunctions, and relative clause structure; topics: sport, environment protections and business life in German-speaking countries; medical terminology relevant for student's profession. <i>Exercises</i> Students are taught to communicate in different situations (at doctor's, with service providers etc.), to seek and give information on the phone, to make bookings, to communicate in conflict situations, to express their views and feelings, to give accounts orally and in writing of past events through adequate use of past tenses and temporal conjunctions; students are taught to express their opinion orally and in writing on current topics, to participate in discussions, to independently present certain topics, to give reports on personal experience and to ask others on their experience.				
Literature: <i>Literature in English:</i> 1. Grammatik - Ganz klar Übungsgrammatik A1-B1, uz audio materijal, Hueber Verlag, kratak pregled gramatike sa vežbanjima „Hallo aber Deutsch“. 2. Nikolovski V.: Gramatička vežbanja „Eine kleine Übungsgrammatik“, Zavod za udžbenike i nastavna sredstva, Schritte international 1, Grammatikspiele. 3. www.hueber 4. www.schubert 5. www.lingolia <i>Literature in Serbian:</i> 6. Menschen A1 KB und Menschen A1 AB, udžbenik (video materijal: http://matifmarin.blogspot.rs/p/menschen-film-stationen-clips.html), Klett Verlag, Stuttgart, 2018. 7. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, Deutschland, 2012. 8. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, Deutschland, 2015. 9. Vučković-Stojanović M.: Uvod u nemački poslovni jezik. Beograd: Savremena administracija, 2005. 10. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009. 11. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005. 12. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, Klett Verlag, Stuttgart, 2004. 13. https://www.hueber.de/seite/pg_lernen_lerner_dvd_mns , knjiga i link. 14. https://www.hueber.de/seite/pg_lernen_uebungen_mns , dodatne on line vežbe.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			

Colloquiums	20		
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BUSINESS ITALIAN

Study programme: Health Management				
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 ORGANIZATION

Study program:	Professional Medical Laboratory Technologist
Type and level of study:	undergraduate professional studies
Course:	Business Organization
Language of instruction:	Serbian
Course status:	mandatory
Semester:	third year, sixth semester
ECTS:	5
Requirement:	no requirement

Course objective:

The objective of the course is familiarization with basic theoretical approaches and key concepts relevant for the management of organization and people in it. A specific objective is that students become aware of the importance and necessity of a business organization in the world, and in particular in enterprises, as well as the development of the skill of critical evaluation of the existing and designing new organizational structures.

Course outcome:

During the course students acquire knowledge enabling and facilitating them to solve practical tasks of organization and employee management, they also acquire skills enabling them to be successful managers with sufficient competence to understand, anticipate and control behaviour of employees and direct it towards the attainment of the projected organizational goals; they are trained to manage employee behaviour in organizational changes and conflicts as well as in the adoption of communication, motivation and decision-making techniques and skills.

Course content:

Lectures

Development of the organization through history; organization theories: classical, neoclassical, modern, future-oriented estimations; 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 annual personal organization, ways of work organization; modern technical aids in personal organization and work organization; time management, time stealers; time priorities (important/urgent); organization of work at the level of office, department, corporation; short-term and long-term plans, monitoring by stages; organization of meetings, realization monitoring.

Exercises

Organizational structures – exercise; motivation in organizations – workshop; organizational conflicts – workshop; communication in organization – workshop; daily, monthly, annual personal organization, ways of work organization – workshop; modern technical aids in personal organization and work organization; visit to a company; time management, time stealers – discussion, workshop; time priorities (important/urgent) – practical exercise; short-term and long-term plans; monitoring by stages – workshop.

Literature:

Literature in English:

- Ahmetagić E.: Organizacija preduzeća, udžbenik, Čikoš holding, Subotica, 2002.
- Petković M., Janićijević N., Bogičević-Milikić B.: Organizacija, udžbenik, Ekonomski fakultet, Beograd, 2014.
- Sajfert Z., Pavlović N.: Organizacija, udžbenik, Čikoš grupa, Subotica, 2014.

Literature in English:

- Ivancevich J. M., Konopaske R., Matteson M. T.: Organizational Behavior and Management, McGraw-Hill, New York, 2011.

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0

Methods of teaching:

lectures, practical exercises, communication, e-learning.

Grading (maximum 100 points)

Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	30
Activity	7		
Projects/Seminars	0		
Exercises/professional practice	40		
Colloquiums	20		

BUSINESS RUSSIAN

Study programme: Health Management				
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: Health Management				
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 COMMUNICATION SKILLS

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Business Communication Skills				
Language of instruction: English, Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 6				
Requirement: no requirement				
Course objective: With his/her active participation in the learning process, student should acquire knowledge in the area of communications in order to acquire communication competency and skills required for professional work in nursing and treatment of senior citizens, organizational and team communication and in communication with social partners.				
Course outcome: At the end of the course student should be capable to apply the acquired knowledge in communication skills and to practically implement the acquired knowledge and skills within nursing.				
Course content: <i>Lectures</i> General notions, aspects, types, parts of communication; communication competency in professional work; barriers in communication; specific characteristics of communication with elderly persons; importance of verbal and non-verbal communication with elderly persons; specific features of application of communication health care education methods with elderly persons; communication and health care educational counselling – supporting methods; first contact establishing and talking with patients; specific features and communication with persons with sensory perception disorders; ethics in communication; political and social correctness in communication; professional identity and communication; communication styles; emotional communication, empathy; communication as social support; communication and pathological distress in nursing elderly persons and in palliative care; therapy and informational communication; psychological-social aspect of communication; communication with persons under stress and in crisis; communication with persons of diminished sensory and verbal abilities; communication with families of elderly persons; communication in grievance; interpersonal communication; team work and social partners; public relations of organization with an aim of reaching mutual understanding and attaining common interests; communication in crisis situations; managing conflicts and their understanding. <i>Exercises</i> Aspects of communication. Verbal and non-verbal communication with the old. Empathy. Ethical principles. Creative workshops of exercising methods of verbal communication: speaking, listening, reading, writing. Non-verbal communication.. Specific aspects of communication with patients with sensory perception disorders. Team work. Therapy and informational communication. Implementation of health care educational methods with old persons. Managing conflicts and their solution. Application of SOLER technique. Communication and psychological distress in palliative care. Procedures in grievance period.				
Literature: <i>Literature in English:</i> 4. Hugman B.: Healthcare Communication, textbook, Pharmaceutical Press, London, 2009. 5. Lloyd M., Bor R., Noble L.: Clinical Communication Skills for Medicine, textbook, Elsevier, New York, 2018. <i>Literature in Serbian:</i> 6. Kekuš D.: Komunikacije u profesionalnoj praksi zdravstvenih radnika, udžbenik, Beograd, 2010. 7. Kekuš D.: Modeli integrisanih komunikacija u zdravstvu, udžbenik, Fakultet organizacionih nauka, Beogradu, 2009.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, work in small groups, exercises in methodic, seminar papers, presentation to the group, method of practical activities of students.				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	30
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		40		
Colloquiums		20		

CONTROL AND AUDIT

Study programme: Health Management				
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 program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Degree Paper				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: third year, sixth semester				
ECTS: 5				
Requirement: passed all exams in 1 st -3 rd year				
Course objective: The objective is to train students to apply basic, academic general-education, specialist and specialist-applicative knowledge and methods in solving specific issues within Degree Paper topic. Within the Degree Paper, students, examining the available literature or through work in a health care institution or laboratory, or by statistical data analysis, deal with an issue, its structure and complexity and on the basis of the analyses made 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.				
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 health care institution or laboratory or to bibliographically collect specialist literature, write the paper and present it before the relevant board.				
Course content: Degree paper presents a specialist or research work of a student in which he/she familiarizes with the research methodology in all areas of importance for health care. The paper topic may be experimental or bibliographical. Upon the conducted research, student prepares his/her degree paper in the form containing the following chapters: introduction, theoretical part, paper methodology, results and discussion, conclusion, abbreviations (optional), enclosures (optional), literature, candidate CV, key documentation information. Paper defense consists of oral presentation of the paper by the student, asking questions by defense board members and student's answer to those questions.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
0	0	0	300	0
Methods of teaching: In the course of degree paper writing, mentor gives necessary instructions to the student, directs him/her to relevant literature, assists student in the selection of research methods, in the analysis and processing of the obtained results, in drawing appropriate conclusions etc. Within this part of work on degree paper student has additional consultations with the mentor and, if necessary, with other teachers dealing with matters in the area of degree paper topic as well. If the paper relates to a health care institution, it is necessary to obtain approval of the institution.				
Grade (maximum number of points is 100): Degree Paper grade is a total of points obtained for: <ul style="list-style-type: none"> - writing the paper, 20 points; - paper subject matter, 30 points; - paper presentation at its defense, 20 points; - answers to questions of Defense Board members within Degree Paper defense, 30 points (3 x 10, three Board members). 				

