

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

Study programme:

Undergraduate professional studies

BUSINESS ECONOMICS AND MANAGEMENT
Module: HOTEL MANAGEMENT

~ COURSE BOOK ~

Courses by semesters and years of study program Nursing, undergraduate professional studies

- **Marks for Form of Teaching:** **theor lect** = theoretical lectures; **exer** = theoretical exercises; **other** = other forms of teaching (individual work with students, project work...); **st-res pap** = study-research paper; **prof pract** = professional (clinical) practice (in the School's Teaching Bases)
- **Marks for Mandatory/Elective courses:** **m** = mandatory course; **e** = elective course
- **Marks for Type of Courses:** **ag** = academic-general education; **p** = professional; **pa** = professional-applicative

No	Course Code	Course Name	Sem.	Active Lessons				Prof pract	ECTS	Course m/e	Course Type
				theor lect	theor exer	other forms	st-res pap				
THE FIRST YEAR											
1	pem-h-01	Basics of Management	1	30	30	0	0	0	6	m	p
2	pem-h -02	Business Communication Skills	1	15	15	0	0	0	6	m	pa
3	pem-h -03	Basics of Hotel Management	1	45	45	0	0	0	7	m	pa
4	pem-h -04	Specialist Hospitality English 1	1	30	30	0	0	0	5	m	ag
5	pem-h-izb -01	Elective block 1	1	30	30	0	0	0	5	e	
5a	pem-h-izb -01-a	Business Bon Ton	1	30	30	0	0	0	5	e	p
5b	pem-h-izb -01-b	Basics of Entrepreneurism	1	30	30	0	0	0	5	e	p
5v	pem-h-izb -01-v	Specialist Hospitality German 1	1	30	30	0	0	0	5	e	ag
5g	pem-h-izb -01-g	Specialist Hospitality Italian 1	1	30	30	0	0	0	5	e	ag
5d	pem-h-izb -01-d	Spacialist Hospitality Spanish 1	1	30	30	0	0	0	5	e	ag
5đ	pem-h-izb -01-đ	Specialized Hospitality French 1	1	30	30	0	0	0	5	e	ag
5e	pem-h-izb -01-e	Specialist Hospitality Russian 1	1	30	30	0	0	0	5	e	ag
6	pem-h -05	Financial Management and Business Plan Drawing up	2	30	30	0	0	0	5	m	pa
7	pem-h -06	Basics of Gastronomy	2	15	15	0	0	0	4	m	pa
8	pem-h -07	Basics of Restaurant Management	2	15	15	0	0	0	4	m	pa
9	pem-h -08	Business Informatics	2	30	30	0	0	0	4	m	s
10	pem-h-om-01	Elective Mandatory Course 1: Specialized hospitality second foreign language 1 (German, Italian, Spanish, Russian, French)	2	30	30	0	0	0	5	m	
10a	pem-h--01-a	Specialized Hospitality German 1	2	30	30	0	0	0	5	m	ag
10b	pem-h-om -01-b	Specialized Hospitality Italian 1	2	30	30	0	0	0	5	m	ag
10v	pem-h-om-01-b	Specialized Hospitality Spanish 1	2	30	30	0	0	0	5	m	ag
10g	pem-h-om -01-g	Specialized Hospitality French 1	2	30	30	0	0	0	5	m	ag
10d	pem-h-om -01-d	Specialized Hospitality Russian 1	2	30	30	0	0	0	5	m	ag
11	pem-h-izb -02	Elective block 2	2	30	30	0	0	0	5	e	
11a	pem-h-izb -02-a	Event Management in Hotel Industry	2	30	30	0	0	0	5	e	p
11b	pem-h-izb -02-b	Food and Beverage Technology	2	30	30	0	0	0	5	e	pa
12	pem-h -09	Professional Practice 1	2	0	0	0	0	150	4	m	pa
Total number of classes and ECTS per year:				300	300	0		150	60		

THE SECOND YEAR											
13	pem-h -10	Basics of Tourism	3	30	30	0	0	0	5	m	p
14	pem-h -11	Construction and Equipping of Hotel Facilities	3	30	30	0	0	0	6	m	pa
15	pem-h -12	Basics of Marketing	3	15	15	0	0	0	4	m	pa
16	pem-h -13	Specialized Hospitality English 2	3	30	30	0	0	0	5	m	ag
17	pem-h-izb -03	Elective block 3	3	30	30	0	0	0	5	m	
17a	pem-h-izb -03-a	Catering Management	3	30	30	0	0	0	5	e	pa
17b	pem-h-izb -03-b	Public Relations Management	3	30	30	0	0	0	5	e	pa
17v	pem-h-izb -03-v	Specialized Hospitality German 2	3	30	30	0	0	0	5	e	ag
17g	pem-h-izb -03-g	Specialized Hospitality Italian 2	3	30	30	0	0	0	5	e	ag
17d	pem-h-izb -03-d	Specialized Hospitality Spanish 2	3	30	30	0	0	0	5	e	ag
17d	pem-h-izb -03-d	Specialized Hospitality French 2	3	30	30	0	0	0	5	e	ag
17e	pem-h-izb -03-e	Specialized Hospitality Russian 2	3	30	30	0	0	0	5	e	ag
17ž	pem-h-izb -03-v	Social Media	3	30	30	0	0	0	5	e	pa
18	pem-h -14	Tourism Regions	4	30	30	0	0	0	6	m	p
19	pem-h -15	Reception Desk and Hotel Housekeeping Management	4	30	30	0	0	0	6	m	pa
20	pem-h -16	Accommodation Management	4	30	30	0	0	0	6	m	pa
21	pem-h -17	First Aid	4	15	15	0	0	0	3	m	pa
22	pem-h-om -02	Elective Mandatory Course 2: Specialized hospitality second foreign languages (German, Italian, Spanish, Russian, French) 1	4	30	30	0	0	0	5	m	
22a	pem-h-om -02-a	Specialized Hospitality German 2	4	30	30	0	0	0	5	m	ag
22b	pem-h-om -02-b	Specialized Hospitality Italian 2	4	30	30	0	0	0	5	m	ag
22v	pem-h-om -02-v	Specialized Hospitality Spanish 2	4	30	30	0	0	0	5	m	ag
22g	pem-h-om -02-g	Specialized Hospitality French 2	4	30	30	0	0	0	5	m	ag
22d	pem-h-om -02-d	Specialized Hospitality Russian 2	4	30	30	0	0	0	5	m	ag
23	pem-h-izb-04	Elective block 4	4	30	30	0	0	0	5	e	
23a	pem-h-izb -04-a	Management of Bars, Wineries, Casinos, Cruisers and Other Specialized Hospitality Establishments	4	30	30	0	0	0	5	e	ag
23b	pem-h-izb -04-b	Consumer Behaviour and Protection	4	30	30	0	0	0	5	e	p
24	pem-h -18	Professional practice 2	4	0	0	0	0	150	4	m	pa
Total number of classes and ECTS per year:				300	300	0	0	150	60		

THE THIRD YEAR											
25	pem-h -19	International Hotel Industry and Tourism	5	30	30	0	0	0	6	m	pa
26	pem-h -20	Hygiene, Sanitary Protection and Safety	5	30	30	0	0	0	4	m	pa
27	pem-h -21	Organization of Business Activities	5	30	30	0	0	0	8	m	pa
28	pem-h -22	Business English	5	30	30	0	0	0	5	m	ag
29	pem-h-izb -05	Elective block 5	5	30	30	0	0	0	5	e	
29a	pem-h-izb -05-a	Globalization in Hotel Management	5	30	30	0	0	0	5	e	pa
29b	pem-h-izb -05-b	Innovations and trends in Hospitality	5	30	30	0	0	0	5	e	pa
29v	pem-h-izb -05-v	Business German	5	30	30	0	0	0	5	e	ag
29g	pem-h-izb -05-g	Business Italian	5	30	30	0	0	0	5	e	ag
29d	pem-h-izb -05-d	Business Spanish	5	30	30	0	0	0	5	e	ag
29d	pem-h-izb -05-d	Business French	5	30	30	0	0	0	5	e	ag
29e	pem-h-izb -05-e	Business Russian	5	30	30	0	0	0	5	e	ag
30	pem-h -23	Quality Control	6	30	30	0	0	0	7	m	p
31	pem-h -24	Operations of Hotel and Tourism Enterprises and Agencies	6	30	30	0	0	0	6	m	pa
32	pem-h -25	Human Resources Management	6	30	30	0	0	0	5	m	p
33	pem-h-om -03	Elective Mandatory Course 3: Business second foreign language (German, Italian, Spanish, Russian, French)	6	30	30	0	0	0	5	m	
33a	pem-h-om -03-a	Business German	6	30	30	0	0	0	5	m	ag
33b	pem-h-om -03-b	Business Italian	6	30	30	0	0	0	5	m	ag
33v	pem-h-om -03-v	Business Spanish	6	30	30	0	0	0	5	m	ag
33g	pem-h-om -03-g	Business French	6	30	30	0	0	0	5	m	ag
33d	pem-h-om -03-d	Business Russian	6	30	30	0	0	0	5	m	ag
34	pem-h-izb -06	Elective block 6	6	30	30	0	0	0	5	e	
34	pem-h-izb -06-a	Risk Management	6	30	30	0	0	0	5	e	pa
34	pem-h-izb -06-b	Mental Hygiene	6	30	30	0	0	0	5	e	pa
34v	pem-h-izb -06-v	Wellness and Spa Programs	6	30	30	0	0	150	5	e	pa
34g	pem-h-izb -06-g	Creative Gastronomy	6	30	30	0	0	15	5	e	pa
34d	pem-h-izb -06-c	Research Methodology	6	30	30	0	0	0	5	e	p
35	pem-h -26	Professional Practice 3	6	0	0	0	0	150	4	m	pa
Total number of classes and ECTS per year:				300	300	0		150	60		
Total number of classes and ECTS per all three years of studies:				1.800				450	180		

Content of courses

(in alphabetical order as they are listed below)

Accommodation Management
Basics of Gastronomy
Basics of Hotel Management
Basics of Entrepreneurism
Basics of Management
Basics of Marketing
Basics of Restaurant Management
Basics of Tourism
Business Bon Ton
Business Communication Skills
Business English
Business French
Business German
Business Informatics
Business Italian
Business Russian
Business Spanish
Catering Management
Consumer Behaviour and Protection
Construction and Equipping of Hotel Facilities
Creative Gastronomy
Event Management in Hotel Industry
Financial Management and Drawing up Business Plan
First Aid
Food and Beverage Technology
Globalization in Hotel Management
Human Resources Management
Hygiene, Sanitary Protection and Safety
Innovations and Trends in Hospitality
International Hotel Industry and Tourism
Management of Bars, Wineries, Casinos, Cruisers and Other Specialized Hospitality Establishments
Mental Hygiene
Operations of Hotel and Travel Enterprises and Agencies
Organization of Business Activities
Professional Practice 1-3
Public Relations Management
Quality Control
Reception Desk and Hotel Housekeeping Management
Research Methodology
Risk Management
Social Media
Specialized Hospitality English 1
Specialized Hospitality English 2
Specialized Hospitality French 1
Specialized Hospitality French 2
Specialized Hospitality German 1
Specialized Hospitality German 2
Specialized Hospitality Italian 1
Specialized Hospitality Italian 2
Specialized Hospitality Russian 1
Specialized Hospitality Russian 2
Specialized Hospitality Spanish 1
Specialized Hospitality Spanish 2
Tourist Regions
Wellness and Spa Programs

ACCOMMODATION MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Accommodation Management				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, fourth semester				
No. of ECTS credits: 6				
Requirement: no				
Objective of the course: The objective of the course is the acquisition of the skill of hotel accommodation (housekeeping) management and understanding accommodation management as part of a broader system of hotel management.				
Course outcome: Upon the completion of the course, students will be able to practically apply their theoretical knowledge on the example of hotel housekeeping and hotel accommodation.				
Course content: <i>Lectures</i> Management in theory and practice; hotel accommodation and housekeeping management; hotel accommodation and housekeeping management functioning (organizational, entrepreneurial, strategic, financial, research and development, personnel, supervision); principles of hotel accommodation and housekeeping management (functionality principle and its application, functionality in accommodation industry, efficiency principle, efficiency measures, competitiveness principles, categories, standards and competitiveness elements); management marketing; anticipations, procedure, programmes and plans; reception as accommodation department unit; complaint management; reservations and communication centre as part of reception department; leading as a management process stage; financial reporting (income statement, balance sheet, cash flow statement); liquidity and basic liquidity indicators; solvency and basic indicators of solvency; housekeeping unit planning and organization function; housekeeping subunits – main characteristics; management stages in fitness/spa centre; personnel management in accommodation department units; total quality management; TQM principles in hotel chains; SERVQUAL methodology in hotel service quality measurement; trends, anticipation and information analysis; development of alternative directions of hotel housekeeping; environmental principles of hotel housekeeping; financial and technical potentials of hotel housekeeping; hotel housekeeping business plan (consumption, prices, salaries, costs); hotel housekeeping management in international hotel chains. <i>Exercises</i> Hotel accommodation and housekeeping management – exercise; functioning of hotel accommodation and housekeeping management – exercise; reception as accommodation department unit – a visit to hotel reception, simulation; complaint management – workshop, simulation; reservations and communication centre as part of reception department – exercises, simulation; bell desk and concierge as part of reception; financial reporting – exercises; trends, anticipations and information analysis – internet search; development of alternative directions of hotel housekeeping – internet search; hotel housekeeping management in international hotel chains – internet search, a visit to a hotel within an international hotel chain.				
Literature <i>Literature in English:</i> 1. Roy C. Wood C. Roy: Hotel Accommodation Management, Routledge, London, 2018. 2. Vallen K. Gary, Vallen J. Jerome: Check-In Check-Out: Managing Hotel Operations, Pearson, New York, 2008. <i>Literature in Serbian:</i> 3. Lončar, M., Rebronja, Lj.: Efikasno hotelsko domaćinstvo, textbook, Gastro print, Beograd, 2008. 4. Galičić V.: Poslovanje hotelskoga odjela smještaja, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2017. 5. Kosar, LJ.: Hotelijerstvo, Visoka hotelijerska škola strukovnih studija, textbook, Beograd, 2002. 6. Pavlović, T.: Sektor soba - rooms division, Frame Media, Beograd, 2011.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/professional practice	30			
Colloquiums/Exam	30			