ENTERPRISE ECONOMICS

Study programme: Health Management				
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: 8				
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		

ETHICS IN HEALTH CARE

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Ethics in Health Care				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Acquisition of basics of applied medicine ethics, understanding practical importance of ethics and recognizing differences between ethical and legal issues, development of critical thinking in the process of ethical analysis, understanding national, European and international legal regulations, knowing rights and responsibilities in health protection, health insurance, as well as knowing rights and responsibilities of providers of medical services, their beneficiaries and of the third party.				
Course outcome: After passing the exam, students will be able to critically think on normative and ethical principles, they will know the difference between legal and ethical issues, be able to make critical judgements at provision of health care services if they include moral duties and will be able to understand laws regulating aspects of health care activities, rights and responsibilities of health care professionals, patients and the third party.				
Course content: <i>Lectures</i> Normative ethics in medicine; ethical principles of importance for health care professionals; theories of medical ethics; ethical norms in medical practice; ethical case studies in health care practice, moral values, misjudgment; mistakes in practice, moral and criminal liability of health care professionals; ethical judgement in observance of moral values and rights of patients; non-observance of codified principles; ethics in preclinical and clinical studies (basics); ethics committee; European and international regulations; national health care policy; Serbian Medical Chamber; medical license; court of honor. <i>Exercises</i> Analysis and discussion on case studies (information and data generation and critical assessment). Problem-based learning (problem-solving with appropriate explanation of ethical concept and legal framework). Panel discussions, application of ethics and laws in current issues (drug testing, suicide, placebo, euthanasia, keeping confidential information on patient and medicine).				
Literature: <i>Literature in English:</i> 1. Fregmen B. F.: Medical Law and Ethics, textbook, Prentice Hall, New Jersey, 2011. <i>Literature in Serbian:</i> 2. Marić J.: Medicinska etika, autorsko izdanje, Beograd, 2008. 3. Lazarević A.: Socijalna medicina, autorsko izdanje, 2005. 4. ICN regulativa i regulativa EU koje se odnose na sve aspekte leka, zdravstvenog osiguranja i prava i obaveza u pružanju zdravstvene zaštite, 2012. 5. Zakoni i podzakonska akta Republike Srbije iz oblasti zdravstva.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, workshops, case study, problem-based learning, exercises				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	40
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		20		
Colloquiums		30		

FINANCIAL MARKETS AND INSTITUTIONS

Study programme: Health Management				
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		

First Aid

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: First Aid				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: second year, third semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Principal goals of first aid education is familiarization of students with principles of initial care of suddenly injured or fallen ill persons, acquisition of skills for practical application of the acquired knowledge in practice, immediate life-saving care of a casualty, other persons, to preserve the environment and to improve protection from further injuries and hazards.				
Course outcome: Familiarization of students with the forms of sudden ailments and injuries and methods of prompt and immediate care; skills in examination and prompt recognition of signs and symptoms in sick or injured persons requiring immediate and urgent care.				
Course content: <i>Lectures</i> Examination and triage of the injured; evacuation of the injured (taking out, carrying out and transport); assessment of vital functions and state of consciousness; airway opening and keeping; bolus obstruction – partial, total, procedure algorithm in adults and children; artificial respiration – expiratory airflow; recovery positions of abruptly injured or sick person (side – relaxing, semi-side, stomach, semi-laying, semi-sitting, sitting, knee-elbow, kneeling, autotransfusion); cardiac arrest – identification and resuscitation measures in adults and children; application of semiautomated external defibrillators (AED); procedure algorithm – basic resuscitation measures in adults and children; bleeding – identification and procedures in external and internal bleeding; traumatic amputation care procedure; open injuries (wounds) – care; bone and joint system injuries (notion, types); temporary immobilization; head and vertebral column injuries; thoracic rib and stomach injuries; care procedures; complications and their prevention; injuries caused by heat and electricity, care; injuries caused by the cold, care; specific injuries, diseases and conditions, care. <i>Exercises</i> Examination and triage of the injured. Evacuation of the injured (taking out, carrying out and transport). Assessment of vital functions and state of consciousness. Airway opening and keeping. Bolus obstruction – partial, total, procedure algorithm in adults and children. Artificial respiration – expiratory airflow. Recovery positions of abruptly injured or sick person (side – relaxing, semi-side, stomach, semi-laying, semi-sitting, sitting, knee-elbow, kneeling, autotransfusion). Cardiac arrest – identification and resuscitation measures in adults and children. Application of semiautomated external defibrillators (AED). Procedure algorithm – basic resuscitation measures in adults and children. Bleeding – identification and procedures in external and internal bleeding. Traumatic amputation care procedure. Open injuries (wounds) – care. Bone and joint system injuries (notion, types). Temporary immobilization. Bone and joint system injuries (notion, types). Bone and joint system injuries (notion, types). Care procedures. Complications and their prevention. Injuries caused by heat and electricity, care. Injuries caused by the cold, care. Specific injuries, diseases and conditions, care.				
Literature: <i>Literature in English:</i> 1. Cydulka R., Cline D., Ma O. J., Fitch M., Joing S., Wang V.: Tintinalli's Emergency Medicine Manual, McGraw-Hill Education, New York, 2017. 2. Hammond B. B., Zimmermann P. G.: Sheehy's Manual of Emergency Care: Sheehy's Manual of Emergency Care, Mosby, London, 2012. 3. Carsten Lott i sar.: Advaced life support course manual, European resuscitation council, textbook, ERC guidelines 2015. 4. Advanced First Aid, CPR, and AED , American Academy of Orthopaedic Surgeons (AAOS), Jones & Bartlett Learning, 2017. <i>Literature in Serbian:</i> 5. Pavlović A.: Prva pomoć, udžbenik, Obeležja, Beograd, 2007. 6. Pavlović A.: Kardiopulmonalna reanimacija, Obeležja, Beograd, 2007. 7. Newton C. R. H., Khare R. K.: Urgentna medicina, prevod, Besjeda, Banja Luka, 2007.				
Number of classes				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, case studies; e-learning, exercies on dummy; visits of accredited specialists;				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	

Activity	7		
Projects/Seminars	0		
Exercises/professional practice	40		
Colloquiums	20		

HEALTH CARE AND SOCIAL-SECURITY LEGISLATION

Study program:	Health Management
Type and level of study:	undergraduate professional studies
Course:	Health Care and Social-Security Legislation
Language of instruction:	English, Serbian
Course status:	mandatory
Semester:	third year, sixth semester
ECTS:	5
Requirement:	no requirement

Course objective:

Acquiring basic knowledge in health care and social-security legislation, knowing the difference between ethical and legal requirements, developing critical thinking in solving ethical or legal dilemmas, understanding national, European and international legal regulations, knowing rights and obligations relating to medical protection, health insurance, as well as knowing rights and obligations of medical service providers, their beneficiaries and third party.

Courses outcome:

Students who passed the exam are capable of critical thinking on standards and legal issues, they are aware of the difference between legal and ethical issues, and they acquired knowledge that would help them to critically judge ethical and legal aspects in providing medical services; they are able to apply laws regulating health care sectors, and know rights and obligations of medical care provider, patient and third party.

Course content:

Lectures

National health care policy, regulations on health care system; Act on Medical Protection, legal and sublegal regulations; Serbian Medical Chamber; medical license, court of honor; European and international regulations in health care system; noncompliance of prescribed principles; legal regulations on specific cases (drug testing, suicide, placebo, euthanasia, physician-patient privilege); ethics in pre-clinical and clinical tests (fundamentals); ethical board.

Exercises

Analysis and discussion on case studies (generation and critical assessment of information and data). Problem-based learning (problem-solving with an appropriate explanation of the ethical concept and legal framework). Panel discussions on application of legal principles on current issues (drug testing, suicide, placebo, euthanasia, physician-patient privilege).

Literature:

Literature in English:

1. Mossialos E., Permanand G., Baeten R., Hervey T.: Health systems governance in Europe: the role of European Union law and policy, Cambridge University Press, 2010.
2. De Gooijer R.: Trends in EU Health Care Systems, Winfried, 2007.
3. Morrisey M. A.: Health Insurance, textbook, Health Administration Press, London, 2007
4. Beik Janet I.: Health Insurance Today: A Practical Approach, textbook, Saunders, Philadelphia, 2010

Literature in Serbian:

5. Lazarević A. i sar.: Javno zdravlje, socijalna politika i zdravstvena zaštita, udžbenik, Beograd, Visoka zdravstvena škola strukovnih studija, Beograd, 2016.
6. Aktuelni zakoni i podzakonska akta Republike Srbije iz oblasti zdravstva.
7. Lazarević A.: Socijalna medicina, autorsko izdanje, Beograd, 2015.
8. Simić S. i sar.: Socijalna medicina, udžbenik, Medicinski fakultet, Beograd, 2012.
9. Šolak Z.: Ekonomika zdravstvene zaštite, Zavod za udžbenike i nastavna sredstva, Beograd 2003.

Number of classes:

Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0

Methods of teaching:

lectures, workshops, case studies, problem-based learning, e-learning.