BASICS OF GASTRONOMY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Basics of Gastronomy				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, second semester				
No. of ECTS credits: 4				
Requirement: no				
Objective of the course: The objective of the course is that students, through practical work, exercises and lectures, understand the place and role of gastronomy in modern hotel and restaurant industry and to acquire knowledge of kitchen organization and management, basic technological processes at reception, storage, thermal and cold meal processing, to know basic rules for preparation of certain groups of meals, how to draw up menus, calculate prices, to become familiar with the technology of preparation of certain dishes and organization of sanitary protection in the hotel kitchen.				
Course outcome: Upon the completion of the course students will acquire knowledge on organization and technology of preparing meals in the hotel kitchen.				
Course content: <i>Lectures</i> Introduction to Gastronomy. The place and role of gastronomy among the sciences of food. Basic components – nutrients in food and beverages. Food and beverage safety in gastronomy. Measures and procedures of workplace safety in the hospitality kitchen. Principles of proper nutrition. Alternative dietary approaches. Gastronomic engineering – planning of space and kitchen departments. Kitchen equipment and work tools. Personnel and organization of work in the kitchen. Meals in hospitality. Means of offering and presentation of food in hospitality. Food quality management. Distribution, procurement, and price calculations of food, beverages, and drinks. Delivery and storage of food and beverages. Preparation of foodstuffs and semi-products in the kitchen (vegetable dishes, seasonings, stocks, dressings and marinades, sauces, seasonings, clear and thick soups). Basic principles and modern methods of heat treatment of food/dishes (meat dishes, fish and seafood dishes). Formal meals (cocktail parties, receptions, banquets, hot-cold buffets, celebrations). Catering and food delivery. Basics and specificities of national cuisines of the Balkans, European countries, the Mediterranean, Asia, the Americas, Africa. <i>Exercises</i> Mastering techniques, processes and operation in organizing certain groups of dishes; drawing up menus; making calculations and price lists of certain dishes; practical work.				
Literature: <i>Literature in Serbian:</i> 1. Tešanović, D.: Osnove gastronomije za menadžer, Prirodno-matematički fakultet, Novi Sad, 2016. 2. Popov-Raljić J., Blešić I. : Bezbednost hrane – primena NASSR sistema u ugostiteljstvu, i hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2016. 3. Popov-Raljić J.: Senzorna analiza hrane i pića, Prirodno-matematički fakultet, Novi Sad, 2013. 4. Popov-Raljić J.: Ishrana, Prirodno-matematički fakultet, Novi Sad, 2016. 5. Popov-Raljić J., Aleksić M., Sikimić V.: Praktikum iz ishrane, Prirodno-matematički fakultet, Novi Sad, 2017. 6. Vojnović, B., Cvijanović, D.: Menadžment gastronomije i restoraterstva, Fakultet za hotelijerstvo i turizam u V. Banji, Vrnjačka Banja, 2017. 7. Kalenjuk, B.: Nacionalne gastronomije, Prirodno-matematički fakultet, Novi Sad, 2016. 8. Drašković, S.: Međunarodna gastronomija, Univerzitet Singidunum, Beograd 2018.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	30			
Colloquiums/Exam	30			

BASICS OF HOTEL MANAGEMENT

Study programme:	Business Economics and Management, module: Hotel Management
Type and level of studies:	undergraduate professional studies
Course:	Basics of Hotel Management
Language of the studies:	Serbian
Status of the course:	mandatory
Semester:	first year, first semester
No of ECTS credits:	7
Requirement:	no
Objective of the course: The objective of the course is familiarization of students with the notion and historical background of tourism and hotel management and changes they underwent, as well as to familiarize with the main factors and forms of modern trends in hotel management in the country, region and worldwide. The objective of the course is also to deal comprehensively with hotel management and tourism taking into account theory studies and their different forms.	
Course outcome: Upon the completion of the course students will be able to recognize, deal with and accept basic notions of hotel management and tourism, define and evaluate negative aspects of this industry and thus further apply their knowledge in other courses dealing with hotel management. The outcome of the course is possession of knowledge of all segments, motives and factors that are main indicators of successful hotel management, as well as their ability to state, explain and classify them and their awareness of the modern trends in this industry.	
Course content: <i>Lectures</i> Theoretical basics of tourism and hotel management; the notion of management in hotel industry; the notion and historical background of changes in tourism and hotel management; types of services in hotel industry; trends in tourism and their classification, changes in hotel industry; main forms of trends in tourism; the essence, forms, elements and changes in present day trends in tourism; motives in tourism – natural, social, receptive, communication, intermediate, human; databases in hotel management – turnover in tourism and tourism management; tourism product, experience, satisfaction and marketing in hotel management; tourist area – valorisation, development, protection, sustainability; modern trends in hotel management and tourism in Serbia, the region, the EU and worldwide; manner of work and operations in hotel management; hotel management functions; hotel product: the notion, structure and specific features; hotel facilities, defining, classification, systematization, categorization of hotel accommodation, the notion of categorization and categories, categorization criteria, approaches to categorization, regulations on categorization; spatial and functional aspects of hotel operations; hotel industry vision, global culture and tourism; big hotel systems. <i>Exercises</i> Databases in hotel management – internet search, workshop; tourism motives – workshop; marketing in hotel industry – workshop, internet search; modern trends in hotel industry – discussion; big hotel systems – internet search; visits to several hotels in town, familiarization with main types and categories of facilities and with basic criteria of their differentiation.	
Literature: <i>Literature in English:</i> 1. Sinclair M. T., Stabler M.: The Economics of Tourism, Routledge, London, 2002. <i>Literature in Serbian:</i> 2. Kosar, Lj.: Hotelijerstvo 1, textbook, Visoka hotelijerska škola, Beograd, 2008. 3. Kosar, Lj.: Hotelijerstvo 2, textbook, Visoka hotelijerska škola, Beograd, 2011. 4. Bogetić, S.: Hotelski menadžment, Beogradska poslovna škola strukovnih studija, Beograd, 2016. 5. Kosar Lj., Bradić M.: Osnove poslovanja međunarodnih lanaca u hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2014. 6. Knežević M., Čerović S.: Menadžment u hotelijerstvu, Univerzitet Singidunum, Beograd 2019. 7. Kosar, Lj., Svorcan, N.: Poslovanje recepcije i hotelskog domaćinstva, Visoka hotelska škola za strukovne studije, Beograd, 2013. 8. Blešić, I.: Menadžment kvaliteta u turizmu i hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2017. 9. Galičić, V., Laškarin, M.: Principi i praksa turizma i hotelijerstva, Fakultet za menadžment u turizmu i ugostiteljstvu, Travanj, 2016. 10. Jokić, D., Mikić, A. Kalač, B.: Menadžment usluga, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2010. 11. Nikolić, M.: Personalni menadžment hotelijerstva, Nauka i društvo Srbije, Beograd, 2010. 12. Samčević, R.: Šta je to recepcija, Gastroprint, Beograd, 2012. 13. Lončar, M.: Promocija i prodaja u hotelijerstvu, Visoka hotelijerska škola za strukovne studije, Beograd, 2012. 14. Rules on requirements and manner of conducting hotel management activities, manner of provision of hospitality services, classification of hospitality facilities and minimum technical requirements in furnishing hospitality facilities, Ministry of Finance and Economy of the Republic of Serbia, 2012. 15. Rules on minimum technical, sanitary and hygiene requirements in the provision of hospitality services in cottage industry and rural households, Ministry of Finance and Economy of the Republic of Serbia, 2012.	

16. Law on Tourism, Ministry of Finance and Economy of the Republic of Serbia, 2009.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
45	45	0	0	0
Methods of teaching: interactive lectures, exercises, professional practice, case studies, simulations, internet search, presentations, discussions				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

BASICS OF ENTREPRENEURISM

Study programme:	Business Economics and Management, module: Hotel 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, first semester
No. of ECTS credits:	5
Requirement:	no

Course objective:

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

Course outcome:

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

Course content:
Lectures

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

Exercises

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:
Literature in English:

1. Scarborough N. M.: Effective Small Business Management: an Entrepreneurial Approach, Pearson, Boston, 2012.
2. Reuvid J.: Start up and Run your own Business, Kogan Page, London, 2011.

Literature in Serbian:

3. Paunović B.: Preduzetništvo i upravljanje malim preduzećem, udžbenik, Ekonomski fakultet, Beograd, 2014.
4. Nikolić M.: Preduzetnički menadžment, udžbenik, Meridian, Beograd, 2001.
5. Đurić Z.: Menadžment porodičnog biznisa, udžbenik, Beogradska poslovna škola, Beograd 2010
6. Đurić Z.: Menadžment malih i srednjih preduzeća, udžbenik, Beogradska poslovna škola, Beograd, 2007.
7. Marić R.: Menadžment neprofitnih organizacija, udžbenik, Beogradska poslovna škola, Beograd, 2010.
8. Hisrich R. D., Peters M., Shepherd D. A.: Poduzetništvo, Mate, Zagreb, 2011.

Number of classes:

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

Methods of teaching:

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

Grading (maximum 100 points)

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

BASICS OF MANAGEMENT

Study programme: Business Economics and Management, module: Hotel 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, first semester				
No. of ECTS credits: 6				
Requirement: no				
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>Exercises</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>Literature in English:</i> 1. Cole G. A., Kelly P.: Management theory and practice, Hampshire: South-Western Cengage Learning, Boston, 2011. 2. Pierce J., Newstrom J.: Leaders and the Leadership Process - Readings, Self-Assessments & Applications, McGraw-Hill Education, New York, 2010. <i>Literature in Serbian::</i> 3. Stojmirović, Lj., Stojković, A.: Osnovi menadžmenta, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009. 4. Bogetić, S.: Hotelski menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016 5. Stojmirović, Lj., Stojmirović, S., Radosavljević, V., Stojmirović, A.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2007. 6. Randić, D. Jokić, D.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2017. 7. Stojmirović, Lj., Stojmirović, S. Stojković, A.: Osnovi menadžmenta, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2007. 8. Doknić, N.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2014. 9. Erić, I., Vučićević, N.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2016. 10. Stojmirović, Lj., Stojković, A.: Menadžment, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2010. 11. Miladinović, N.: Menadžment prodaje, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009. 12. Đuričin D., Janošević, S., Kaličanin, Đ.: Menadžment strategija, textbook, Ekonomski fakultet, Beograd, 2012. 13. Northaus P.: Liderstvo – teorija i praksa, Data status, Beograd, 2008. 14. Grubić-Nešić, L.: Znati biti lider, AB Print, Novi Sad, 2008.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.			
Grading (maximum 100 points)			
Pre-exam commitments	Points	Final Exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Project/Seminars	0		
Exercises / professional practice	20		
Colloquiums/Exam	30		

BASICS OF MARKETING

Study programme: Business Economics and Management, module: Hotel 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, third semester				
No. of ECTS credits: 4				
Requirement: no				
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>Exercises</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>Literature in English:</i> 1. Kotler P., Keller K.: Marketing management, Pearson, USA, 2012. 2. Kotler P., Armstrong G.: Principles of Marketing, 16 th Ed., Pearson Education Limited, London, UK, 2016. <i>Literature in Serbian:</i> 3. Kancir, R.: Marketing koncepcija i instrumenti, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2006. 4. Kancir, R., Đurica, M.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2012. 5. Popesku J., Gajić, J.: Marketing u turizmu i hotelijerstvu, Univerzitet Singidunum, Beograd, 2020. 6. Randić, D., Lekić, S.: Osnovi marketinga, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2014. 7. Kotler F., Keller K., Martinović M.: Upravljanje marketingom, Zagrebačka škola ekonomije i menadžmenta, Zagreb, 2014. 8. Đurica, M.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2018. 9. Vukmirović, J.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2019. 10. Knežević, R., Knežević, B.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009. 11. Mardokić, B.: Marketing istraživanja, Beogradska poslovna škola, Beograd, 2005. 12. Salai, S., Kovač Žnideršić, R.: Marketing, textbook, Alfa-graf NS, Novi Sad, 2010. 13. Lovreta, S., Končar, J. Petković, G.: Kanali marketinga, trgovina i ostali kanali, udžbenik, Ekonomski fakultet Beograd and Ekonomski fakultet Subotica, 2011. 14. Kancir R.: Marketing usluga, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd 2012.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				

Pre-exam commitments	Points	Final Exam	Points
Lecture attendance	3	Exam	30
Activity	7		
Project/Seminars	0		
Exercises / professional practice	30		
Colloquiums/Exam	30		

BASICS OF RESTAURANT MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Basics of Restaurant Management				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, second semester				
No. of ECTS credits: 4				
Requirement: no				
Course objective: The objective of the course is familiarization of students with modern restaurant facilities, classification, categorization, technical characteristics, equipment, personnel and meals in restaurant industry, menus and systems of work in traditional and modern small, medium and big restaurants and hospitality facilities.				
Course outcome: Upon the completion of the course student should possess theoretical and practical knowledge relating to organization and technology of work in traditional and modern small, medium and big restaurants and hospitality facilities.				
Course content: <i>Lectures</i> Introduction into restaurant management; classification and categorization of modern hospitality facilities, equipment, inventory, personnel; systems of work in traditional and modern small, medium and big restaurants and hospitality facilities; meals in hospitality industry; means of offering restaurant services (menu, price list, drink card); ways of serving in restaurants; sale and charging restaurant services; data processing in restaurant business; procedures and standards in restaurant management. <i>Exercises</i> Getting familiar with inventory (glasses, dishes, linen, small and big items); drawing up simple, extended, complex and gala special menus and wine cards; exercising methods of serving and working with cashiers, computers, different types of receipt forms; visit to a traditional and modern restaurant; visit to a small, medium and big restaurant and hospitality facility.				
Literature: <i>Literature in English:</i> 1. Sinclair M. T., Stabler M.: The Economics of Tourism, Routledge, London, 2002. <i>Literature in Serbian:</i> 2. Barjaktarović, D.: Restoratersko poslovanje, Univerzitet Singidunum, Beograd, 2015. 3. Drljević, O.: Upravljanje restoranskim poslovanjem u savremenim tržišnim uslovima; Univerzitet Singidunum, Beograd 2016. 4. Krasavčić, M.: Restoraterski menadžment, Ресторатерски менаџмент, Visoka hotelijerska škola za strukovne studije, Beograd, 2015. 5. Marić, S.: Sistemi restoraterskih usluga, Visoka hotelijerska škola za strukovne studije, Beograd 2012. 6. Stojanović, M., Krasavčić, M.: Restoraterstvo 1, Visoka hotelijerska škola za strukovne studije, Beograd, 2014. 7. Stojanović, M., Krasavčić, M.: Restoraterstvo 2, Visoka hotelijerska škola za strukovne studije, Beograd, 2012. 8. Kovačević, A. Nikolić, M.: Usluge u ugostiteljstvu, Meridijan, Beograd, 2001.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	30			
Colloquiums/Exam	30			

BASICS OF TOURISM

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Basics of Tourism				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is familiarization of students with the development of tourism and presentation of the differences between the modern times tourism and analogous occurrences in the past, definition of tourism and presentation of main principles and conditions of its development. In addition to that, students are to be familiarized with the natural basics of tourism (solar system patterns and patterns of climate, hydrological, geomorphological and biogeographical processes) and social basics of tourism (elements of social geography having a pronounced impact on tourism, such as population geography, economic geography and settlement geography).				
Course outcome: Upon the completion of the course, students will possess knowledge on motives and factors of tourist trends, forms of tourist trends, tourist offer factors, natural objects, occurrences and processes, as well as of the specific elements of material and spiritual culture of certain ethnic groups, forms of social life, forms of behaviour and religions as bases of formation of different groups.				
Course content: <i>Lectures</i> The notion of tourism; differences between modern times tourism and analogous occurrences in the past; the epoch of privileged class tourism (Ancient Greece, Ancient Rome, Christianity, disappearance of feudalism and middle class prevalence); modern times tourism (beginning of expansion of tourism, new transport possibilities and their impact on tourism, accommodation capacities and their transformation, new tourist destinations, tourist organizations and state bodies in tourism (the beginning of surveys on tourist trends, functions of modern tourism, non-economic functions, economic functions, tendencies and demand market); familiarization with modern tourism in Serbia and its development strategy; natural bases of tourism: the universe, solar system, Earth as a planet, its rotation and consequences, cosmic tourism, time counting; basic geomorphological notions, tectonic landform; erosive terrain, importance of terrain for tourism; the atmosphere, climate factors and elements, climate classification, its importance for tourism; basic hydrological notions, underground waters, surface inland waters, seas and oceans, hydrological occurrences importance for tourism; the living world and its importance for tourism; social bases of tourism: ethnic and social values in tourism; forms of social life, nations and cultures of the world and Europe (Slavic, Germanic, Romanic, other ethnic groups in Europe); nations and cultures of Asia (peoples of the South-west, Central, North, South, East and South-east Asia); peoples of Australia and Oceania, Africa, Americas; religion and tourism; religious contents in tourism, religious tourism, big religions of the world (Judaism, Christianity, Islam, Hinduism, Buddhism...); sacral buildings as tourist places; natural demographic changes (mortality and fertility, population structure, sex, age and education); development of settlements through history representing spatial, cultural and historical tourist attractions. <i>Exercises</i> Basics of tourism, exercise; use of climatological and hydrological yearbooks and statistical data processing; preparation for Seminars; analysis of social bases of tourism – discussion.				
Literature <i>Literature in English:</i> 1. Kamra K. Krishan, Chand Mohinder: Basics of Tourism: Theory, Operation and Practice, Kanishka Publishers, Boston, 2004. 2. Bramwell B.: Coastal Mass Tourism: Diversification and Sustainable Development in Southern Europe, Channel View Publications, Boston, 2004. <i>Literature in Serbian:</i> 3. Besermenji Snežana: Uvod u turizam, textbook, Prirodno-matematički fakultet, Novi Sad, 2008. 4. Čomić, Đorđe: Osnove turizma, multidisciplinarni pristup, textbook, Visoka hotelijerska škola, Beograd, 2014. 5. Rakićević, L.T.: Opšta fizička geografija, textbook, Naučna knjiga, Beograd, 1981. 6. Besermenji, S.: Društveno-geografski aspekti prostora i turizam, Prirodno-matematički fakultet, Novi Sad, 2004. 7. Stefanović, V., Vojnović, B.: Menadžment u turizmu i ugostiteljstvu, Akademija strukovnih studija, Šabac, 2020. 8. Dukić, D.: Klimatologija, Naučna knjiga, Beograd, 1981. 9. Dukić, D., Gavrilović, Lj.: Hidrologija, Naučna knjiga, Beograd, 2005. 10. Lazarević, R.: Geomorfologija, Prirodno-matematički fakultet, Banja Luka, 2000.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0

Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.			
Grading (maximum 100 points)			
Pre-exam commitments	Points	Final Exam	Points
Lecture attendance	3	Exam	40
Activity	7		
Project/Seminars	0		
Exercises/professional practice	20		
Colloquiums/Exam	30		

BUSINESS BON TON

Study programme: Business Economics and Management, module: Hotel 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, first semester				
No. of ECTS credits: 5				
Requirement: no				
Course objective: The objective of the course is familiarization of students with traditional values and business bon ton, particularly in the sphere of hospitality.				
Course outcome: Upon the completion of course students will understand and accept traditional values and business bon ton as behaviour in the sphere of hospitality industry and apply them in communication with clients, co-workers, subordinates, superiors and business partners.				
Course content: <i>Lectures</i> The notion and scope of business bon ton; places of application of business bon ton; business interview and employment; communication in the business world; building up appropriate relations between the employee and the client; the employees, the employee and the superior; dress style at work, meeting, cocktail, business lunch, dinner, award ceremony, out of work...; selection of jewellery, make up, perfume, leatherware; telephone etiquette; electronic communication etiquette (e-mails, messages)...; business meetings, time, venue, invited persons, duration; receptions and formal business meetings, selection of appropriate gift; team building; socializing, love and work; behaviour on business trip abroad; image of a business person and company according to business bon ton; management etiquette; businessperson etiquette; negotiating skills; commending and criticism; award – reception and presentation; business manners, personal touch; behavioural skills in crisis (nervousness, initiation of verbal conflict, cushioning own or other's mistake, being late...). <i>Exercises</i> Workshops on lecture topics: building up employee-client, employee-employee, employee-superior relations in an appropriate way; dress style at work, meeting, cocktail, business lunch, dinner, award ceremony, out of work...; selection of jewellery, make up, perfume, leatherware; telephone bon ton; electronic communication bon ton (e-mails, messages)...; business meetings, time, venue, invited persons, duration; receptions and formal business meeting; simulations: behavioural skills in crisis (nervousness, initiation of verbal conflict, cushioning own or other's mistake, being late...); business etiquette of famous persons – workshop and discussion.				
Literature: <i>Literature in English:</i> 1. 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. 2. Della Chiesa Paola: Bon Ton in Business 3.0, Lulu, Paris, 2014. <i>Literature in Serbian:</i> 3. Hill George: Poslovni bonton, Bookbridge, New York, 2015. 4. Nikolić Radiša: Poslovni bonton, textbook, Univerzitet Braća Karić, 2006. 5. Quittschau Anke, Tabering Christina: Poslovni bonton, sto najvažnijih pravila ponašanja, Medicinska knjiga, Zagreb, 2010.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	30			
Colloquiums/Exam	30			

BUSINESS COMMUNICATION SKILLS

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Business Communication Skills				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, first semester				
No. of ECTS credits: 6				
Requirement: no				
Objective of the course: Students actively participating in the learning process should acquire knowledge in the field of communications in order to master communication competence and skills required for professional work in nursing and treatment of elderly persons, organizational and team communication and in communication with social partners.				
Course outcome: At the end of the course student should be trained to apply the acquired knowledge in communication skills, to practically apply the acquired knowledge and skills in the institution in which she/he works.				
Course content: <i>Lectures</i> General notions, aspects, types, parts of communication; communication competence in professional work; obstacles in communication; specific features of communication with elderly persons; the importance of verbal and non-verbal communication with elderly persons; specific features of application of communication methods with elderly persons; communication and counselling – supportive methods; establishing first contact and discussion with clients; specific features of communication with persons with hearing and vision problems; ethics in communication; political and social correctness in communication; professional identity and communication; communication styles; emotional communication, empathy; communication as social support; communication and psychological distress in elderly persons nursing and palliative care; therapy and informative communication; psychological and social aspect of communication; communication with persons under stress and in crisis; communication with persons of diminished sensory and speech abilities; communication with families of elderly persons; communication in grief; interpersonal communication; team work and social partners; public relations of an organization aimed at establishing mutual understanding and accomplishment of common interests; communication in crisis; conflict management and its resolving. <i>Exercises</i> Aspects of communication; verbal and non-verbal communication with elderly persons; empathy; ethical principles; creative workshops – exercises in verbal communication methods: speaking, listening, reading, writing; non-verbal communication; specific features of communication with patients with sensory processing disorders; team work; therapy and informative communication; implementation of specific methods of communication with elderly persons; conflict management and its resolving; application of the SOLER technique; communication and psychological distress in palliative care; behaviour in grievance period.				
Literature: <i>Literature in English:</i> 1. Hugman B.: Healthcare Communication, Pharmaceutical Press, London, 2009. 2. Bovee C. L., Thill J. V.: Business Communication Today, Prentice Hall, London, 2005. <i>Literature in Serbian:</i> 3. Dikić, N.: Poslovna komunikacija, Visoka hotelijerska škola za strukovne studije, Beograd 2012. 4. Jovičić, D, Salai, S.: Poslovno komuniciranje, textbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2011. 5. Kapor Stanulović, N., Vrgović, P.: Osnove komunikologije i poslovnog komuniciranja, textbook, Alfa graf, Novi Sad, 2008. 6. Marković, M.: Poslovna komunikacija, Clio, Beograd, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project / Seminars	0			
Exercises / professional practice	40			
Colloquiums / Exam	20			

BUSINESS ENGLISH

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

BUSINESS FRENCH

Study programme: Business Economics and Management, module: Hotel 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, sixth semester or third year, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
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>Exercises</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>Literature in French:</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. 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

BUSINESS GERMAN

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Business German				
Language of the studies: Serbian				
Status of the course: mandatory course of the module or elective				
Semester: third year, sixth semester or third year, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
Course objective: The objective of the course is acquisition of knowledge of the German language, knowing phases and patterns necessary for communication on a professional level and mastering techniques of written and oral expression in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create appropriate written forms in accordance with their professional communication and use language patterns appropriate to the given situation.				
Course content: <i>Lectures</i> A more in-depth knowledge on specific tenses and structures used in business German; business texts, business written and oral communication; e-mails; writing memoranda, contracts, business letters; ways of addressing; writing offers; project writing; proforma-invoices, invoices, claims, elementary banking vocabulary; elementary financial and business vocabulary; elementary legal vocabulary; ticket, transport, accommodation reservations; elementary vocabulary in tourism and hospitality industry; specific business phrases. <i>Exercises</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>Literature in German:</i> 1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, 2012. 2. Vučković-Stojanović, M.: Uvod u nemački poslovni jezik, textbook, Savremena administracija, Beograd, 2005. 3. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, 2015. 4. Becker N., Braunert J.: Alltag, Beruf, Kursbuch+Arbeitsbuch, Max Hueber Verlag, Ismaning, 2009. 5. Becker N., Braunert J., Schlenker W.: Unternehmen Deutsch Grundkurs. Kursbuch, Klett Verlag, Stuttgart, 2005. 6. Becker N., Braunert J.: Unternehmen Deutsch Grundkurs, Arbeitsbuch, KlettVerlag, Stuttgart, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

BUSINESS INFORMATICS

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Business Informatics				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, second semester				
No. of ECTS credits: 4				
Requirement: no				
Course objective: The objective of the course is acquisition of basic knowledge in the area of application of information-communication technologies in business systems, familiarization with text processing software tools and computing programmes for tabular calculations in the respective field of student's activity; the objective of the course is acquisition of knowledge and practice in local and international modern programmes.				
Course outcome: Upon the completion of the course students will be able to apply the acquired knowledge on computer hardware, peripheral units, software tools, multimedia and internet in actual situations in business systems, i. e. to improve the work of an institution by applying the acquired knowledge. In addition to that, students should be able to use programmes for calculation or text processing that are among the most frequently used programmes (Word, Excel, Power Point), as well as modern local and international professional programmes (HoteliJer, Amadeus, Garson...)				
Course content: <i>Lectures</i> Information technology and application in business systems; types of computers; the importance and types of computer networks; internet, intranet and extranet; most frequently used software in the profession; most frequently used computer languages (Word, Excel, Power Point, Access); information systems; safety of computers and data protection; the importance of a continuous and timely uploading of data into a system; hardware; drive, server; networking; remote work; business correspondence; questionnaire, poll processing; graphic presentation and tabulating; types of errors in data processing; basics of telecommunications and form of telecommunication systems; local and international modern programmes of the profession (HoteliJer, Amadeus, Garson). <i>Exercises</i> Work within IT system; need of continuous updating; basics of telecommunications and forms of telecommunication systems; the importance of a continuous and timely uploading of data into a system; work in the most frequently used programme in the profession; use of the internet; basic programme languages (Word, Excel, Power Point), work in programmes; questionnaire, poll processing; graphic presentation and tabulating; types of errors in data processing; use of a safety system; workshops and independently done tasks; local and international modern programmes of the profession (HoteliJer, Amadeus, Garson).				
Literature: <i>Literature in English:</i> 1. Williams B., Sawyer S.. Using Information Technology, McGraw-Hill, London, 2016. 2. Garson software 3. HoteliJer Software <i>Literature in Serbian:</i> 4. Tasić, M., Čirić, M.: Osnovi informatike, textbook, Prirodno-matematički fakultet, Niš, 2002. 5. Marčičević, Ž., Marošani, Z.: Primena informacionih tehnologija, textbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2010. 6. Marošani, Z., Vesin, B.: Primena informacionih tehnologija, workbook, Visoka poslovna škola strukovnih studija, Novi Sad, 2009. 7. Bunzel, T.: Microsoft Office 2010 kao od šale, CET, Beograd, 2010. 8. Ringstrom D.: Otkrijte skrivena blaga Mikroskopa Eksela, Kompjuter Biblioteka, Beograd, 2022. 9. Arsić S.: Želim da naučim Eksel, Beosing, Beograd, 2005.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			