Grading (maximum 100 points)

Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Projects/Seminars	0		
Exercises/professional practice	20		
Colloquiums	30		

Health Care Systems in EU

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Health Care System in EU				
Language of instruction: English, Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Recognize the importance of staff for the organization, understand the process of developing personnel to perform tasks according to the requirements of the workplace, recognize the importance of lifelong learning and the way of transferring new knowledge to staff..				
Course outcome: The student is aware and understands the importance of human capital for the successful and efficient functioning of the organization				
Course content: <i>Lectures</i> Model jurisdiction, portfolio. Human resources planning - strategy, model, needs, internal recruitment of human resources, employment outside the company. Career planning. Acquiring new personnel. Selection of personnel, selection methods. Selection of management personnel. Employment policy and mobility in the EU. Knowledge management: importance of knowledge in society, forms and expansion of knowledge in the organization. The process of acquiring, using, transferring and preserving knowledge in the organization. Measurement and evaluation of intellectual assets. A learning organization. Motivation for education. Quality and efficiency of education. EU regulations that protect and promote public health. Examples of different ways of organizing the health care system in European countries (Belgium, Germany, Switzerland). Local authorities and management of local health problems. <i>Exercises</i> Дискусија на теме из процеса и функција здравства у ЕУ. Анализа случаја. Анализа практичних искустава у Србији и ван земље. Анализа практичних примера из домена заштите средине. Добра здравствена и терапеутска пракса, унапређење. Организација и структура сегмената терапеутског пословања. Стандарди квалитета у радној пракси.				
Literature: <i>Literature in Serbian:</i> 1. Simić S. i sar.: Socijalna medicina udžbenik, Medicinski fakultet, Univerzitet u Beograd, 2012. 2. Paspalj M.: Ekonomija EU, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016.: 3. Legetic B. i sar.: Pristupi i metode menadžmenta u zdravstvu, Evropski centar za mir i razvoj, udžbenik, Univerzitet za mir Ujedinjenih nacija, Naučna knjiga, Beograd, 1998. <i>Literature in English:</i> 4. Mossialos E., Permanand G., Baeten R., Hervey T.: Health systems governance in Europe: the role of European Union law and policy, Cambridge University Press, 2010.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, case studies, discussion, e-learning;				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	40
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		20		
Colloquiums		30		

HEALTHY LIFESTYLE AND SOCIOLOGY OF HEALTH AND DISEASE

Study program:	Health Management
Type and level of study:	undergraduate professional studies
Course:	Healthy Lifestyle and Sociology of Health and Disease
Language of instruction:	English, Serbian
Course status:	mandatory
Semester:	second year, fourth semester
ECTS:	6
Requirement:	no requirement

Course objective:

Familiarization of students with the current concept of health and disease sociology, interdisciplinary approach and understanding of health and disease, acquisition of a critical attitude to certain lifestyles affecting the health-disease possibility relation, awareness of importance of prevention, social, national and economic consequences of disease and impact of high technologies on health and disease.

Course outcome:

Upon the completion of the course and passed exam students are familiar with the current concept of health and disease sociology, interdisciplinary approach and understanding of health and disease, they acquire a critical attitude to certain lifestyles affecting the health-disease possibility relation, awareness of importance of prevention. Students also understand social, national and economic consequences of of health and diseases.

Course content:

Lectures

Notion of health and disease sociology; psychological, occupational, economic consequences of diseases; impact of disease on organization, society, country, global trends; new diseases in the 20th and 21st century; impact of high technologies on health and disease sociology and appearance of new types of diseases; psychological states; marginalized populations; social strategy, types of insurance and health and disease sociology.

Exercises

Notion of health and disease sociology; psychological, occupational, economic consequences of diseases. Impact of disease on organization, society, country, global trends. New diseases in the 20th and 21st century. Impact of high technologies on health and disease sociology and appearance of new types of diseases. Psychological states. Marginalized population. Impact of the state. Social strategy, types of insurance and health and disease sociology.

Literature:

Literature in English:

1. Tria G. E., Gaerlan J. E., Limpingco D. A.: Principles of Mental Hygiene, Pantas Publishing & Printing, Rotterdam, 2010.
2. Bell G. E.: The Good Book of Mental Hygiene, Resource Publications, Borston, 2020.
3. Glen A.: Mental Hygiene: How To Change Your Mind, CreateSpace Independent Publishing Platform, London, 2018.

Literature in Serbian:

4. Simić M., Kovačević K.: Mentalna higijena, udžbenik, autorsko izdanje, Beograd, 2004.
5. Ule M.: Socijalni aspekti moderne medicine, udžbenik, Aristej, Šentilj, 2003.
6. Nettleton S.: The sociology of Health and Illness, textbook, Polity Press, Cambridge, 2006.
7. Garcia W.: The Power Of Healthy Living, Kindle Edition, London, 2021.
8. Kaličanin P. i sar.: Stres, zdravlje, bolest, udžbenik, Obeležja, Beograd, 2007.
9. Havelka M. i sar.: Zdravstvena psihologija, Naklada Slap, Jastrebarsko, 2002.
10. Stanković Z., Begović D.: Alkoholizam od prve do poslednje čaše, Kreativni centar, Beograd, 2005.

Number of classes:

Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
15	15	0	0	0

Methods of teaching:

lectures, exercises, case studies, discussion, e-learning;

Grading (maximum 100 points)

Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Projects/Seminars	0		
Exercises/professional practice	20		
Colloquiums	30		

HYGIENE WITH THE BASICS OF MICROBIOLOGY

Study program:	Health Management
Type and level of study:	undergraduate professional studies
Course:	Hygiene with the Basics of Microbiology
Language of instruction:	English, Serbian
Course status:	mandatory
Semester:	first year, second semester
ECTS:	5
Requirement:	no requirement
Course objective:	Acquisition of knowledge on health care training process as a measure of health protection at all levels, familiarization with principles, objectives and methods of application of health care educational measures and impact on change of risky behavior of individual, family and community. Development of interest of student in his/her permanent professional and general education, that its, training of health care professional in risk management in health care institutions. Familiarization with cell organization and main characteristics of bacteria, viruses and parasites.
Course outcome:	Students acquire practical knowledge on professional competencies within their profession, on the analysis and management of risk in health care institutions regarding hygiene and protection of health of medical professionals and beneficiaries of health care services at all levels of health protection.
Course content:	<p><i>Lectures</i></p> <p>Hygiene and health. Hygiene requirements in planning and construction of health care institutions. Illumination, ventilation and heating in health care institutions. Air quality in health care institutions. Water and health. Health safety of drinking water. Water supply of health care institutions. Disinfection of drinking water. Disposal of solid and liquid waste. Disposal of medical waste. Personal hygiene of health care professionals: hand hygiene and personal protection substances. Hygiene procedures in maintaining hygiene of sick persons. Hygienic-epidemiologically adequate solutions of sanitary area. Hygienically adequate treatment of hospital laundry. Hygienic requirements for kitchens and food distribution. Application of HACCP system in food and drinking water handling. International and Serbian legislation in the area of food and general use objects safety. Risk management in health care institutions. Determining critical spots in health care institutions. Epidemiological importance of defining critical spots and critical spot control plan in health care institutions. Health care education in the system of scientific disciplines. Health: modern concept. Health education of the young. Factors affecting health. Lifestyle: life, health and environment. Health promotion and improvement. Behavior and changes in behavior. Disease prevention. Education, counseling and informing. Planning, carrying out and evaluation of health care educational interventions in institutions of primary, secondary and tertiary protection. Communication, educational and organizational methods and strategies. WHO seven educational principles. Carrying out health care educational intervention – professional nurse in the health care system. General bacteriology. Microorganism classification, anatomy and physiology of bacterial cell, bacteria metabolism, action of physical and chemical agents on microorganisms. Pathogenicity and virulence factors, antibiotics, antimycotics and chemotherapeutics, physiological importance of microflora, rapid diagnostic tests and molecular methods in microbiology. General and special virusology: general features of viruses, action of physical and chemical agents on viruses. Pathogenesis and control of virus infections, interferons and antiviral drugs, laboratory diagnostics, DNA and RNA and viruses of importance for human pathology. Parasitology.</p> <p><i>Exercises</i></p> <p>Planning hygienic requirements for health care institutions. Presentation of test results and air quality evaluation. Air sampling methods in health care institutions. Presentation of test results and evaluation of health safety of water. Disinfection of drinking water. Drinking water sampling methods. Environmentally adequate disposal of medical waste. Preparation for seminar paper: monitoring personal hygiene of health care professionals. Presentation of seminar paper in the area of monitoring personal hygiene of health care professionals. Drawing up HACCP system for kitchens in health care institutions. Determining critical spots in health care institutions. Demonstration of health care institution functioning in terms of hygienic requirements – field visit. Demonstration of functioning of microbiology institution and involvement in microbiological analysis.</p>
Literature:	<p><i>Literature in English:</i></p> <ol style="list-style-type: none"> 1. Weston D.: Infection Prevention and Control: Theory and Practice for Healthcare Professionals, John Wiley & Sons, New York, 2008. 2. Andersen B. M.: Prevention and Control of Infections in Hospitals, textbook, Practice and Theory, Springer, Berlin, 2016. 3. Tortora Gerard J., Funke Berdell R., Case Christine L.: Microbiology: An Introduction, textbook, Books a la Carte Edition, Benjamin Cummings, New York, 2009. <p><i>Literature in Serbian:</i></p> <ol style="list-style-type: none"> 4. Novaković B., Grujić V.: Higijena i zdravstveno vaspitanje, udžbenik, Medicinski fakultet, Novi Sad, 2005. 5. Kekuš D.: Zdravstveno vaspitanje, udžbenik, Digital art, Beograd, 2009. 6. Kristoforović-Ilić M.: Higijena sa medicinskom ekologijom, udžbenik, Ortomedics, 2003. 7. Barackov N., Bujak J., Ilić D., Jović S., Panić M. i sar.: Vaspitanje za zdravlje kroz životne veštine, Ministarstvo prosvete i sporta Republike Srbije, 2007.
Number of classes:	

Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	330	0	0
Methods of teaching: lectures, practical classes, discussion, problem-solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

Human Resources Management in Health Care

Study program:	Health Management			
Type and level of study:	undergraduate professional studies			
Course:	Human Resources Management in Health Care			
Language of instruction:	English, Serbian			
Course status:	elective			
Semester:	second year, fourth semester			
ECTS:	6			
Requirement:	no requirement			
Course objective:	Familiarization of students with the concept of human resources management. The intention of the course is to present to students principal issues in human resources management and segments of manager activities, with human resources management as one of most important. The final goal of the course predominantly determines the selection of contents (topics) and method or classes realization.			
Subjects outcome:	Students will be able to apply the acquired knowledge in human resources management within their future profession.			
Course content:	<p><i>Lectures</i></p> <p>Introduction into human resources management; main activities of personnel management and human resources management; differences between human resources management and personnel function; social protection in industry; recruitment and selection; adoption of other personnel activities; legislation; flexibility and diversity; information technology; professional associations of personnel members; human resources management; main characteristics of human resources management; issues of human resources management concept; human resources management marketing; human resources strategy and planning; strategy devising process; human resources planning; anticipation of human resources demand; job analysis; evaluation of internal and external human resources supply; unemployment; underqualification; competition; geographical factor; assets; development; rewarding; relations with employees; the European Union: recruitment procedures; job description and person specification, competence profile; person specification, competence profile in the recruitment context; vacancy advertising; targeted recruitment; administrative procedures; supplementary selection techniques; psychological testing; recommendations; health check; relations in employment; rights and responsibilities of both parties; Law on Employment; retirement; payment for work done or performance evaluation; role of employer; impact of personal problems on the job; confidentiality; counseling skill; communication process; hierarchical communication levels; protection at work; working time regulation in the EU; risk assessment; partnership and involvement of employees; employee involvement techniques; basic characteristics of disciplinary procedure; absence control; the role of human resources manager; dismissal and redundancy; fixed-term service agreement; illegal dismissal; rights of dismissed employees; work abroad.</p> <p><i>Exercises</i></p> <p>CV analysis – case studies. Recruitment of potential candidates, candidate selection – simulation. Employee training – workshop; coaching – simulation. Feedback – simulation. Leadership, difference between leader and director, leader’s skills – workshop, simulation. Individual and group business meetings – simulation. Team spirit and team-building – workshop. Evaluation of employees’ performance, employee personal development plan – case study and simulation. Motivation – workshop. Defining rule system, positive and negative bonus – workshop. Leaving the company, agreement termination, dismissal – workshop, simulation. Change of employee position, recognizing employee’s potential and optimum job positions – workshop. Visits from economic sector (director of a successful company with a great number of employees).</p>			
Literature:	<p><i>Literature in English:</i></p> <ol style="list-style-type: none"> 1. Beik J. I.: Health Insurance Today: A Practical Approach, Saunders, Philadelphia, 2010. 2. Flynn W. J., Mathis R. L., Jackson J. H.: Healthcare Human Resource Management, textbook, Cengage Learning, Boston, 2006. <p><i>Literature in Serbian:</i></p> <ol style="list-style-type: none"> 3. Legetić B.: Principi menadžmenta, udžbenik, Ekonomski fakultet, Subotica, 2007. 4. Marinković Lj: Menadžment u zdravstvenim organizacijama, G.A.D. Beograd, 2001. 5. Mićović P.: Zdravstveni menadžment, Obeležja, Beograd, 2008. 6. Žujić D.: Menadžment ljudskih resursa i kvalitet, Centar za primenjenu psihologiju društva psihologa Srbije, Beograd, 2003. 7. Probbins S., Judge T.: Organizaciono ponašanje, Mate, Zagreb, 2009. 8. Frančesko M.: Kako unaprediti menadžment u preduzeću, Novi Sad, Prometej, 2003. 			
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching:				
lectures, practical exercises, workshop, discussion, simulation, case study, e-learning				

Grading (maximum 100 points)			
Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Projects/Seminars	0		
Exercises/professional practice	20		
Colloquiums	30		
Activity	7		
Projects/Seminars	0		
Exercises/Professional practice	20		
Colloquiums	30		

Marketing of Health Care Institutions

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Marketing of Health Care Institutions				
Language of instruction: English, Serbian				
Course status: elective				
Semester: first year, second semester				
ECTS: 8				
Requirement: no requirement				
Course objective: Students acquire basic knowledge in the area of marketing in health care, get familiar with modern methods of marketing strategies and manner of communication in health care marketing. Accordingly, the primary course objective is to familiarize students with the genesis and goal of various areas of strategic marketing, including its dominant theories, which is necessary for successful development of activities. Students will also acquire knowledge on notions of marketing campaign, marketing plan designing and principal methods used in marketing.				
Course outcome: Upon the completion of the course, students will be able to understand strategic marketing and be capable to independently conduct research of marketing methods convenient for solution of a specific project task. Students will also be competent to evaluate relevant theories of strategic marketing in different empirical contexts and to understand interconnection between marketing strategy, operative-organizational parts of enterprises and market results. Students will understand how to manage marketing campaign, notion of marketing plan designing and primary methods used in marketing.				
Course content: <i>Lectures</i> Nature and character of marketing; evolution of marketing and approaches in studying it; marketing management process; changes of marketing in enterprises; presentation and analysis of marketing environment; marketing information system and market research; market analysis; market segmentation and selection of targeted markets; notion of public perception; importance of marketing in health care in strategic marketing; market research; SWOT analysis, benchmarking and portfolio; BCG matrix; integrated marketing communications; promotional health campaigns; prevention, promotion of public health and marketing; value chain and cost efficiency; general principles of marketing (marketing mix, models, methods and marketing techniques); designing promotional campaign plan; targeting; following post-marketing campaign; medical marketing practice code; general marketing and targeted marketing campaigns; marketing outsourcing, marketing agencies; printed material, printed media, billboards, electronic media, social networks; direct marketing; fairs, conferences, meetings; sponsorships; website; promotional material; presentation; marketing and PR; public appearances of employees; dress code; appearance of employees, institution. <i>Exercises</i> Analysis and discussion on practical examples of marketing campaigns – workshops. Market segmentation and research; SWOT analysis, benchmarking and portfolio. Designing promotional campaign plans – workshop on a given topic in health care. Analysis of examples of marketing campaigns in Serbia and globally, workshops, e-learning, internet searching. Marketing in health care in Serbia – workshop. Designing promotional campaign plan on a given topic in health care, targeting, marketing mix, marketing models, methods and techniques – workshop. Printed material, printed media, billboards, electronic media, social networks – conceiving material on given topic in health care. Direct marketing – simulation. Fairs, conferences, meetings – workshop. Sponsorships. Website – workshop. Promotional material – workshop. Presentation; marketing and PR. Public appearance of employees. Dress code – visit. Appearance of employees, institution. Visits from business community (marketing or PR manager of health care institution, marketing or PR manager of a business organization).				
Literature: <i>Literature in English:</i> 1. Berkowitz N. E.: Essentials of Health Care Marketing, textbook, Jones & Bartlett Learning, Boston, 2010. <i>Literature in Serbian:</i> 2. Kotler P.: Upravljanje marketingom, udžbenik, Mate, Zagreb, 2017. 3. Macura P.: Marketing – mikro, mala i srednja preduzeća, udžbenik, Ekonomski fakultet, Banja Luka, 2009. 4. Tasić Lj.: Farmaceutski menadžment i marketing, Nauka, Beograd, 2002.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, discussions, case study, workshop, visiting lectures of representatives of business community (marketing or PR manager of a health care institution, marketing or PR manager of business organization), exercises, e-learning				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	

Activity	7		
Projects/Seminars	0		
Exercises/Professional practice	20		
Colloquiums	30		

Medical and Pharmaceutical Waste

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Medical and Pharmaceutical Waste				
Language of instruction: English, Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: Course objective is that student understand the medical and pharmaceutical waste management, the risk of infectious waste and training students to individually or as team members identify and classify medical waste, as well as to use data on waste categorization aimed at drawing up and implementation of the Waste Management Plan.				
Course outcome: Acquisition of knowledge and skills to manage medical waste, in particular hazardous medical waste, and competence of professional staff to train medical staff, review the circumstances and accomplish waste management plans in health care and other institutions in Serbia.				
Course content: <i>Lectures</i> Medical waste, infectious, pharmaceutical, chemical, pathoanatomical and radioactive waste. Creation of waste. Waste flows in health care and other institutions. Quantity assessment and risks. Classification, collection, marking, storage, treatment and disposal of medical waste. Modern methods of treatment and disposal of medical waste in the world and in our country. Principles of waste management. Place and role of the person in charge of medical waste management in health care, as well as other institutions that generate such waste. National legal regulations, recommendations and good practice in the countries of the European Union. Drawing up waste management plan. <i>Exercises</i> Visit to medical biochemical laboratory, microbiological laboratory, blood transfusion institute, outpatient clinic, clinical centre, clinical centre infectious clinic; analysis of the work in real life circumstances; case studies, discussion; good practice in the EU countries.				
Literature: <i>Literature in Serbian:</i> 1. Tošović S. i sar.: Bezbedno upravljanje medicinskim otpadom, Nacionalni vodič dobre prakse, Ministarstvo zdravlja RS, Beograd, 2009. 2. Matović V., Đukić M., Antonijević B.: Praktikum iz kliničko-toksikoloških analiza, ur.: Matović V., Paragon, Beograd, 2005. 3. Zakon o upravljanju otpadom, Sl. glasnik RS 36/09. 4. Direktiva o opasnom otpadu 91/689/EES. 5. Okvirna Direktiva o otpadu 75/442/EES. <i>Literature in English:</i> 6. Landrum V. J.: Medical Waste Management and Disposal, Elsevier, London, 2001.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, case study, demo laboratory exercises, e-learning				
Grading (maximum 100 points)				
Pre-Exam obligation	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	30			
Colloquiums	30			

MENTAL HYGIENE

Study program:	Health Management
Type and level of study:	undergraduate professional studies
Course:	Mental Hygiene
Language of instruction:	English, Serbian
Course status:	elective
Semester:	third year, fifth semester
ECTS:	4
Requirement:	no requirement

Course objective:

Students are trained to perceive phenomena of mental health and mental illness from a wider, multidisciplinary and multidimensional aspect, to assume responsible tasks in protection and improvement of mental health in their work within community, as well as to take care of sick persons against use of high technology and preserve human relationships in institutions and patients homes.