Project/Seminars	0		
Exercises / professional practice	40		
Colloquiums/Exam	20		

BUSINESS ITALIAN

Study programme: Business Economics and Management, module: Hotel 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, sixth semester or third year, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
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>Exercises</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>Business Italian:</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. 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

BUSINESS RUSSIAN

Study programme: Business Economics and Management, module: Hotel 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, sixth semester or third year, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
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>Exercises</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>Business Russian:</i> 1. Piper, Predrag, Petković, Marina, Raičević, Vucina: Ruski jezik 1, Moscow, 2005 2. Piper, Predrag, Vucina: Ruski jezik 2, Moscow, 2006 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

BUSINESS SPANISH

Study programme: Business Economics and Management, module: Hotel 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, sixth semester or third year, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
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>Exercises</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>Literature in Spanish:</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. 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

CATERING MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Catering Management				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: Basics of Restaurant Management				
Objective of the course: Familiarization of students with modern theoretic and practical aspects of catering management and its importance for successful designing of overall gastronomic offer and market positioning in hospitality industry.				
Course outcome: Upon the successfully completed course students will possess theoretic and practical knowledge of catering operations, and knowledge required for planning and carrying out functions at certain locations, at certain time where food and beverage offer plays an important role.				
Course content: <i>Lectures</i> Introduction into catering; types of catering; marketing in catering; relations with catering service users; types of food and beverages and catering; determining quantities of food and drinks in catering; way of serving; equipment and inventory in catering; facilities and content of catering; catering personnel, dress code; catering delivery; function of the meal in catering; special types of catering; receptions, celebrations, banquets; open-air catering; hygiene and sanitation in catering; catering operations and activities; sale of catering services; financial control and financial statements in catering. <i>Exercises</i> Types of food and drinks in catering – workshop; determining quantities of food and drinks in catering – workshop; way of serving – workshop; equipment and inventory in the function of catering – workshop; facilities and contents in catering activities – discussion, workshop; catering personnel, dress code – workshop; catering delivery – workshop; special types of catering – internet search, presentation; receptions, celebrations, banquets; open-air catering; sale of catering services – internet search, presentation.				
Literature: <i>Literature in English:</i> 1. Scanlon N. L.: Catering Management, Villey, London, 2012. 2. Shock P., Stefanelli J.: On-Premise Catering, John Wiley & Sons INC, New York, USA, 2001. 3. Lawrence E., Chalmers I.: The Complete Caterer: A Practical Guide to the Craft and Business of Catering, Crown/Archetype, London, 2010. <i>Literature in Serbian:</i> 4. Stojanović, M.: Katering, Visoka hotelijerska škola za strukovne studije, Beograd, 2010.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project / Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

CONSUMER BEHAVIOUR AND PROTECTION

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

CONSTRUCTION AND EQUIPPING OF HOTEL FACILITIES

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Construction and Equipping of Hotel Facilities				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, third semester				
No. of ECTS credits: 6				
Requirement: Basics of Hotel Management				
Objective of the course: Enabling students to acquire knowledge in construction, furnishing and equipping hospitality industry facilities; knowledge of basic notions, classification and categorization of hospitality industry facilities for accommodation, food and beverage serving and other entertaining, recreational services etc.				
Course outcome: Upon successfully completed course the student should demonstrate his/her knowledge in the area of construction, furnishing and equipping hospitality industry facilities, room sanitation measures and new forms, i. e. methods of modern equipping and use of space/facilities in hotel industry.				
Course content: <i>Lectures</i> Notion, classification and categorization of hotel and hospitality facilities; construction of hotel and hospitality facilities in accordance with requirements within the industry, categorization criteria, global trends and environmental requests; standards of big hotel chains, standardized hotel facilities of big global hotel and restaurant chains; local architectural tradition in hotel building; furnishing and equipping of hotels, reception desk room, lobby, VIP room, restaurant, rooms, meeting room, conference room, toilettes, corridors, gym, sauna and other recreational facilities etc.; special-purpose entertainment industry facilities; furnishing and equipping of hospitality industry shops and facilities on means of transport (airplanes, ships, trains); maintenance of equipment, means of work and movable items (hygiene of rooms, technical devices, furniture); state-of-the-art equipment and means of work in entertainment industry; protection at work (hygiene of work environment, technical appliances, furniture); standards and standardization in hotel and entertainment industry facilities: code of conduct, standards of informing and communication, dress code, quality of service; legal regulation in the country, EU and worldwide; internal and external quality control. <i>Exercises</i> Furnishing and equipping of hotels, reception desk room, lobby, VIP room, restaurants, rooms, meeting room, conference room, toilet, corridors, gym, sauna and other recreational facilities etc. – internet search, presentation discussion; specialized hospitality facilities – internet search, presentation; furnishing and equipping of hospitality shops and facilities on means of transport (airplanes, ships, trains) – internet search, presentation; maintenance of equipment, means of work and movable items (hygiene of rooms, technical devices, furniture) – internet search, presentation, discussion; state-of-the-art equipment and means of work in entertainment industry – discussion; standards and standardization in hotel and entertainment industry facilities: code of conduct, standards of informing and communication, dress code, quality of service – internet search, presentation, discussion; legal regulation in the country, EU and worldwide; internal and external quality control – comparative analysis, discussion; visit paid by a person from a hotel in charge of quality control.				
Literature: <i>Literature in English:</i> 1. Jan H.: Arhitekture Engenering, Data Status, Beograd, 2002. 2. Ransley J.: Developing Hospitality Properties and Facilities, Elsevier Butterworth-Heinemann, New York, 2008. <i>Literature in Serbian:</i> 3. Galičić, V.: Poslovnaje hotelskog odjela smještaja, Fakultet za menadžment u turizmu i ugostiteljstvu, Travanj, 2017. 4. Ministarstvo finansija i privrede: Pravilnik o minimalno tehničkim i sanitarno-higijenskim uslovima za uređenje i opremanje ugostiteljskih objekata, Beograd, 2012. 5. Ministarstvo finansija i privrede: Pravilnik o uslovima i načinu obavljanja ugostiteljske delatnosti, načinu pružanja ugostiteljskih usluga, razvrstavanju ugostiteljskih objekata i minimalno tehničkim uslovima za uređenje i opremanje ugostiteljskih objekata, Beograd, 2012. 6. Čerović, S., Čomić, Đ.: Projektovanje u izgradnji hotela, Univerzitet Singidunum, Beograd, 2020. 7. Čomić, Đ., Vukić, M.: Izgradnja i opremanje hotelskih objekata, textbook, Visoka hotelijerska škola strukovnih studija, Bebaimeca, Beograd, 2014.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				

Grading (maximum 100 points)			
Pre-exam commitments	Points	Final Exam	Points
Lecture attendance	3	Exam	30
Activity	7		
Project / Seminars	0		
Exercises / professional practice	30		
Colloquiums/Exam	30		

CREATIVE GASTRONOMY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Creative Gastronomy				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, sixth semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is to familiarize students with creative gastronomy as a requirement posed to modern entertainment facilities, and to be trained in a number of practical details.				
Course outcome: Upon the completion of the course, students should be able to comprehend a modern gastronomy and entertainment, and to understand and be able to implement basic ideas of creativity in modern gastronomy.				
Course content: <i>Lectures</i> The notion of a creative gastronomy, importance of modern gastronomy; technical-commercial lexicon; basic principles of creative approach to food and beverages; professionalism and familiarity with food in professional creative gastronomy; utilization of natural characteristics of food; taste matching; colour matching; side dishes, sauces, gravies, spices, glazes, dressing; creative gastronomy of cold and warm appetizers, matching with the main course, types of entrées, cold buffet, aspic; gastronomy of the main course; creative gastronomy of desserts; creative gastronomy of beverages; creative gastronomy of cocktails; food and drink matching; decoration, types of decoration (interior, outer, decoration of dinnerware set and table); selection of dinnerware set (design, colour, material, temperature); variations in serving; sous vide; creative gastronomy in catering, receptions, congress tourism, celebrations etc; creative gastronomy and restaurant management sector serving food and drinks to guests; creative gastronomy and atmosphere; most frequently used food in creative decoration, advantages, bad sides, most frequent mistakes. <i>Exercises</i> Practical work, internet search, case studies; visits paid by experts in the area; a visit to a restaurant known for creative presentation of food and beverages.				
Literature: <i>Literature in English:</i> 1. Page Karen: Kitchen Creativity: Unlocking Culinary Genius-with Wisdom, Inspiration and Ideas from the World's Most Creative Chefs, Little, Brown and Company, New York, 2017. 2. Keller T., Ruhlman M.: Under Pressure Cooking Sous Vide, Pearson, New York, 2008. 3. Garlought R., Campbell, A.: Modern Garden Manger: A Global Perspective, Delmar Cengage Learning, Boston, 2011. 4. Turgeon Charlotte, Solmson Jane: The Encyclopedia of Creative Cooking, Weathervane Books, St Louis, 2000. <i>Literature in Serbian:</i> 5. Tešanović, Dragan: Osnove gastronomije za menadžere, textbook, Visoka hotelijerska škola, Beograd, 2014. 6. Škrinjar, M., Tešanović, Dragan: Hrana u ugostiteljstvu i njeno čuvanje, Visoka hotelijerska škola, Beograd, 2012. 7. Pršić, M., Stojanović, D., Ćirić, M.: Savremeni trendovi u gastronomskoj ponudi Beograda, XIII naučno-stručna konferencija sa međunarodnim učešćem Hotelska kuća, Zlatibor, 2021.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	15	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

EVENT MANAGEMENT WITHIN HOTEL INDUSTRY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Event Management in Hotel Industry				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, second semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of knowledge, skills and competencies in fundamentals of event management in tourism and hotel industry, acquisition of practical skills and abilities in terms of creative event, event management, maintenance of quality and speed of service provision, as well as monitoring and control from a financial aspect of the event.				
Course outcome: Upon the completion of the course students will be able to apply theoretic knowledge and methods in the planning processes and event organization in tourism and hotel industry, apply the acquired knowledge in the development of analytical and critical opinion on basic types and forms of events in hotel industry (particularly from an aspect of restaurant services), develop a critical attitude, communication skills and creativity and responsibility for own projects, develop a team work ability and the ability of communication with both an immediate and broader social surrounding, as well as to measure event effects in tourism and hotel industry, and in particular in restaurant management.				
Course content: <i>Lectures</i> Event definition; determining the role and importance of events in tourism and hotel industry; types and forms of events in tourism; motives and needs of modern guests and their connection with events in tourism; event marketing management in tourism; event planning in tourism and hotel industry; human resources and event management in tourism and hotel industry; control and evaluation of events in tourism and hotel industry by the management; methods of measuring performance effects in tourism and hotel industry; measuring and determining economic effects of events in tourism and hotel industry. <i>Exercises</i> Analysis of a case study and a virtual event – workshop; internet searching and presentation of research results – workshop; analysis of promotion material and destination in the tourist offer of selected travel agencies in Serbia – comparative analysis, discussion; application of marketing in the placement and promotion of an event – project task; virtual event branding – project task; a visit to an event organization agency; a visit to a hotel.				
Literature: <i>Literature in English:</i> 1. Van der Wagen L.: Event Management (Upravljanje događajima za turistička, kulturna, poslovna i sportska događanja), Mate, Zagreb, Croatia, 2008. <i>Literature in Serbian:</i> 2. Đukić-Dojčinović, V.: Kulturni turizam – menadžment i razvojne strategije, Klio, Beograd, 2005. 3. Marković, J.: Tematski turizam, Prirodno-matematički fakulter, Novi Sad, 2019. 4. Bjeljac, Ž.: Turističke manifestacije u Srbiji, GI "Jovan Cvijić", SANU, Book 82, Belgrade, 2010. 5. Pavluković, V.: Poslovni događaji i turizam, Prirodno-matematički fakultet, Novi Sad, 2019. 6. Krasavčić, M.: Banket menadžment, Visoka hotelijerska škola za strukovne studije, Beograd, 2015. 7. Andrejević, A., Grubor, A.: Menadžment događaja, textbook, Fabus, Univerzitet Edukons, Sremska Kamenica, 2007.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	30			
Colloquiums/Exam	30			

FINANCIAL MANAGEMENT AND DRAWING UP BUSINESS PLANS

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Financial Management and Drawing up Business Plans				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, second semester				
No. of ECTS credits: 5				
Requirement: Basics of Economics				
Objective of the course: The objective of the course is acquisition of theoretical knowledge relating to definition of investments and financial management, as well as practical knowledge relating to drawing up and realization of investment projects; a separate section is devoted to understanding the need and use of business plans, manner of preparation of business plans.				
Course outcome: Upon the completion of this course, students will be able to analyse financial investment flows, design the scope and structure of financing and they will be able make cost-benefit analyses and propose strategies relating to investment project realization; students will also understand the importance and be able to make and interpret business plans.				
Course content: <i>Lectures</i> The notion and classification of investments; investment project management; analysis of financial investment flows; investment project balance sheet and income statement projection; cash flow, economic flow and residual value projection; projection of the scope and structure of financing; investment efficiency evaluation method; application of cost-benefit analysis; investment project realization strategy; business plans: importance, making, tracking, interpretation. <i>Exercises</i> Repeating and exercises in teaching units taught in lectures; investment project management – workshop, presentation, discussion; investment efficiency evaluation methods – workshop, presentation, discussion; application of a cost-benefit analysis – workshop, presentation, discussion; strategy of realization of investment projects – presentation, discussion; business plans – drawing up, tracking, interpretation.				
Literature: <i>Literature in English:</i> 1. Jordan B., Miller T., Dolvin S.: Fundamentals of Investments: Valuation and Management, Mc Graw-Hill, New York, USA, 2012. <i>Literature in Serbian:</i> 2. Ratković-abramović, M.: Korporativne finansije, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2015. 3. Malešević, E., Malešević, Đ: Upravljanje investicijama, textbook, Ekonomski fakultet, Subotica, 2011. 4. Bodie Z., Kane A., Markus A.: Osnovi investicija, textbook, Data status, Beograd, 2009.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	20			
Colloquiums/Exam	30			

FIRST AID

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: First Aid				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, fourth semester				
No. of ECTS credits: 3				
Requirement: no				
Objective of the course: The objective of the course in first aid is familiarization of students with the principles of initial care of suddenly injured or sick persons, acquisition of skills for practical application of the acquired knowledge, immediate care aimed at saving the injured, other persons and environment, as well as to prevent further injuries and hazards.				
Course outcome: Familiarization of students with the forms of suddenly falling ill and sustaining injuries and prompt and immediate care; the skill of examination or prompt identification of signs and symptoms of the sick or injured person requiring an immediate and prompt care.				
Course content: <i>Lectures</i> Examination and triage of the injured; evacuation of the injured (taking out, carrying, transport); evaluation of vital functions and consciousness; maintenance and provision of passage of air; bolus obstruction – partial, total, algorithm of procedure 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 semi-automated 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 semi-automated 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. Carsten Lott i sar.: Advaced life support course manual, European resuscitation council, ERC guidelines 2015. <i>Literature in Serbian:</i> 2. Pavlović A.: Prva pomoć, udžbenik, Obeležja, Beograd, 2007. 3. Pavlović A.: Kardiopulmonalna reanimacija, Obeležja, Beograd, 2007. 4. Newton C. R. H., Khare R. K.: Urgentna medicina, prevod, Becjeda, Banja Luka 2007.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
15	15	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

FOOD AND DRINK TECHNOLOGY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Food and Drink Technology				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, second semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of elementary knowledge on food and drink technology of importance for hotel industry and gastronomy with an emphasis on the applied, consequential significance of certain technological processes.				
Course outcome: Upon the completion of the course students will be familiar with types of food and drinks, basic food-processing technologies in their production, processing, quality and successful use in gastronomy. In addition to that, student should have knowledge of how to store, process and keep food and drinks in gastronomy and hotel industry.				
Course content: <i>Lectures</i> Familiarization with the place and importance of food and drinks; familiarization with the notion of food-processing Technology and its importance in gastronomy and hotel management; food classification; quality of foods and drinks; foods of plant and animal origin, processed food; basics of technology: meat, milk, fat, oils, eggs and other products of animal origin and processed foods; basics of technology: grains, flour milling products; basics of technology: vegetable, fruit, spices and other products of plant origin; basics of technology: mineral water, drinking water, table salt and other items of mineral origin; spices, additives, emulsifiers, food colours, preservatives; fruit juices; non-alcoholic drinks; beer; wine; strong alcoholic drinks; food and drinks for children; lenten food for children; low-calorie food; basics of alternative menus. <i>Exercises</i> Familiarization with certain foods, their varieties and characteristics; familiarization with different types of alcoholic and non-alcoholic drinks; exercises in operations and techniques at reception, storage and processing of animal, plant and mineral origin foods; reception, classification, cooling and serving alcoholic drinks, fruit and water; a visit to a professional hotel kitchen and a facility for food and drink storage in a hotel.				
Literature: <i>Literature in English:</i> 1. Sharma A.: Textbook of Food Science Technology, 3 rd ed., CBS Publishers & Distributors Ltd, Boston, 2017. 2. Mudgil D.: Objective Food Science and Technology, Scientific Publishers, New York, 2016. <i>Literature in Serbian:</i> 3. Škrinjar, M., Tešanović, D.: Hrana u ugostiteljstvu i njeno čuvanje, textbook, Prirodno-matematički fakultet, Novi Sad, 2007. 4. Popov-Raljić, J. : Tehnologija i kvalitet gotove hrane, textbook, Tehnološki fakultet, Novi Sad, 2002. 5. Đurišić, B.: Tehnologija životnih namirnica, Viša hotelijerska škola Beograd, Beograd, 2002. 6. Grujić, R. (ed.), Jašić, M.: Održive tehnologije u prehrambenoj industriji, Tempus, Beograd, 2002.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	20			
Colloquiums/Exam	30			

GLOBALIZATION IN HOTEL MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Globalization in Hotel Management				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is familiarization of students with the notion of globalization, the impact of global media on tourism and the impact of tourism on global culture, global tourist trends, occurrence and characteristics of global tourism, as well as with positive and negative consequences of global tourism.				
Course outcome: Upon the completion of the course students should understand the basic notions of globalization, the impact of global media on tourism and the impact of tourism on global culture, global tourist trends, occurrence and characteristics of global tourism, as well as with positive and negative consequences of global tourism.				
Course content: <i>Lectures</i> The notion of globalization, basic aspects; tourism as a global phenomenon; common characteristics of globalization and tourism; global communication systems, types of communication systems; tourism as a form of escape; the impact of global media on tourism; the impact of tourism on global culture, global cultural dictations; the notion and types of tourist area; spatial delocalization of tourism, implosion of tourism, collective tourist ideas of an area, individual tourist ideas of an area, symbolic meaning of tourist area; global tourist trends; specific features of tourist places and tourist attractions; types of time, objective time, subjective time, time confrontation strategies; occurrence and characteristics of global tourism; tourism between the global and the local; globalization of tourism, global metropolises; the notions and specific features of tourist acculturation, basic stages of tourist acculturation, the contact and communication as a condition of acculturation, basic characteristics of acculturation; cultural shock - occurrence and basic factors of the form and intensity of cultural shock, cultural shock of tourists, cultural shock of the host; MacCannel's model of tourist – host interrelations; positive consequences of global tourism, elimination of linguistic, social, class, religious and ethnic barriers; respect of own and other people's cultural characteristics; improvement of nature protection and cultural heritage; improvement of the quality of life; renewal of cultural and ethnic identity; negative consequences of global tourism, non-understanding and conflicts, prejudices and stereotypes; negative impact on religion, language, health; degradation of traditional artistic and non-material cultural values. <i>Exercises</i> The notion of globalization, global communication systems, types of communication systems – exercises; the impact of global media on tourism and the impact of tourism on global culture – discussion; global tourist trends; occurrence and characteristics of global tourism; tourism between the global and the local – discussion; positive and negative consequences of global tourism – workshop, discussion.				
Literature <i>Literature in English:</i> 1. Timothy J. Dallen: Handbook of Globalisation and Tourism, Elgar, New York, 2019. 2. Sakwit Kunphatu: Globalisation, Tourism and Simulacra, Routledge, New York, 2021. <i>Literature in Serbian:</i> 3. Čomić, Đorđe: Turizam i globalizacija, textbook, Visoka hotelijerska škola, Beograd, 2009. 4. Stiglic Joseph: Globalizacija i njene protivrečnosti, Beograd, 2021.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/professional practice	40			
Colloquiums/Exam	20			

HUMAN RESOURCES MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Human Resources Management				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, sixth semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is that students acquire knowledge of coordination of individual, organizational and social objectives as a factor of minimization of adverse impact of the environment on the system. In addition to that, the objective of the course is the study of factors affecting the improvement of performance as a basis for a possibility of improvement of company performance, profit-taking and organization development.				
Course outcome: Upon the completion of the course students will possess knowledge of the manner of recruiting, selection, motivating, payment (compensation), advancement, career development and other aspects of human resource management.				
Course content: <i>Lectures</i> Introduction into human resources management, the importance of the discipline; work analysis; human resources planning; recruitment of potential candidates, methods of recruitment, external agencies; advertising, pointing out advantages; candidate selection – first, second, third; 1/1 interview; final interview with the candidate; training of employees, training department, training synchronization within a company; evaluation of employee performance; methods of defining employee personal development plan, selection of parameters, semi-annual and annual overview; employee development, possibility of a change of the job, vertical advancement, salary system, positive and negative motivation, bonus; performance-based salary; labour relations and collective bargaining; feedback, coaching; critical situations due to extension of duties of employees; rights of employees; change of a post; mobbing; leaving company, interview at leaving the company; types of employee contracts, honorary work, casual job contract; overtime work; legal regulations; types of business premises, open space – advantages and bad sides; rules of good communication with the superior, the subordinate, the workmate. <i>Exercises</i> Analysis of teaching units dealt with in theory classes – discussion, workshop; manner of job advertising – workshop, discussion; candidate selection – workshop, discussion; interview; 1/1 interviews – workshop, discussion; final interview with the candidate – workshop, discussion; employee training – workshop, discussion; rules of a good communication with the superior, the subordinate, the workmate – workshop; visit paid by employees from the human resources department.				
Literature: <i>Literature in English:</i> 1. Taylor S., Woodhams C.: Human Resources Management: People and Organisations, TBS Ltd./Grantham Book Services, London, 2016. <i>Literature in Serbian:</i> 2. Torrington D., Hall L., Taylor S.: Menadžment ljudskih resursa, ABC Print, Beograd, 2010. 3. Labour Law, RS Official Gazette Nos. 24/2005, 61/2005, 54/2009, 32/2013, 75/2014, 13/2017 – Const. Court Resolution, 113/2017 and 95/2018 – authentic interpretation. 4. Bogićević, B.: Menadžment ljudskih resursa, Ekonomski fakultet, Beograd 2002. 5. Dasler, G.: Osnovi menadžments ljudskih resurs, textbook, Data Status, Beograd, 2007.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	20			
Colloquiums/Exam	30			

HYGIENE, SANITARY PROTECTION AND SAFETY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Hygiene, Sanitary Protection and Safety				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, fifth semester				
No. of ECTS credits: 4				
Requirement: no				
Objective of the course: Familiarization of students with the most recent measures in the area of hygiene, sanitary protection and food safety, their keeping, as well as with critical spots of microbiological contamination and implementation of sanitary measures.				
Course outcome: Upon the completion of the course students possess practical knowledge and professional competence relative to their profession; they possess knowledge on risk analysis and management, risks relating to room hygiene and protection of health of employees and consumers.				
Course content: <i>Lectures</i> Hygiene and health; hygiene requirements in planning and construction; illumination, ventilation and heating; air quality; water and health; health safety of drinking water; water supply; disinfection of drinking water; disposal of solid and liquid waste; disposal waste; personal hygiene of employees: hand hygiene and personal protection substances, legal regulation, sanitary inspection; hygiene procedures; hygienic-epidemiologically adequate solutions of sanitary area; hygienically adequate treatment of hospital laundry; hygiene 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 institutions; epidemiological importance of defining critical spots and critical spot control plan in; education of employees; planning, carrying out and evaluation of sanitary and safety interventions; WHO seven educational principles; basics of general microbiology; the role and importance of microorganisms affecting food safety; pathogenic microorganisms and microbial toxin; contamination pathways, food as microorganism propagation substrate; factors that improve or prevent growth and propagation of microorganisms in food; inactivation of microorganisms; food of animal origin; food of plant origin; food toxic shock syndrome and intoxication; legal regulations on food and drinking water safety. <i>Exercises</i> Planning hygienic requirements; Presentation of test results and air quality evaluation; sampling methods – demonstration and exercises; presentation of test results and evaluation of health safety of drinking water – demonstration and exercises; disinfection of drinking water; . waste disposal; drawing up HACCP system for kitchens; Determining critical spots in an institution; visit to a kitchen and demonstration of work with observance of hygienic requirements – filed work; demonstration of functioning of a microbiology institution and participation in a microbiological analysis – demonstration and exercises.				
Literature: <i>Literature in English:</i> 1. WWF: Seafood guidebook, WWF, New York, 2016. 2. Tortora G. J., Funke B. R., Case C. L.: Microbiology: An Introduction, Books a la Carte Edition, 10 th Ed., Benjamin Cummings, New York, 2009. <i>Literature in Serbian:</i> 3. Novaković, B., Grujić, V.: Higijena i zdravstveno vaspitanje, textbook, Medicinski fakultet, Novi Sad, 2005. 4. Škrinjar, M.: Mikrobiološka kontrola životnih namirnica, textbook, Tehnološki fakultet, Novi Sad, 2003. 5. Đukić, D. A., Mandić, L.G.: Praktikum iz mikrobiologije, Stylos, Novi Sad, 2003. 6. Popov-Raljić, J., Bledić, I.: Bezbednost hrane – Primena HACCP sistema u ugostiteljstvu i hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2016. 7. Škrinjar, M., Tešanović, D.: Hrana u ugostiteljstvu i njeno čuvanje, textbook, Prirodno-matematički fakultet, Novi Sad, 2007.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			

Exercises/Professional practice	20		
Colloquiums/Exam	30		

INNOVATIONS AND TRENDS IN HOSPITALITY INDUSTRY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Innovations and Trends in Hospitality Industry				
Language of the studies: Serbian				
Status of the course: elective				
Semester: year three, fifth semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: Familiarization of students with innovative approaches in gastronomy and hotel management as an actual requirement of present time, overview of examples from practice and understanding innovative trends in hospitality industry.				
Course outcome: Upon the completion of the course students should have a broad picture of trends in development of restaurant management, gastronomy and hotel management, they should understand the necessity of application of innovation in the hospitality facility running.				
Course content: <i>Lectures</i> The notion and importance of innovations; innovative strategy of hospitality industry development; quality development; innovative organizations in hospitality industry; the impact of innovations on the competitive edge; the impact of innovations on guest structure; innovative concept of work in hospitality organizations; the impact of qualification structure of employees on the level of innovativeness in hospitality industry; innovative responsibility toward employees in hospitality industry; innovation management; the importance of open innovations; introduction of modern techniques and technology in hospitality industry (devices and equipment); creation of a new level of service (innovations in food and beverage offer in restaurant management); modern technologies in menu planning; modern organization of work processes in restaurant management; online ordering and standard food delivery as an innovation; modern methods of food quality analysis in gastronomy (HACCAP system – food safety in gastronomy, innovation in thermal food processing); evolution of sensory food analysis; food quality measurement instruments; molecular gastronomy – an innovative approach to modern nutrition; food presentation in modern gastronomy offer, food presentation before guests, participation of cooks in presentations; presentation of restaurants and hotels, virtual tours; fine dining concept, matching food and beverages; innovative trends in restaurant management, gastronomy and hotel management; Michelin stars in modern categorization of restaurant management; examples of original ideas of globally famous entertainment facilities. <i>Exercises</i> Innovations in restaurant management, gastronomy and hotel management – analysis of examples from practice, workshops – designing innovations, presentations, discussions; visits to hospitality facilities with high level of innovations; Internet search.				
Literature: <i>Literature in English:</i> 1. Ratten Vanessa, Braga Vitor: Tourism Innovation: Technology, Sustainability and Creativity (Innovation and Technology Horizons), Springer, New York, 2019. 2. Peters Mike, Pikkemaat Birgit, Innovation in Hospitality and Tourism, Routledge, London, 2012. <i>Literature in Serbian:</i> 3. Petković, Saša: Preduzetništvo i inovacije u digitalnoj eri, textbook, Ekonomski fakultet, Banja Luka, 2021. 4. Popesku, Jovan: Marketing u turizmu i hotelijerstvu, udžbenik, Univerzitet Singidunum, Beograd, 2018. 5. Damjanović, Ivana: Održivi turizam na putu ka budućnosti, textbook, Univerzitet Singidunum, Beograd, 2018.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project / Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