Course outcome:

Adoption of knowledge and mastering skills in evaluation, monitoring, creating and carrying out therapy communication with health protection beneficiaries – persons with mental health issues, members of their families and healthy members of the community.

Subjects content:

Lectures

Subject and theoretical fundamentals of mental health; prevention of mental disorders; mental health of the entire human life cycle: birth and childhood; adolescence; adulthood; old age; modern life problems: alienation; living in urban environment; living in rural environment; nutrition issues; physical activities; life crises; sickness and disablement in family; stress and burn-out syndrome; emergencies; refugees, armed conflicts; natural disasters; posttraumatic conditions; social pathology and maladaptive behavior; extramarital status; LGBT population; domestic violence; violence against women; violence against old people; alcoholism; drug-addiction; prostitution; religious sects; pathological gambling; suicidality; new forms of addiction; approach to person from mental-hygiene aspect: health and sickness; dying and death; dehumanization and humanization of relations; communication in health care profession; comprehensive protection of mental health.

Exercises

Following theoretical classes. Case studies. Visits of representatives from relevant associations. Drawing up seminar papers. Devising conceptual project plans relating to current issues. Visit of a genuine representative of a marginalized group. Analysis of projects (city, provincial, republic) dealing with marginalized groups of people in the country. Visits of members of aid providing associations (victims of armed conflicts, natural disasters, etc.).

Literature:

Literature in English:

1. Bell G. E.: The Good Book of Mental Hygiene, Resource Publications, Borston, 2020.
2. Glen A.: Mental Hygiene: How To Change Your Mind, CreateSpace Independent Publishing Platform, London, 2018.
3. Tria G. E., Gaerlan J. E., Limpingco D. A.: Principles of Mental Hygiene, Pantas Publishing & Printing, Rotterdam, 2010.

Literature in Serbian:

4. Simić M., Kovačević K.: Mentalna higijena, udžbenik, autorsko izdanje, Beograd, 2004.
5. Kaličanin P. i sar.: Stres, zdravlje, bolest, udžbenik, Obeležja, Beograd, 2007.
6. Berger D.: Zdravstvena psihologija, Društvo psihologa Srbije, Centar za primarnu psihologiju, Beograd, 2002.
7. Havelka M. i sar.: Zdravstvena psihologija, Naklada Slap, Jastrebarsko, 2002.
8. Nikolić D.: Bolesti zavisnosti, Narodna knjiga-Alfa, Beograd, 2007.
9. Stanković Z., Begović D.: Alkoholizam od prve do poslednje čaše, Kreativni centar, Beograd, 2005.

Number of classes (per semester):

Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0

Methods of teaching:

lectures, exercises, workshop, discussion, seminar paper.

Grading (maximum 100 points)

Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Projects/seminar papers	0		
Exercise/professional practice	20		
Colloquiums	30		

Methodology of research work

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Research Methodology				
Language of instruction: English, Serbian				
Course status: elective				
Semester: third year, sixth semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Training in research work.				
Course outcome: Possession of knowledge necessary for research work.				
Course content: <i>Lectures</i> Importance of scientific work. Difference between scientific and professional work. Stages of research work. Selection of topic. Bibliography. Ways of literature citation. Experiment. Survey and survey results processing, protection of data. Statistical data processing. Quality of the sample. Objectivity and subjectivity. Result and conclusion. Scientific paper structure and writing. Types of scientific paper. Valuation of scientific paper. Ways of scientific paper publishing. Citation. Plagiarism. Protection of data. <i>Exercises</i> Techniques of collecting, organizing and studying literature. Searching selected databases. Processing of research results. Graphic presentation of data. Writing scientific paper. Literature citation. Drawing up seminar paper.				
Literature: <i>Literature in English:</i> 1. Ebel H. F., Bliefert C., Russey W. E.: The art of scientific writing, Wiley-VCH, Verlag GmbH & Co. KGaA, Weinheim, 2004. <i>Literature in Serbian:</i> 2. Milankov V., Jakšić P.: Metodologija naučno-istraživačkog rada u biološkim disciplinama, udžbenik, Prirodno-matematički fakultet, Novi Sad, 2006. 3. Šomođi Š., Novković N., Kraljević-Balalić M., Kajari K.: Uvod u naučni rad, udžbenik, Poljoprivredni fakultet, Novi Sad, 2004. 4. Konvencionalne i elektronske baze podataka				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: Lectures, exercises, discussions, e-learning, workshop, seminar paper, public presentation.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums/exam	30			

Methodology of health education and health promotion

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Health Care Education Methodology and Health Promotion				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: first year, second semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Purpose of health promotion in pre-schools and schools is an adequate development of children and young persons resulting in them becoming healthy, satisfied, successful, self-conscious and responsible persons.				
Course outcome: Developed value system of young persons, their ability to point out the importance of taking care of health, encourage empathy and sensitivity to the needs of others, and awareness of unacceptable behavior and behavioral deviations which must not be tolerated or ignored.				
Course content: <i>Lectures</i> Appropriate nutrition, physical activity; mental health promotion; encouraging and developing self-confidence, various skills – from communication to decision-making; characteristic of modern (fast) living; behavioral changes; prevention (smoking, alcohol, drugs); prevention of new forms of addiction: information-communication technologies, gambling, betting; safe sex; peer violence, domestic violence, violence against women; prevention of violence by means of modern technologies; migrations and integrations of migrants; tolerance. <i>Exercises</i> Work in pairs and in small groups. Organization of lectures with discussions and panel discussions. Pedagogical workshop. Role playing. Brain storm. Forming views in discussions and debates. Case studies. Use of available and appropriate contents on websites. Visits to representatives of preschools and schools – joint work on health promotion projects. Workshops. Project (city, provincial, republic) analysis dealing with health promotion and improvement. Joint activities with the Institute for Youth Protection, visitors from safe houses. Joint activities and visits of representatives of student organizations (higher-year students) from related higher-education institutions.				
Literature: <i>Literature in English:</i> 1. Maville J. A., Huerta C. G.: Health Promotion in Nursing, textbook, Cengage Learning, London, 2012. 2. Glanz K., Rimer B. K., Viswanath K.: Health Behavior and Health Education: Theory, Research, and Practice, textbook, Jossey-Bass, New Jersey, 2008. <i>Literature in Serbian:</i> 3. Kekuš D.: Zdravstveno vaspitanje, udžbenik, Digital art, Beograd, 2009. 4. Hojer S.: Pristupi i metode u zdravstvenom odgoju, udžbenik, Koledž zdravlja, Ljubljana, 2005. 5. Gerlič I.: Savremene informacione tehnologije u obrazovanju, Nacionalna izdavačka kuća Slovenija, Ljubljana, 2000. 6. Kekuš D.: Komunikacije u profesionalnoj praksi zdravstvenih radnika, Digital Art, Beograd, 2010. 7. Jović S., Bašić S.: Promocija zdravlja i zdravstveno vaspitanje; u: Socijalna medicina sa epidemiologijom i higijenom. Medicinski fakultet Niš, Galaksija, Lukovo, 2011. 8. Pokorn D.: Ishrana u različitim fazama života: dodatak ishrani u ishrani, Maribor/Ljubljana, 2003.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures against use of didactic methods, exercises, workshops, field work, seminar papers.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	30			
Colloquiums	30			

Monetary and Public Finance

Study programme: Health Management				
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		