INTERNATIONAL HOTEL MANAGEMENT AND TOURISM

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: International Hotel Industry and Tourism				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, fifth semester				
Number of ECTS credits: 6				
Requirement: no				
Objective of the course: The objective of the course is to understand the rules of development of international hotel industry, familiarization of students with basics of organizational behaviour, organizational culture and professional ethics of multinational companies in hotel industry, understanding and accepting business strategies of international hotel chains and basic factors of their positioning on the global hotel service market.				
Course outcome: Upon the completion of the course, students will be familiarized with the offer of international hotel chains, they will be trained to spot differences and specific features resulting from market segmentation and to be aware of specialized offers through programme packages marketing; they will also be able to evaluate the possibilities of application of experience of international hotel chains in local practice. Students will be able to apply knowledge about forms of business cooperation (franchising, management contracts, joint ventures), identify strategies for guest and employee care within international systems, analyze market positions and competitive advantages of global brands, and apply the acquired knowledge through case studies and practical workshops.				
Course content: <i>Lectures</i> The notion and types of hotel chains; history of development of hotel chains; the importance of big global hotel owners and creation of international hotel chains; basic factors of territorial expansion and internationalization of hotel chains; vision and mission of international hotel chains, trends; corporate culture and management styles of international hotel chains; basic forms of connecting into hotel chains (franchise agreements, management agreements, direct investments...); internal differentiation and specialization of international hotel systems, branding; customer-oriented business strategy; specialized programmes of guest care, personalization of tourism; specialized programmes of employee care; consortia and conglomerates in international hotel industry. <i>Exercises</i> Presentation of leading global hotel chains – internet search, workshop, discussion; development concepts, relation between qualitative and quantitative development – case studies; comparative advantages and positioning on different markets – comparative analysis; analysis of presence of hotel chains in Serbia and the region – workshop, internet search; a visit to tourist agency.				
Literature <i>Literature in English:</i> 1. Cunill O. M.: The Growth Strategies of Hotel Chains, The Haworth Hospitality Press, New York, London, Oxford, 2006. 2. Hotels, The Magazine of the Worldwide Hotel Industry, www.hotelsmag.com 3. Cooper, C. & Hall, C. M.: Contemporary Tourism: An International Approach, Routledge, London, 2019. 4. Bardi, J. A.: Hotel Front Office Management, Wiley, New Jersey, 2016. 5. Kasavana, M. & Brooks, R.: Managing Front Office Operations, AHLEI, 2015. 6. Stipanuk, D. M.: Hospitality Facilities Management and Design, Pearson, 2014. 7. Okumus, F., Altinay, L. & Chathoth, P.: Strategic Management for Hospitality and Tourism, Routledge, 2020. 8. Pizam, A. (ed.): International Encyclopedia of Hospitality Management, Routledge, 2010. <i>Literature in Serbian:</i> 9. Kosar, Lj., Bradić, M.: Osnove poslovanja međunarodnih lanaca u hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2014. 10. Svorcan, N.: Međunarodni lanci u hotelijerstvu, textbook, Visoka škola strukovnih studija, Beograd, 2009. 11. Kosar, Lj.: Hotelijerstvo 1, textbook, Visoka hotelijerska škola strukovnih studija, Beograd, 2008. 12. Kosar, Lj.: Hotelijerstvo 2, textbook, Visoka hotelijerska škola strukovnih studija, Beograd, 2011.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	

Lecture attendance	3	Exam	40
Activity	7		
Project/Seminars	0		
Exercises/professional practice	20		
Colloquiums/Exam	30		

MANAGEMENT OF BARS, WINERIES, CASINOES, CRUISERS AND OTHER SPECIALIZED HOSPITALITY ESTABLISHMENTS

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Management of Bars, Wineries, Casinos, Cruisers and Other Specialized Hospitality Establishments				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, fourth semesterp				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is to familiarize students with specific features of management of specialized hospitality facilities and with the strategy of business activities at the level of a certain specialized unit from an aspect of offer, financial structure and sustainable operations.				
Course outcome: Upon the completion of the course students will be able to apply basic professional skills in bars, wineries, on cruisers, in casinos and other specialized tourist and entertainment facilities, as well as to employ procedures of planning, organizing, running and control of the provision of hospitality services.				
Course content: <i>Lectures</i> Types of specialized tourist and entertainment facilities; introduction into management of specialized tourist and entertainment facilities; differences in types of facilities from an aspect of geographic location, economic status, age of guests, seasonality, time of use, type of guests...; specific features of restaurant services from an aspect of preparation for work, service, hygiene, control of supply and storage; inventory control, interior maintenance and closing the facility: bars, pubs, wine cellars, brandy bars, discoteques, night clubs, cruisers; restaurants for children, family restaurants, facilities for senior citizens, holiday resorts, motels, hotels, high-level hotels; festive meals, banquets, receptions, cocktail parties, celebrations, kids' birthdays, new-year celebrations, weddings, repast; <i>A la carte</i> service provision, bed and breakfast service provision; picnics, open-air celebrations; swimming pool and beach event food service; team-building service; food serving to an extremely great number of guests; catering; food to go; drive-in food service; national and institutional restaurants (basics of running Italian, Chinese, Mexican, Japanese restaurants); food service in children resorts, senior person homes, special hospitals, bath resorts, rehabilitation centres; high-level food service, embassy receptions... <i>Exercises</i> Analysis of a case study and a virtual case – workshop; internet search and presentation of internet research results – workshop; simulation of a certain specialized hospitality task; visit to a specialized hospitality facility – comparative analysis, discussion; designing offer of a given virtual case – project task; visit to specific destinations.				
Literature: <i>Literature in English:</i> 1. Vanhove N. : The Economics of Tourism Destinations, Butterworth-Heinemann, Oxford, UK, 2011. 2. UNWTO: A Practical Guide to Tourism Destination Management, World Tourism Organization, Madrid, Spain, 2007. <i>Literature in Serbian:</i> 3. Janićević, S.: Usluge u ugostiteljstvu sa tehnikom usluživanja, opremom i inventarom, udžbenik, Prirodno-matematički fakultet, Novi Sad, 2008. 4. Krasavčić, M.: Menadžment barova i kazina, textbook, Visoka hotelijerska škola strukovnih studija, Beograd, 2011.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	20			
Colloquiums/Exam	30			

MENTAL HYGIENE

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

OPERATIONS OF HOTEL AND TOURISM ENTERPRISES AND AGENCIES

Study programme:	Business Economics and Management, module: Hotel Management
Type and level of studies:	undergraduate professional studies
Course:	Operations of Hotel and Tourism Enterprises and Agencies
Language of the studies:	Serbian
Status of the course:	mandatory
Semester:	third year, sixth semester
No. of ECTS credits:	6
Requirement:	Basics of Hotel Management
Objective of the course:	The aim of the course is to master the basic concepts, business operations, and skills related to hotels and travel agencies, as well as the organization of work within them. It also aims to provide theoretical and practical knowledge about the organization, functioning, and contemporary trends in the operations of hotel and travel enterprises and agencies. Students are expected to understand the role and importance of these enterprises within the structure of the tourism market and to acquire the competencies necessary for operational and managerial activities in the hotel and tourism industry.
Course outcome:	The outcome of the course is acquisition of basic theoretical knowledge relating to the operations of hotels, tourism and travel agencies, as well as acquisition of practical knowledge and skills enabling immediate inclusion in the work process in hotel enterprises, particularly from the aspect of hotel management. Students will be able to: explain basic concepts, functions, and processes in hotel, tourism, and agency operations; analyze the structure, organization, and business models of hotel and tourism enterprises; design a travel package and carry out the calculation and placement of services using modern market strategies; identify and apply elements of quality management, sustainable development, and corporate social responsibility in hotel operations; apply digital tools, CRM systems, and marketing techniques in business practice; and propose measures to improve organization and service quality.
Course content:	Lectures Place and role of agencies on tourism market, basic characteristics of services of travel agencies and tour operators; analysis of travel arrangement, changes on the market and modern strategies of running hotel and tourism enterprises; occurrence and development of hotel and tourism enterprises, the role of travel agencies and tour operators; basics of hotel operations, similarities with travel agency operations; sustainable tourism and hotel and tourism enterprise operations; hotel and tourism enterprise operations, legal regulations, location and equipment of a travel agency, resources required for operations, business instruments; business partners of hotel and tourism enterprises (transport and other enterprises), agreements as a legal basis of collaboration; specific features of work process and organizational structure of hotel and tourism enterprises; creation, placement and realization of a travel arrangement – programme creation, obtaining service within the arrangement, price fixing based on costs and capacity utilization and depending on the demand and competition, forms of arrangement sale, promotional activities; preparation of an arrangement and techniques required in carrying out certain operations; arrangement calculation; responsibility of tour operators and consumer protection; the impact of tourism market on operations of hotel enterprises; modern tendencies in business orientation of hotel enterprises; growth and development of international hotel chains; most important hotel chains in the country, region, EU and worldwide; adaptation of hotel accommodation to market trends; business connecting of hotel enterprises; service programme of hotel and restaurant enterprises; management – organizational structure, personnel, supply and sale, finance and costs of hotel enterprises; hotel enterprise quality management; ecological management of hotel enterprises; protection of personal data. Exercises Analysis of actual and virtual examples of hotel and tourism enterprise operations – case study and workshop; selection and promotion of tourist destination – project task: travel programme creation, service calculation etc.; analysis of the current offer of hotel and tourist capacities in the country and region – presentation and discussion; comparative analysis.
Literature	Literature in English: 1. Sinclair M. T., Stabler M.: The Economics of Tourism, Routledge, London, UK, 2002. 2. Walker, J. R.: Introduction to Hospitality, 9th ed., Pearson, London, 2022. 3. Gee, C. Y., & Fayos-Solá, E.: The International Handbook on Tourism and Hospitality Management, Edward Elgar, 2022. 4. Kotler, P., Bowen, J. T., Baloglu, S.: Marketing for Hospitality and Tourism, 8th ed., Pearson, 2021. 5. Olsen, M. D., West, J. J., & Tse, E. C.: Strategic Management in the Hospitality Industry, Routledge, London, 2014. 6. Cooper, C., et al.: Tourism: Principles and Practice, 6th ed., Pearson, 2018. 7. Sigala, M.: Social Media in Travel, Tourism and Hospitality, Routledge, 2018. 8. Stabler, M., Papatheodorou, A., Sinclair, M. T.: The Economics of Tourism, 2nd ed., Routledge, London, 2010. Literature in Serbian: 9. Kosar, Lj., Bradić, M.: Osnove poslovanja međunarodnih lanaca u hotelijerstvu, Prirodno-matematički fakultet, NoviSsad, 2014. 10. Kosar, Lj., Svorcan, N.: Poslovanje recepcije i hotelskog domaćinstva, Visoka hotelijerska škola za strukovne studije, Beograd, 2013. 11. Galičić, V.: Poslovanje hotelskog odjela smještaja, Fakultet za menadžment u turizmu i ugostiteljstvu, Travanj, 2017.

12. Čačić, K.: Poslovanje hotelskih preduzeća, textbook, Univerzitet Singidunum, Beograd, 2010.
13. Spasić, V., Rabotić, B.: Poslovanje turističkih agencija, textbook, Visoka turistička škola strukovnih studija, Beograd, 2010.
14. Vukonić, B.: Turističke agencije, Mikrorad, Zagreb, Hrvatska, 2003.
15. Vukosav, S.: Strategijski menadžment ugostiteljsko-turističkih preduzeća, PMF, Novi Sad, 2016.

Number of classes:

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

Methods of teaching:

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

Grading (maximum 100 points)

Pre-exam commitments	Points	Final Exam	Points
Lecture attendance	3	Exam	30
Activity	7		
Project/Seminars	0		
Exercises/professional practice	30		
Colloquiums/Exam	30		

ORGANIZATION OF BUSINESS ACTIVITIES

Study programme: Business Economics and Management, module: Hotel 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, fifth semester				
No. of ECTS credits: 8				
Requirement: no				
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>Exercises</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>Literature in English:</i> 1. Ivancevich J. M., Konopaske R., Matteson M. T.: Organizational Behavior and Management, McGraw-Hill, New York, 2011. <i>Literature in Serbian:</i> 2. Sajfert, Z., Pavlović, N.: Organizacija, textbook, Čikoš grupa, Subitica, 2014. 3. Ahmetagić, E.: Organizacija preduzeća, textbook, Čikoš holding, Subotica, 2002. 4. Petković, M., Janićijević, N., Bogićević-Milikić, B.: Organizacija, udžbenik, Ekonomski fakultet, Beograd, 2014.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: lectures, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

PROFESSIONAL PRACTICE 1, 2, 3

Study programme:	Business Economics and Management, module: Hotel 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, second semester Professional Practice 2: second year, fourth semester Professional Practice 3: third year, sixth semester
No. of ECTS credits:	4+4+4
Requirement:	no
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:	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. 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. Professional Practice Mentor is a School teacher in the area (course) in which professional practice is conducted. 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. Professional practice roughly evolves as follows: - 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. 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. When creating the report on student's professional practice, the mentor evaluates: - student's activity - student's theoretical knowledge - student's practical work 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). For the study programme requiring Teaching Bases are tourist and hospitality facilities: hotels of different categories, restaurants, wine cellars, baths, resorts, tourist agencies etc.
Literature:	<i>Literature in English:</i> 1. literature depending on the type of Teaching Base and work student is to do 2. organizational documents of the Teaching Base (statute, rulebooks...)