NUTRITIONISM

Study programme: Health Management				
Type and level of studies: undergraduate professional studies				
Course: Nutritionism				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, semester four				
No. of ECTS credits: 6				
Requirement: no requirement				
Objective of the course: The objective of the course is the acquisition of knowledge on the structure, importance, physiological action and recommended consumption of nutritious food and how to select and combine food as a source of nutritious substances; they are to be explained the concept of adequate nutrition and to be familiarized with specific features of nutritional needs of certain groups of people according to their age, intensity of everyday body activity, body mass, genetic predispositions, possible pathological conditions etc., as well as to present them current trends of healthy food.				
Course outcome: Upon the successfully completed course students will possess the knowledge of the structure, importance, physiological action and recommended consumption of nutritious food and how to select and combine food as a source of nutritious substances, and they will be able to explain the concept of adequate nutrition and specific features of nutritional needs of certain groups of people according to their age, intensity of everyday body activity, body mass, genetic predispositions, possible pathological conditions etc.				
Course content: <i>Lectures</i> Historical development of food and food science; basic types of nutritional components; proteins; carbohydrates; lipids; vitamins; minerals; energy and nutritional needs of people and their dependence on external and internal factors; principles of adequate nutrition; healthy food trends; functional food; types of food, general classification; the importance of water in nutrition; meat and meat products; milk and dairy products; bread, pastries, pasta and products from cereals; fruit and vegetables; sweets; spices, sauces, gravies etc.; teas; coffee; non-alcoholic beverages, carbonated beverages; beer; wine, strong alcoholic drinks; oriental food; types of nutrition depending on geographic region; ecological farming and growing (organic food); GMO food; nutrition and religion; meat avoiding nutrition regimes, vegetarian nutrition, vegan nutrition; Mediterranean nutrition; nutrition of pregnant women and breast-feeding women; nutrition of pre-school children, elementary school children, adolescents; nutrition of elderly persons; nutritional analysis of meals, possibilities of substitution of high-calorie meals with analogues; diet due to medical reasons, diet aimed at reduction of body mass, positive and negative examples from practice. <i>Practical classes</i> Repetition of theory class lessons; basic types of nutritional components – presentation and discussion; types of food – presentation, discussion; organic food – discussion; GMO food – discussion; nutrition and religion – discussion; meat avoiding nutrition regimes, vegetarian nutrition, vegan nutrition – presentation, discussion; Mediterranean food – presentation; nutrition of pregnant women and breast-feeding women – presentation; nutrition of pre-school children, elementary school children, adolescents – presentation; nutrition of elderly persons – discussion; nutritional analysis of meals, possibilities of substitution of high-calorie meals with analogues – workshop; making menu for a certain case – project task; diet due to medical reasons, diet aimed at reduction of body mass, positive and negative examples from practice – workshop, discussion.				
Literature: <i>Basic literature:</i> 1. Đekić, T.: Nutricionizam, Visoka poslovna škola strukovnih studija Leskovac, Leskovac, 2016 2. Novaković, B., Jusupović, F.: Ishrana i zdravlje, textbook, Medicinski fakultet, Novi Sad, 2014 <i>Supplementary literature:</i> 3. Alibabić V., Mujić, I.: Pravilna prehrana i zdravlje, Veleučilište u Rijeci, Rijeka, 2016 4. Trbović, B., Nikolić, M., Banković Paunović, S.: textbook, Zavod za udžbenike, Beograd, 2014 5. Smajić, A.; Nutricionizam, ishrana stanovništva, Federalno ministarstvo poljoprivrede, vodoprivrede i šumarstva, Sarajevo, BiH, 2017 6. Modić, P.: Upotreba prehrambenih aditiva, Popo-knjiga, Beograd, 2001 7. Petrović Mahalov, G.: Ishrana i hrana, IGP Prometej, Beograd, 2007 8. World Health Organisation: Nutrition, health and development, World Health Organisation, New York, 2000 9. Mahan K. L., Escott-Stump S., Raymond J. L.: Krause's Food and Nutrition Care Process, Elsevier, St. Louis, Missouri, 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		

ORGANIZATION OF HEALTH CARE SYSTEMS

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Organization of Health Care Systems				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: first year, second semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Course objective is to familiarize students with basics in organization of health care institutions and health care sector, manner of institution management, specific features of decision-making process in health care, motivation and medical team building, characteristics of internal communication in health care institutions, personnel and human resources building up, characteristics of business policy and planning strategy, administrative procedures and change management in health care institutions, mandatory and other forms of health insurance.				
Subjects outcome: Upon completing the course, student will be able to organize medical teams, ensure solid communication within health care institution, efficiently make decisions and manage changes under time pressure and understand systems of mandatory and other forms of health insurance.				
Subjects content: <i>Lectures</i> Health care system; the role of good communication; health care system and health care institution management; the role of manager, difference between commanding and leadership; employment policy and schedule; introduction process, interview and integration of new employees; training; health care institution organization; primary, secondary and tertiary health protection; types of health care institutions; Law on Health care Protection; principles of health protection; protection of population from infectious diseases; chamber of medical practitioners; administration bodies in charge of health care; inspection supervision. <i>Exercises</i> Discussion on organization of health care processes, health care institutions and health insurance. Analysis of practice in Serbia and abroad. Analysis of practical examples in the sphere of environment protection. Analysis and practical examples in the sphere of smoking and alcohol ban. Analysis and discussion; living environment, air protection. Analysis and discussion; process of waste removal from health care institutions.				
Literature: <i>Literature in English:</i> 1. Beik Janet I.: Health Insurance Today: A Practical Approach, Saunders, Philadelphia, 2010. 2. Mossialos E., Permanand G., Baeten R., Hervey T.: Health Systems Governance in Europe: The Role of European Union Law and Policy, textbook, Cambridge University Press, 2010 3. Morrisey M. A.: Health Insurance, textbook, Health Administration Press, London, 2007. <i>Literature in Serbian:</i> 4. Ranković-Vasiljević R., Stojanović-Jovanović B., Terzić-Marković D.: Metodika i organizacija zdravstvene nege, Visoka zdravstvena škola strukovnih studija, Beograd, 2015. 5. Milović Lj.: Organizacija zdravstvene nege sa menadžmentom, udžbenik, Naučna knjiga, Beograd, 2004. 6. Tjanić M. i sar.: Zdravstvena nega i savremeno sestriinstvo, Naučna knjiga, Beograd, 2010.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, workshop, case study, discussion, e-learning				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	40
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		20		
Colloquiums		30		

ORGANIZATION OF BUSINESS ACTIVITIES

Study programme: Health Management				
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> 5. Ahmetagić, E.: Organizacija preduzeća, textbook, Čikoš holding, Subotica, 2002 6. Petković, M., Janićijević, N., Bogićević-Milikić, B.: Organizacija, udžbenik, Ekonomski fakultet, Beograd, 2014 <i>Supplementary literature:</i> 7. Sajfert, Z., Pavlović, N.: Organizacija, textbook, Čikoš grupa, Subitica, 2014 8. 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		

PROFESSIONAL PRACTICE 1, 2, 3

Study programme:	Health Management
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 and 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"> 1. literature depending on the type of Teaching Base and work student is to do 2. organizational documents of the Teaching Base (statute, rulebooks...)

Supplementary literature:

3. 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		

PSYCHOLOGY IN NURSING AND HEALTH CARE

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Psychology in Nursing and Health Care				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: second year, fourth semester				
ECTS: 6				
Requirement: no requirement				
Course objective: Acquisition of knowledge in psychology relating to the patient and his/her relatives at the moment of becoming aware of a health issue, the period of its solving, as well as in case of coping with severe or incurable diseases, their lasting consequences and similar situations. In addition to that, the course objective is to educate students in emotional and psychological states through which a medical professional may go through in the course of his/her work with patients.				
Course outcome: Acquisition of knowledge in psychology relating to the patient and his/her relatives at the moment of becoming aware of a health issue, the period of its solving, as well as in case of uncertain outcomes, their lasting consequences and similar situations. In addition to that, students are trained in self-control in case of emotional and psychological states through which a medical professional may go through in the course of his/her work with patients.				
Course content: <i>Lectures</i> Psychology of health and disease; accepting disease as a reality; determination in solving a health issue; psychology of a patient at the moment of becoming aware of his/her health issue and during treatment; psychological states in case of uncertainty, expectations, unexpected treatment, unsuccessful treatment, deterioration in diagnosis; work with patient's relatives, the role of relatives; support, openness in conversation, panic versus rationality; work with patient's relatives in case of poor prospects diagnosis, in case of a loss; work with medical professional in case of severe emotional states, patient being nervous, state of shock; social institutions, support of competent services; importance of communication; basics of occupational therapy. <i>Exercises</i> Accepting disease as a reality – workshop. Determination in solving a health issue – workshop. Psychology of a patient at the moment of becoming aware of his/her health issue and during treatment – workshop. Psychological states in case of uncertainty, expectations, unexpected treatment, unsuccessful treatment, deterioration in diagnosis – workshop. Work with patient's relatives – workshop. Work with medical professional in case of severe emotional states – workshop. Visits of professionals.				
Literature: <i>Literature in English:</i> 1. Kubler Ross E.: On Death and Dying, Prentice Hall, 2001. 2. Friedman H. S.: Health psychology, textbook, Prentice Hall, 2003. <i>Literature in Serbian:</i> 3. Havelka M.: Zdravstvena psihologija. udžbenik, Jastrebarsko-Naklada Slap, 2008. 4. Kekuš D.: Komunikacije u profesionalnoj praksi zdravstvenih radnika, Digital Art, Beograd, 2010. 5. Payne S. H., Walker J.: Psihologija u zdravstveni negi, Educy, Ljubljana, 2002. 6. Berger D.: Zdravstvena psihologija, Društvo psihologa Srbije, Centar za primarnu psihologiju, Beograd, 2002. 7. Simić M., Kovačević K.: Mentalna higijena, udžbenik, autorsko izdanje, Beograd, 2004.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
15	30	0	0	0
Methods of teaching: lectures, exercises, case studies, discussions, e-learning				
Grading (maximum 100 points)				
Pre-Exam commitment		Points	Final Exam	Points
Lecture attendance		3	Exam	40
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		20		
Colloquiums		30		

Public Health

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Public Health				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: first year, second semester				
ECTS: 4				
Requirement: no requirement				
Course objective: The objective of the course is to train students to recognize values and determinants, duties of individuals, family, local community and society aimed at health protection, to recognize the role of nurses in health promotion, to familiarize them with the national project of health promotion and prevention of chronic diseases and strategies of European health care policies. The objective of the course is to familiarize students with the principles of healthy, safe and balanced nutrition of healthy and sick persons, with organization and activities in health care education in Serbia and to teach them to implement applicative theory in practice.				
Course outcome: Upon the completion of the course students will be able to recognize health-related factors, to recognize the role of therapist in health promotion, to make difference between health care education and health promotion, to practically apply the acquired knowledge.				
Course content: <i>Lectures</i> Societal aspects of health; promotion of health and its characteristic; health promotion activities; impact on the health of individual; impact of nutrition on health; national project of promotion of health and chronic diseases; role of therapist in health improvement; 21st Century Health for All Strategy; objectives and purpose of health care education; levels and approaches to health care education; health care education in the process of nursing of the old; forms and methods of work in health care education; devices and equipment; areas of work in health care education; motivation and communication in health care education; teaching methods and its tasks; content of education; organization of lessons and preparation of health care educator for classes; principles of healthy nutrition, guidelines for healthy nutrition; development and definition of social medicine; social care of health; communication in health care; health care policy; social inequalities in health care system and obtaining health protection, levels of health protection; health protection systems globally; criteria for evaluation of socio-medical importance of health issues; marginalized population categories; role of health care institutions and medical professionals in health care system. <i>Exercises</i> Societal aspects of health. Promotion of health and its characteristics. Health promotion activities. Impact of health on individual. Impact of nutrition on health. Nutrition characteristic for healthy and sick individual. National project of health promotion and prevention of chronic diseases. Role of therapist in health improvement. 21st Century Health for All Strategy. Objectives and purpose of health care education. Levels and approaches in health care education. Health care education in the process of nursing of the old. Forms and methods of work in health care education. Devices and equipment. Areas of work in health care education. Motivation and communication in health care education. Teaching methods and its tasks. Content of education. Organization of lessons and preparation of health care educator for classes. Principles of healthy nutrition; food pyramid; guidelines for healthy nutrition. Development and definition of social medicine. Social care of health. Communication in health care. Health care policy. Social inequalities in health care system and obtaining health protection, levels of health protection. Health protection systems globally. Criteria for evaluation of socio-medical importance of health issues. Marginalized population categories. Role of health care institutions and medical professionals in health care system.				
Literature: <i>Literature in English:</i> 1. Mossialos E., Permanand G., Baeten R., Hervey T.: Health systems governance in Europe: the role of European Union law and policy, Cambridge University Press, 2010. 2. Morrisey M. A.: Health Insurance, Health Administration Press, London, 2007. 3. Schneider M. J.: Introduction to Public Health, textbook, Jones-Barlett learning, New York, 2021 4. Murphy F.: Community Engagement, Organization, and Development for Public Health Practice, Springer Publishing Company, New York, 2004. <i>Literature in Serbian:</i> 5. Lazarević A. i sar.: Javno zdravlje, socijalna politika i zdravstvena zaštita, udžbenik, Beograd, Visoka zdravstvena škola strukovnih studija, Beograd, 2016. 6. Hojer S.: Pristupi i metode u zdravstvenom odgoju, udžbenik, Koledž zdravlja, Ljubljana, 2005. 7. Lazarević A.: Socijalna medicina, autorsko izdanje, Beograd, 2015. 8. Simić S. i sar.: Socijalna medicina, udžbenik, Medicinski fakultet, Beograd, 2012.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with

				student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, discussions, problem solving				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	
Lecture attendance		3	Exame	
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		20		
Colloquiums		30		

Public Relations Management

Study programme: Health Management				
Type and level of studies: undergraduate professional studies				
Course: Public Relations Management				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, semester three				
No. of ECTS credits: 7				
Requirement: no requirement				
Objective of the course: Students are to familiarize with the notions, methods and techniques of public relations management, public relations as communication functions within an organization, society, public relations creation processes, public relations planning and organizing, as well as specific features of public relations methods and techniques in specific areas.				
Course outcome: Upon the successfully completed course students will acquire the ability of critical analysis of public relations methods and techniques and their application in practice within an organization and society, as well as in the international context. Students will acquire basic skills of communication with media and the public. Students are trained in individual and team work, oral and written business communication in the context of public relations.				
Content of the course: <i>Lectures</i> Introduction into the notion of public relations; basic characteristics of public relations; public relations activity analysis; the role and activities of public relations; public relations in crisis situations; public relations creation; public relations management – skills of issue identification, prompt response, avoiding to give answer; public relations research; defining target and target groups; defining and directing public relations activities; public relations planning and organizing; corporate identity planning; methods and techniques of public relations practice in certain areas; methods and techniques of public relations; ethical aspect in public relations; manipulation in public relations. <i>Practical classes</i> Practical classes imply practical exercises in what is taught in lectures; public relations in crisis situations – workshop, discussion; public relations research – internet search, presentation, discussion; methods and techniques of public relations in certain areas – workshop; ethical aspect in public relations – discussion; manipulation in relations and public relations – workshop, discussion.				
Literature <i>Basic literature:</i> 1. Filipović, V., Kostić, M., Prohaska, S.: Odnosi sa javnošću, textbook, Fakultet organizacionih nauka, Beograd, 2003 2. Nikolić, M.: Odnosi s javnošću, textbook, Tehnički fakultet Mihajlo Pupin, Zrenjanin, 2012 <i>Supplementary literature:</i> 3. Black S.: Odnosi sa javnošću, Clio, Beograd, 2003 4. Laketa, M., Laketa, L.: Menadžment odnosa sa javnošću u funkciji razvoja kompanije, Narodna knjiga, Beograd, 2011 5. Cebalović, M.: Upravljanje odnosima s javnošću u javnom preduzeću, textbook, Društvo za unapređenje marketinga, 2011 6. Gligorić, T.: Odnosi sa javnošću, Prometej, Banja Luka, 2008 7. Katlip S. M., Senter A. H., Brum G. M.: Uspešni odnosi s javnošću, Službeni glasnik, Beograd, 2009 8. Smith R. D.: Strategic Planning for Public Relations, Public Press, New York, 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...)
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	30			
Colloquia/exam	30			

QUALITY CONTROL

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Quality Control				
Language of instruction: English, Serbian				
Course status: mandatory				
Semester: third year, sixth semester				
ECTS: 5				
Requirement: no requirement				
Courses objective: The objective of the course is to familiarize students with basic principles of organization of health care institutions and health care sector, manner of institution management, specific characteristics of decision-making process in health care sector, motivation and team building, features of intra-sectoral communication in health care institutions, human-resource matters and human-resources building, specific features of operating policy and planning strategy, administrative procedures and change management in health care institutions, mandatory and other forms of health insurance.				
Course outcome: Students who complete the course are trained to organize medical teams, ensure good communication within a health care institution, efficiently make decisions in situations when there is not enough time and efficiently manage changes; students understand systems of mandatory and other forms of health protection.				
Course content: <i>Lectures</i> The role of good communication; the role of managers, difference between commanding and leading; policy and schedule of employment, introduction process, interview and integration of new employee; training; health care institution organization; primary, secondary and tertiary health protection; quality control procedures, importance of the notion of procedure; population protection from infectious diseases; production and trade in drugs – control; production and trade in narcotics – control; ban on the sale of alcoholic beverages, smoking ban, ban on advertising sale of tobacco products – control; chambers of health care practitioners; republic administration bodies in the sphere of environment protection; environmental legislature – control; protection of nature, environment protection, republic administration bodies in the sphere of health care; trade in explosive materials, inflammable substances and gases; medical waste and biological material management – control; inspection supervision; experiences of the EU countries; modern trends; current challenges in health care institutions; safety of medical practitioners, terrorism – control mechanisms. <i>Exercises</i> Discussion on organization of health care processes, health care institutions and health care insurance. Analysis of practical experience in Serbia and abroad. Analysis of practical examples in the domain of environment protection. Analysis and practical examples in the sphere of ban on smoking and alcohol. Analysis and discussion: environment protection. Analysis and discussion; medical waste and biological material disposal process in the area of health care. Safety of health care professionals, terrorism – discussion.				
Literature: <i>Literature in English:</i> 1. Spath P.: Applying Quality Management in Healthcare: A Systems Approach, textbook, Health Administration Press, Boston, 2017. 2. Swanwick T., Vaux E.: ABC of Quality Improvement in Healthcare, Wiley, New York, 2020. 3. Probbins S., Judge T.: Organizaciono ponašanje, Mate, Zagreb, 2009. 4. Beik Janet I.: Health Insurance Today: A Practical Approach, Saunders, Philadelphia, 2010. <i>Literature in Serbian:</i> 5. Legetić B.: Principi menadžmenta, udžbenik, Ekonomski fakultet, Subotica, 2007. 6. Marinković Lj: Menadžment u zdravstvenim organizacijama, G.A.D. Beograd, 2001. 7. Mićović P.: Zdravstveni menadžment, Obeležja, Beograd, 2008. 8. Milović Lj.: Organizacija zdravstvene nege sa menadžmentom, udžbenik, Naučna knjiga, Beograd, 2004. 9. Čajka Z., Jovanović L.: Održivi marketing menadžment, Naučnostručno društvo za zaštitu životne sredine Srbije “Ecologica“, Beograd.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, case study, discussion, workshop, e-learning				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	40