<i>Literature in Serbian:</i>				
3. organizational documents of the Teaching Base (statute, rulebooks...)				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
0	0	450 (150+150+150)	0	0
Methods of teaching:				
Interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Exam	
Lecture attendance	0	Exam	0	
Activity	0			
Project/Seminars	0			
Exercises/Professional practice	100			
Colloquiums/Exam	0			

PUBLIC RELATIONS MANAGEMENT

Study programme: Business Economics and Management, module: Hotel 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, third semester				
No. of ECTS credits: 5				
Requirement: no				
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.				
Course content: <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>Exercises</i> Exercises 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>Literature in English:</i> 1. Katlip S. M., Senter A. H., Brum G. M.: Uspešni odnosi s javnošću, Službeni glasnik, Beograd, 2009. 2. Smith R. D.: Strategic Planning for Public Relations, Public Press, New York, 2002. <i>Literature in Serbian:</i> 3. Filipović, V., Kostić, M., Prohaska, S.: Odnosi sa javnošću, textbook, Fakultet organizacionih nauka, Beograd, 2003. 4. Nikolić, M.: Odnosi s javnošću, textbook, Tehnički fakultet Mihajlo Pupin, Zrenjanin, 2012. 5. Black S.: Odnosi sa javnošću, Clio, Beograd, 2003. 6. Laketa, M., Laketa, L.: Menadžment odnosa sa javnošću u funkciji razvoja kompanije, Narodna knjiga, Beograd, 2011. 7. Cebalović, M.: Upravljanje odnosima s javnošću u javnom preduzeću, textbook, Društvo za unapređenje marketinga, 2011. 8. Gligorić, T.: Odnosi sa javnošću, Prometej, Banja Luka, 2008.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/professional practice	30			
Colloquiums/Exam	30			

QUALITY CONTROL

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Quality Control				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: third year, sixth semester				
No. of ECTS credits: 7				
Requirement: no				
Objective of the course: The objective of the course is to understand the notion and essence of quality as a market category, spotting specific characteristics of quality in an organization with an emphasis on specific services of a specific sector; familiarization with institution organization, manner of managing it, decision-making process, administrative procedures and managing changes in an institution. The objective of the course is to understand and accept the notion of standardization and importance of standards in the process of quality defining. Additionally, the course aims to develop an understanding of the significance of service quality in hospitality and gastronomy as a key factor of competitiveness.				
Course outcome: Having completed the course and passed the exam students should be trained in practical application of internal procedures and standards aimed and determining services and their quality control, determining and grading quality criteria, have knowledge of techniques and methods of quality control measurement and evaluation of application of determined standards with a special emphasis on the type of organization they work in. In addition to that, students should be able to accept and implement corrective measures aimed at quality control. Students will master methods of measuring, analyzing, and improving service quality through the application of standards. The expected learning outcomes include: understanding the concept and dimensions of service quality in gastronomy and hospitality; applying the SERVQUAL model and user satisfaction analysis; identifying discrepancies between expected and delivered quality; implementing corrective measures for service quality improvement; and applying HACCP, ISO 9001, and ISO 22000 standards within the hospitality sector.				
Course content: <i>Lectures</i> Quality management: the notion, defining quality, reasons for implementation of quality control processes; characteristics of quality in certain areas (specific characteristics of quality control in the industry under observation...), forms and levels of quality manifestation; quality management systems: defining and development of certain quality systems; service standardization as a basis of quality, areas of application of standards, types of standards; requirements of standards ISO 9000, ISO 9001, ISO 14000, ISO 22000, application of the HACCP system, HALAL standards; the importance of internal procedures; chain of command; the role of employees in quality assurance, the importance and role of human resources, human resources management process; the importance and role of management in achieving quality, managers as a quality factor; the role of service users in service quality creation: perception, departures, satisfaction, service quality measurement methods; management of customer complaints and loyalty; strategic approach to quality, tendencies in business orientation of a company, changes in offer structure; strategic adjustment of services to modern trends: market segmentation, differentiation, positioning, application of modern technologies. <i>Exercises</i> Discussion on topics relating to the process of organization of institutions and quality control; analysis of case studies in Serbia and abroad; a visit paid by an ISO assessor; a visit paid by a manager of a public and private enterprise involved in quality control; analysis of practical examples of local and foreign public and private companies; analysis and practical examples in the sphere of safety; safety of employees and clients, discussion.				
Literature: <i>Literature in English:</i> 1. Kiran R.: Total Quality Management: Key Concepts and Case Studies, South-Western College Pub, New York, 2016. 2. Holm Len: Construction Quality Control, Brewers Publications, London, 2022. 3. Ford, R.C., Sturman, M.C., & Heaton, C.P.: Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience, Cengage Learning, Delmar, 2022. <i>Literature in Serbian:</i> 4. Randić, D., Anić, Z.: Menadžment kvaliteta, Beogradska poslovna studina, Beograd 2012. 5. Heleta, Milenko: Menadžment kvaliteta, Univerzitet Singidunum, Beograd, 2008. 6. Blešić, I.: Menadžment kvaliteta u turizmu i hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2017. 7. Kancir, D., Antić, Z.: Menadžment kvaliteta, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2013. 8. Legetić, B.: Principi Menadžmenta, textbook, Ekonomski fakultet, Subotica, 2007. 9. Official Gazettes of the Republic of Serbia				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)

30	30	0	0	0
Methods of teaching: lectures, case study, discussion, workshop, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project / Seminars	0			
Exercises / professional practice	20			
Colloquiums	30			

RECEPTION DESK AND HOTEL HOUSEHOLD MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Reception Desk and Hotel Household Management				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, fourth semester				
No. of ECTS credits: 6				
Requirement: Basics of Hotel Management				
Objective of the course: The objective of the course is training of students in hotel sales operations and work at reception desk of hotel facilities: organization and coordination of business sales processes and hotel service reservation, improvement of operational standards; familiarization with hotel systems and programmes (central reservation system, hotel operating systems, loyalty programmes), as well as adoption of business terminology and development of communication skills in hotel business environment with a focus on improvement of professional competence and qualifications for work in hotel sales activities, as well as activities relating to the hotel front office.				
Course outcome: Upon the completion of the course students should be able to recognize product sales channel, they should have the ability of critical thinking, adoption of rules of business communication within the profession, they should possess the required professional skills, hotel sale skill, reception desk work skill, team work ability, the ability to recognize hotel product sales channel, the ability of negotiating, resolving conflict situations, communication with customers, co-workers and associates.				
Course content: <i>Lectures</i> Introduction to reception desk and household management. Organization of the front office. Processes and functions of the front office. Organization of hotel housekeeping. Management of cleanliness and maintenance of hotel rooms. The role of the front office in the guest experience. The role of housekeeping in guest satisfaction. Differences between independent hotels and hotel chains in front office and housekeeping operations. Technology in front office and housekeeping management. Safety and security in front office and housekeeping. Cost control in front office and housekeeping. Training and motivation of employees. Environmental aspects in front office and housekeeping operations. Complaint management and problem resolution. The role of the front office in building loyalty. <i>Exercises</i> Development of skills of oral and written communication in a business environment and hotel operation data processing; practical exercises relating to direct and indirect hotel sale; understanding structure and characteristics of the hotel front office and practical work – reservations, reception, registration, check-in and out; practical work in the front office; front office staff management; determining accommodation price and other numerical indicators relating to accommodation units; records of the hotel front office.				
Literature <i>Literature in English:</i> 1. Ismail A.: Front Office Operations and Management, Thomson Delmar Learning, Manchester, 2011. 2. Roy C. Wood C. Roy: Hotel Accommodation Management, Routledge, London, 2018. 3. Vallen K. Gary, Vallen J. Jerome: Check-In Check-Out: Managing Hotel Operations, Pearson, New York, 2008. <i>Literature in Serbian:</i> 4. Lončar, M., Šušnjar, M., Rebronja, Lj.: Efikasno hotelsko domaćinstvo, textbook, Gastro print, Beograd, 2008. 5. Kosar, Lj.: Hotelijerstvo, textbook, Visoka hotelijerska škola strukovnih studija, Beograd, 2002. 6. Kosar Lj., Svorcan N.: Poslovanje recepcije i hotelskog domaćinstva, Visoka hotelijerska škola strukovnih studija, Beograd, 2008. 7. Samčević R.: Šta je recepcija?, Gastro-print, Beograd, 2012. 8. Galičić, V., Ivanović, S., Lupić, M.: Hotelska prodaja i recepcijsko poslovanje, textbook, Fakultet za turistički i hotelski menadžment, Opatija, 2005. 9. Pavlović, T.: Sektor soba - rooms division, Frame Media, Beograd, 2011.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Exam	
Lecture attendance	3	Exam	30	
Activity	7			

Project/Seminars	0		
Exercises/professional practice	30		
Colloquiums/Exam	30		

RESEARCH METHODOLOGY

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Research Methodology				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, sixth semester				
No. of ECTS credits: 5				
Requirement: no				
Course objective: To equip students with the necessary skills for professional, scientific-research, and bibliographic-research work.				
Course outcome: Possession of necessary knowledge that will enable students to engage in professional, scientific-research, and bibliographic-research work.				
Course content: <i>Lectures</i> Importance of scientific work. Difference between scientific and professional work. Stages of professional, scientific-research, and bibliographic-research work. Selection of topic and formulating a hypothesis. Selection of research methodology. Literature review. Methods of citing literature. Experiment. Surveys and processing of survey results, data protection. Statistical data processing. Quality of the sample. Objectivity and subjectivity. Result, discussion and conclusion. Structure and writing of professional and scientific work. Types of professional and scientific papers. Valuation of professional and scientific papers. Ways of professional and scientific paper publishing. Citation. Plagiarism. Protection of data. Methodology for preparing seminar and final papers. <i>Exercises</i> Techniques of collecting, organizing, and studying literature, as well as citing literature according to prescribed standards. Searching selected electronic databases. Processing research results. Graphical representation of data. Mastery of computer programs for writing and formatting texts (Word – MS Office), correct naming of tables, images, charts, and diagrams. Writing professional and scientific papers. Citing literature. Preparing a seminar paper. Principles of preparing a final paper, familiarizing with the procedure for preparing a final paper, simulation of preparing a final 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.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
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			
Project/Seminars	0			
Exercises / professional practice	20			
Colloquiums/Exam	30			

RISK MANAGEMENT

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Risk Management				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, sixth semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: Students should be trained to make right choices of risk avoidance and transfer strategies, to appropriately assess risks of certain operation, they should be able to present the risk assessment, manage and modify the process in order to eliminate or minimize risks, as well as to act in accordance with sound management principles and good business relations.				
Course outcome: Upon the successfully completed course, students will possess knowledge in the area of various risks with an emphasis on market and financial risks. Students will acquire knowledge how to assess risk and take appropriate steps aimed at its elimination or minimization.				
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 in the function of risk management; enterprise risk management system; general principles of enterprise risk management; enterprise risk management components; risk identification and description; risk analysis, quantitative analysis, qualitative analysis; determining risk response; risk monitoring and reviewing; risk reporting; risk consultations, confidentiality of data, protection from panic; communication on the risk. <i>Exercises</i> Repetition and discussion on the topics dealt with in lectures – discussion; risk analysis, quantitative analysis, qualitative analysis – project task, presentation, discussion; risk monitoring and reviewing – workshop; reporting on the risk – workshop; consultations on the risk, confidentiality of data, protection from panic – discussion; communication on the risk – workshop, discussion.				
Literature <i>Literature in English:</i> 1. Thornhill W. T.: Risk Management for Financial institutions – Applying Cost-Effective Controls and Procedures, Bankers Publishing Company, Rolling Medaows Illinois, 2000 <i>Literature in Serbian:</i> 2. Barjaktarović, L.: Upravljanje rizikom, textbook, Singidunum, Beograd, 2013 3. Đukić, Đ.; Upravljanje rizicima i kapitalom u bankama, Svetlost, Čačak, 2007 4. Šabović, Š.: Otkrivanje rizika u poslovanju preduzeća, textbook, Ekonomski fakultet Kosovska Mitrovica, 2012 5. Bešker, M.: Izvori ugrožavanja i procjena stanja sigurnosti-rizika-ugroženosti, Oskar, Zagreb, 2006 6. Marović, B., Avdalović, V.: Osiguranje i upravljanje rizikom, Biografik, Subotica, 2004 7. Novak, B.: Krizno komuniciranje i upravljanje opasnostima, Binoza Press, Zagreb, 2001				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points поени	Final Exam	exam	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises/professional practice	20			
Colloquiums/Exam	30			

SPECIALIZED HOSPITALITY ENGLISH 1

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality English 1				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, first semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the English language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral English in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> English alphabet, basic rules of reading and writing, greeting, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colours, interrogative and affirmative statements; aspects of everyday live in the English speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tenses, clause framework. <i>Exercises</i> Students do exercises in dialogues relating to everyday situation (telling/asking how to orientate in the city, giving account of events, making travel plans, scheduling a visit to the doctor, describing difficulties etc.), understanding everyday life (such as advertisements), extension of the vocabulary relating to immediate surroundings, family, job.				
Literature: <i>Literature in English:</i> 1. Stenly R.: English Language in Tourism, Cambridge University Press, 2015. 2. Đurović, T. Silaški, H: English Practice in Economics and Business, Ekonomski fakultet, Beograd, 2018. 3. Silaški, N., Đurović, T.: English Grammar for Economists, Ekonomski fakultet, Beograd 2018. 4. Cambridge University Press: English Language Teaching, Cambridge University Press, 2017. 5. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2008. 6. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006. 7. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2001. <i>Literature in Serbian:</i> 8. Čajka, Z.: Englesko-srpski rečnik poslovnog jezika, Službeni glasnik, Beograd, 2016.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SOCIAL MEDIA