Activity	7		
Projects/Seminars	0		
Exercises/professional practice	20		
Colloquiums	30		

Risk Management

Study programme: Health Management				
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: no requirement				
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			

SPECIALIZED ENGLISH FOR MEDICINE 1

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Specialized English for Medicine 1				
Language of instruction: English, Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 5				
Requirement: no requirement				
Course objective: Course objective is familiarization with characteristics of the English language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.				
Course content: <i>Lectures</i> Grammar: English alphabet, basic reading and writing rules, greeting, personal pronouns, possessive pronouns, present tenses, gender and number of nouns, colors, interrogative and affirmative sentences; aspects of everyday life in English-speaking countries; prepositions with dative and accusative, the imperative, modal verbs, perfect tenses, clause framework; specialist texts in connection with students' future profession, specialist terminology, examples of commercial, specialist texts from practice; examples of documents students will deal with in practice. <i>Exercises</i> Students practice everyday situation dialogues (giving/understanding orientation instructions, retelling happenings, making plans, scheduling meetings, giving descriptions, reporting etc.); understanding texts on everyday life situations (e. g. advertisements), they expand vocabulary relating to their environment, family, job.				
Literature: <i>Literature in English:</i> 1. Evans V., Dooley J., Tran T. M.: Career Paths, Medical Book 1, udžbenik, Express Publishing, Berkshire, 2018. 2. MacLean J.: English in Basic Medical Science, Oxford University Press, Oxford, 2000. 3. Turner S. Y., Sefika K.: Medical English for International Doctors and Nurses: How to communicate with your patients and colleagues effectively in English, textbook, Kindle Edition, London, 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. 6. Hornby A.S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2008. <i>Literature in Serbian:</i> 7. Dragović R.: Engleski za zdravstvene radnike, udžbenik, Naučna knjiga, Beograd, 2004.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Seminar paper	0			
Exercises/professional practice	40			
Colloquiums	20			

SPECIALIZED ENGLISH FOR MEDICINE 2

Study program: Health Management				
Type and level of study: undergraduate professional studies				
Course: Specialized English for Medicine 2				
Language of instruction: English, Serbian				
Course status: elective				
Semester: second year, third semester				
ECTS: 5				
Requirement: Specialized English for Medicine 1				
Course objective: Course objective is familiarization with characteristics of the English language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.				
Course content: <i>Lectures</i> Grammar: comparison of adjectives; causal clauses, future tense, preterite, conditional sentences, verbs of movement, active and passive voice; aspects of everyday life in English speaking countries: holiday, family life, education, life in city; relative clauses, verbs with prepositions, adjective forming suffixes and prefixes, deepening knowledge on dependent clauses; everyday life, business life and media in English speaking countries; specialist terminology relevant for students' future profession, grammatically and linguistically more complex texts; work material corresponding to everyday practice at work. <i>Exercises</i> Students practice how to express themselves orally and in writing on everyday life topics, such as free time, job, media, fashion, politics; they practice shorter discussions and stating their opinion, asking others on their views and pointing to opposite aspects of different views.				
Literature: <i>Literature in English:</i> 1. Evans V., Dooley J., Tran T. M.: Career Paths, Medical Book 1, udžbenik, Express Publishing, Berkshire, 2018. 2. MacLean J.: English in Basic Medical Science, Oxford University Press, Oxford, 2000. 3. Turner S. Y., Sefika K.: Medical English for International Doctors and Nurses: How to communicate with your patients and colleagues effectively in English, textbook, Kindle Edition, London, 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. 6. Hornby A.S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Pres, Oxford, 2008. <i>Literature in Serbian:</i> 7. Dragović R.: Engleski za zdravstvene radnike, udžbenik, Naučna knjiga, Beograd, 2004.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums	20			

SPECIALIZED GERMAN FOR MEDICINE 1

Study program:	Health Management
Type and level of study:	undergraduate professional studies
Course:	Specialized German for Medicine 1
Language of instruction:	English, Serbian
Course status:	elective
Semester:	first year, first semester
ECTS:	5
Requirement:	no requirement

Course objective:
 Course objective is familiarization with characteristics of the German language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.

Course outcome:
 Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.

Course content:
Lectures
 Grammar: German alphabet, basic reading and writing rules, greeting, personal pronouns, possessive pronouns, present tenses, gender and number of nouns, colors, interrogative and affirmative sentences; aspects of everyday life in German-speaking countries; prepositions with dative and accusative, the imperative, modal verbs, perfect tenses, clause framework; specialist texts in connection with students' future profession, specialist terminology, examples of commercial, specialist texts from practice; examples of documents students will deal with in practice.
Exercises
 Students practice everyday situation dialogues (giving/understanding orientation instructions, retelling happenings, making plans, scheduling meetings, giving descriptions, reporting etc.); understanding texts on everyday life situations (e. g. advertisements), they expand vocabulary relating to their environment, family, job.

Literature:
Literature in English:
 1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, Deutschland, 2012.
 2. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning. Deutschland, 2015.
 3. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009.
 4. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005.
 5. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, KlettVerlag, Stuttgart, 2004.
 6. https://www.hueber.de/seite/pg_lernen_lerner_dvd_mns, knjiga i link.
 7. https://www.hueber.de/seite/pg_lernen_uebungen_mns, dodatne on line vežbe.
 8. Grammatik - Ganz klar Übungsgrammatik A1-B1, uz audio materijal, Hueber Verlag, kratak pregled gramatike sa vežbanjima „Hallo aber Deutsch“.
 9. www.schubert.
Literature in Serbian:
 10. Menschen A1 KB und Menschen A1 AB, udžbenik (video materijal: <http://matifmarin.blogspot.rs/p/menschen-film-stationen-clips.html>), Klett Verlag, Stuttgart, 2018.
 11. Vučković-Stojanović M.: Uvod u nemački poslovni jezik. Beograd: Savremena administracija, 2005.
 12. Nikolovski V.: Gramatička vežbanja „Eine kleine Übungsgrammatik“, Zavod za udžbenike i nastavna sredstva, Schritte international 1, Grammatikspiele.

Number of classes:

Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0

Methods of teaching:
 lectures, practical exercises, communication, e-learning.

Grading (maximum 100 points)

Pre-Exam obligation	Points	Final Exam	Points
Lecture attendance	3	Exam	30
Activity	7		
Projects/Seminars	0		
Exrcises/professional practice	40		
Colloquiums	20		

SPECIALIZED GERMAN FOR MEDICINE 2

Study program:	Health Management
Type and level of study:	undergraduate professional studies
Course:	Specialized German for Medicine 2
Language of instruction:	English, Serbian
Course status:	elective
Semester:	second year, third semester
ECTS:	5
Requirement:	Specialized German for Medicine 1

Course objective:
 Course objective is familiarization with characteristics of the English language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.

Course outcome:
 Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.

Course content:
Lectures
 Grammar: comparison of adjectives; causal clauses, future tense, preterite, conditional sentences, verbs of movement, active and passive voice; aspects of everyday life in German-speaking countries: holiday, family life, education, life in the city; relative clauses, verbs with prepositions, adjective forming suffixes and prefixes, deepening knowledge on dependent clauses; everyday life, business life and media in English speaking countries; specialist terminology relevant for students' future profession, grammatically and linguistically more complex texts; work material corresponding to everyday practice at work.
Exercises
 Students practice how to express themselves orally and in writing on everyday life topics, such as free time, job, media, fashion, politics; they practice shorter discussions and stating their opinion, asking others on their views and pointing to opposite aspects of different views.

Literature:
Literature in English:
 1. Grammatik - Ganz klar Übungsgrammatik A1-B1, uz audio materijal, Hueber Verlag, kratak pregled gramatike sa vežbanjima „Hallo aber Deutsch“.
 2. Nikolovski V.: Gramatička vežbanja „Eine kleine Übungsgrammatik“, Zavod za udžbenike i nastavna sredstva, Schritte international 1, Grammatikspiele.
 3. www.schubert
Literature in Serbian:
 4. Menschen A1 KB und Menschen A1 AB, udžbenik (video materijal: <http://matifmarin.blogspot.rs/p/menschen-film-stationen-clips.html>), Klett Verlag, Stuttgart, 2018.
 5. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, Deutschland, 2012.
 6. Loibl B. et all.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, Deutschland, 2015.
 7. Vučković-Stojanović M.: Uvod u nemački poslovni jezik. Beograd: Savremena administracija, 2005.
 8. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009.
 9. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005.
 10. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, KlettVerlag, Stuttgart, 2004.
 11. https://www.hueber.de/seite/pg_lernen_lerner_dvd_mns, knjiga i link.
 12. https://www.hueber.de/seite/pg_lernen_uebungen_mns, dodatne on line vežbe.

Number of classes:

Theoretical lectures	Theoretical exercises	Professional practice	Study research work (Degree Paper...)	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0

Methods of teaching:
 lectures, practical exercises, communication, e-learning.

Grading (maximum 100 points)			
Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	30
Activity	7		
Projects/Seminars	0		
Exercises/professional practice	40		
Colloquiums	20		

SOCIAL NETWORKS

Study programme: Health Management				
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			