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Social Media				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, fourth semester				
No. of ECTS credits: 5				
Requirement: no				
Course objective: The aim of the course is to introduce students to all the positive (but also negative) aspects of using social media for business purposes, the types and forms of their application in marketing, as well as the future prospects of business development worldwide. The course also aims to familiarize students with the concepts and technological infrastructure of social networks and the methods of analyzing data on social media.				
Course outcome: After completing the course, the student will be familiar with the types and forms of social media, their positive and negative uses for business purposes, the possibilities of their application in marketing, as well as the future prospects of business development worldwide. The student will also be familiar with methods of researching, collecting, and analyzing data from social media, and with their help, developing and forming an appropriate business approach.				
Course content: <i>Lectures</i> Introduction to social media. Evolution of the web: Web 1.0, Web 2.0, and Web 3.0. Classification and characteristics of social media. Social media analysis using graph theory. Identity management in social media. Software environments for creating online communities. Web 2.0 technologies. Interactive web: Ajax and APIs. Web 2.0 technologies: P2P, web services, SOA. RSS, REST, JSON, mashups. Social forums, chat, IM. Publishing: blogs and wikis, Wikipedia. Digital content sharing. Recommendation systems, mechanisms for building trust and reputation on social media. Possibilities of using social media in marketing, potential for misuse. Application of social media as sales tools. Current trends on social media, future perspectives. Research and data analysis from social media. Privacy protection on social media. <i>Exercises</i> Practical work is aligned with the content and pace of the theoretical part of the course. Analysis of case studies. Independent work on analyzing a specific real case. Independent creation of proposed content for social media for an imaginary business project. Discussion on the possibilities of using social media in marketing, potential misuse, and ethical issues. Research and data analysis from social media – analysis of real-life examples.				
Literature: <i>Literature in English:</i> 1. Srivastava Sh., Singh A.: Facebook Application Development with Graph API Cookbook, udžbenik, Packt Publishing, New York, 2011. 2. Russell M. A.: Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn and other Social Media Sites, O'Reilly, New York, 2011. 3. Surowiecki J.: The Wisdom of Crowds, Oxford University Press, Oxford, 2008. 4. Easley D., Kleinberg J.: Networks, Crowds and Markets: Reasoning About a Highly Connected World, Cambridge University Press, Cambridge, 2010. <i>Literature in Serbian:</i> 5. Bonifejs Suzi: Bleferski vodič – društvene mreže, udžbenik, Laguna, 2020.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises / professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY ENGLISH 2

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality English 2				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: Specialized Hospitality English 1				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the English language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral English in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Comparison of adjectives, causative and consequential sentences, conditional sentences, future tenses, preterite, subjunctive, verbs of movement, active and passive voice; aspect of everyday life in the English speaking countries: holidays, family life, education, life in a city; relative clauses; prepositional verbs, suffixes and prefixes in forming adjectives, further knowledge of dependent clauses; everyday life, business life and media in the English speaking countries; specialist expressions relevant for students' profession. <i>Exercises</i> Students are taught to talk or write on everyday topics like free time, job, media, fashion, politics. They do exercises in shorter discussion and stating their opinion, as well as to ask other on their views and then state their agreement/disagreement with different views.				
Literature: <i>Literature in English:</i> 1. Stenly R.: English Language in Tourism, Cambridge University Press, 2015. 2. Đurović, T., Silaški, N.: English Practice in Economics and Business, Ekonomski fakultet, Beograd, 2018. 3. Silaški, N., Đurović, T.: English Grammar for Economists, Ekonomski fakultet, Beograd, 2018. 4. Cambridge University Press: English Language Teaching, Cambridge University Press, 2017. 5. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2008. 6. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006. 7. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2001. <i>Literature in Serbian:</i> 8. Čajka, Z.: Englesko-srpski rečnik poslovnog jezika, Službeni glasnik, Beograd, 2016.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY FRENCH 1

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality French 1				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, first semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the French language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral French in professional communication..				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> French alphabet, basic rules of reading and writing, greeting, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colours, interrogative and affirmative statements; aspects of everyday live in the French speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tenses, clause framework. Aspects of everydaylife in the French speaking countries. <i>Exercises</i> Students do exercises in dialogues relating to everyday situation (telling/asking how to orientate in the city, giving account of events, making travel plans, scheduling a visit to the doctor, describing difficulties etc.), understanding everyday life (such as advertisements), extension of the vocabulary relating to immediate surroundings, family, job.				
Literature: <i>Literature in French:</i> 1. Peniformis J., Oddou M.: Français: Débutant, уџбеник, 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 débutantcomplet, CLE International Paris, Paris, France, 2015. 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY FRENCH 2

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality French 2				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: Specialized Hospitality French 1				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the French language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral French in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Comparison of adjectives, causative and consequential sentences, conditional sentences, future tenses, preterite, subjunctive, verbs of movement, active and passive voice; aspect of everyday life in the French speaking countries: holidays, family life, education, life in a city; relative clauses; prepositional verbs, suffixes and prefixes in forming adjectives, further knowledge of dependent clauses; everyday life, business life and media in the French speaking countries; specialist expressions relevant for students' profession. <i>Exercises</i> Students are taught to talk or write on everyday topics like free time, job, media, fashion, politics. They do exercises in shorter discussion and stating their opinion, as well as to ask others on their views and then state their agreement/disagreement with different views.				
Literature: <i>Literature in French:</i> 5. Penifornis J., Oddou M.: Français: Débutant, учебник, CLE International Paris, Paris, France, 2012. 6. Tauzin B., Dubois A.: Objectif Express 1: Le monde professionnel en français, Hachette FLE, Paris, France, 2013. 7. Grégoire M., Kostucki A.: Grammaire progressive du français niveau débutant complet, CLE International Paris, Paris, France, 2015. 8. Lément-Rodriguez D.: ABC DELF A1., CLE International Paris, Paris, France, 2014.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY GERMAN 1

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality German 1				
Language of the studies: Serbian				
Status of the course: elective				
Semester: first year, first semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is further language studying and acquisition of knowledge with a special focus on business activities so that students are able to interpret specialist texts, maintain business communicate and write shorter texts in German.				
Course outcome: Students have a knowledge of general and business terminology, they are aware of versatility of language tools and actively apply them in a general and business context, they possess a more in-depth knowledge of all levels of language structure (phonetics, morphology, syntax and semantics), develop different language skills (reading, listening, writing, speaking), use the acquired knowledge for further independent language studying, acquire a socio-linguistic and strategic competence, independently use dictionary books and dictionaries in electronic form, have a command of specialist terminology in economics learnt from specialist lessons and other contents presented to them in the course of the studies.				
Course content: <i>Lectures</i> Grammar: personal pronouns, present tense; question words (W-Fragen); definite and indefinite article; modal verbs in the present tense, the imperative; possessive pronouns; temporal prepositions, preterite (sein, haben); polite addressing (würde, könnte), comparison of adjectives; analysis of texts in the German language: introducing oneself in different situations, numerals and time, activities during office hours, talking to business partners in a restaurant, a visit to a company, attitude to business partners, business trips and their organization (booking tickets, accommodation, buying adequate items of clothes), orientation in a city, inviting to, cancelling or postponing business meetings; interpretation of travel timetables, road maps, company structure, producer advertisements; selection of texts in accordance with the selected module – work in groups. <i>Exercises</i> Exercises in grammatical structures of the German language through dialogues and adoption of a certain vocabulary; development of all language activities (reading, writing, speaking, understanding written and spoken German); simulation of dialogues on certain topics – workshop; presentation of a company, its activities and organization – workshop; selection of texts in accordance with the selected module – work in groups.				
Literature: <i>Literature in German:</i> 1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, textbook, Hueber Verlag, Munchen, 2012. 2. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, 2015. 3. 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. <i>Literature in Serbian:</i> 6. Vučković-Stojanović, M.: Uvod u poslovni nemački jezik, Beograd, Savremena administracija, 2005.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY GERMAN 2

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality German 2				
Language of the studies: Serbian				
Status of the course: elective				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: Specialized Hospitality German 1				
Objective of the course: The objective of the course is further language studying and acquisition of skills with a special focus on business topics at a higher level than in Specialized German in Hospitality 1.				
Course outcome: Students acquire general and business terminology and actively use it in a general and business context at a higher level than in Specialized German in Hospitality 1 (previous course); repeating the acquired knowledge and further studying of all levels of the language structure (phonetics, morphology, syntax, semantics) and further development listening, writing and speaking skills; acquisition of the specialist terminology through more complex lessons than in the previous course.				
Course content: <i>Lectures</i> Grammar, a higher level than in Specialized German in Hospitality 1 (previous course): personal pronouns in dative and accusative case, modal verbs preterite, perfect tense, prepositions for location and the difference between the dative and accusative case, irregular adjective comparison, word order in dependent clauses; analysis of texts in German that are more complex than in the previous course in terms of grammar and vocabulary; selection of texts in accordance with the selected module – work in groups; analysis of actual corporate texts in German; analysis of texts from the internet; analysis of texts from German media; listening to the news in German; presentation of a company and hierarchical structure; presentation of a company and a product; hotel booking and making meeting schedules, contacts in meetings, gatherings, fairs; product promotion; drawing up an offer, order, claim and responding to them; understanding job advertisements, CV writing, job application writing. <i>Exercises</i> Exercises in grammatical structures of the German language dealt with in lectures: reading, writing, speaking, understanding written texts; listening to a text and understanding it; selection of texts that are more complex than in the previous course; simulation of dialogue on the given topics – workshop; selection of texts in accordance with the selected module – work in groups.				
Literature: <i>Literature in German:</i> 1. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, 2012. 2. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning, 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. <i>Literature in Serbian:</i> 6. Vučković-Stojanović, M.: Uvod u nemački poslovni jezik, Beograd, Savremena administracija, 2005.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY ITALIAN 1

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality Italian 1				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, first semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the Italian language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral Italian in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Italian alphabet, basic rules of reading and writing, greeting, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colours, interrogative and affirmative statements; aspects of everyday live in the Italian speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tenses, clause framework. Aspects of everydaylife in the Italian speaking countries. <i>Exercises</i> Students do exercises in dialogues relating to everyday situation (telling/asking how to orientate in the city, giving account of events, making travel plans, scheduling a visit to the doctor, describing difficulties etc.), understanding everyday life (such as advertisements), extension of the vocabulary relating to immediate surroundings, family, job.				
Literature: <i>Literature in Italian:</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. 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY ITALIAN 2

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality Italian 2				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: Specialized Hospitality Italian 1				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the Italian language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral Italian in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Comparison of adjectives, causative and consequential sentences, conditional sentences, future tenses, preterite, subjunctive, verbs of movement, active and passive voice; aspect of everyday life in the Italian speaking countries: holidays, family life, education, life in a city; relative clauses; prepositional verbs, suffixes and prefixes in forming adjectives, further knowledge of dependent clauses; everyday life, business life and media in the Italian speaking countries; specialist expressions relevant for students' profession. <i>Exercises</i> Students are taught to talk or write on everyday topics like free time, job, media, fashion, politics. They do exercises in shorter discussion and stating their opinion, as well as to ask others on their views and then state their agreement/disagreement with different views.				
Literature: <i>Literature in Italian:</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. 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, Trieste, 2010. 6. Italiano per modo di dire, Napoli, 2013. 7. Da zero a cento Trieste, 2012. 8. Qua e là per l'Italia Trieste, 2020.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Degree exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY RUSSIAN 1

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality Russian 1				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, first semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the Russian language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral Russian in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Russian alphabet, basic rules of reading and writing, greeting, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colours, interrogative and affirmative statements; aspects of everyday live in the Russian speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tenses, clause framework. Aspects of everydaylife in the Russian speaking countries. <i>Exercises</i> Students do exercises in dialogues relating to everyday situation (telling/asking how to orientate in the city, giving account of events, making travel plans, scheduling a visit to the doctor, describing difficulties etc.), understanding everyday life (such as advertisements), extension of the vocabulary relating to immediate surroundings, family, job.				
Literature: <i>Literature in Russian:</i> 1. Piper, Predrag, Petković, Marina, Raičević, Vucina, Ruski jezik 1, Moscow, 2005. 2. Piper, Predrag, Račević, Vucina: Ruski jezik 1, Moscow, 2006. 3. Miller, L. V., Politova, L. V.: Жили Были (Златоуст), St. Petersburg, 2011. 4. Popovic Ljudmila, Ginic Jelena: Родничок (Ruski za Decu), Moscow, 2008.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY RUSSIAN 2

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality Russian 2				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, third semester				
No. of ECTS credits: 5				
Requirement: Specialized Hospitality Russian 1				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the Russian language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral Russian in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Comparison of adjectives, causative and consequential sentences, conditional sentences, future tenses, preterite, subjunctive, verbs of movement, active and passive voice; aspect of everyday life in the Russian speaking countries: holidays, family life, education, life in a city; relative clauses; prepositional verbs, suffixes and prefixes in forming adjectives, further knowledge of dependent clauses; everyday life, business life and media in the Russian speaking countries; specialist expressions relevant for students' profession. <i>Exercises</i> Students are taught to talk or write on everyday topics like free time, job, media, fashion, politics. They do exercises in shorter discussion and stating their opinion, as well as to ask others on their views and then state their agreement/disagreement with different views.				
Literature: <i>Literature in Russian:</i> 1. Piper, Predrag, Petković, Marina, Raičević, Vucina, Ruski jezik 1, Moscow, 2005 2. Piper, Predrag, Račević, Vucina: Ruski jezik 1, Moscow, 2006. 3. Miller, L. V., Politova, L. V.: Жили Были (Златоуст), St. Petersburg, 2011 4. Popovic Ljudmila, Ginic Jelena: Родничок (Ruski za Decu), Moscow, 2008				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Degree exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY SPANISH I

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality Spanish 1				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: first year, first semester				
No. of ECTS credits: 5				
Requirement: no				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the Spanish language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral Spanish in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Spanish alphabet, basic rules of reading and writing, greeting, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colours, interrogative and affirmative statements; aspects of everyday live in the Spanish speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tenses, clause framework. Aspects of everydaylife in the Spanish speaking countries. <i>Exercises</i> Students do exercises in dialogues relating to everyday situation (telling/asking how to orientate in the city, giving account of events, making travel plans, scheduling a visit to the doctor, describing difficulties etc.), understanding everyday life (such as advertisements), extension of the vocabulary relating to immediate surroundings, family, job.				
Literature: <i>Literature in Spanish:</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 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

SPECIALIZED HOSPITALITY SPANISH 2

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Specialized Hospitality Spanish 2				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second, year, third semester				
No. of ECTS credits: 5				
Requirement: Specialized Hospitality Spanish 1				
Objective of the course: The objective of the course is acquisition of knowledge of specific feature of the Spanish language, learning phrases and patterns necessary for communication at professional level and mastering techniques of written and oral Spanish in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, produce appropriate written forms in the relevant professional field and use speech forms adapted to the given situation.				
Course content: <i>Lectures</i> Comparison of adjectives, causative and consequential sentences, conditional sentences, future tenses, preterite, subjunctive, verbs of movement, active and passive voice; aspect of everyday life in the Spanish speaking countries: holidays, family life, education, life in a city; relative clauses; prepositional verbs, suffixes and prefixes in forming adjectives, further knowledge of dependent clauses; everyday life, business life and media in the Spanish speaking countries; specialist expressions relevant for students' profession. <i>Exercises</i> Students are taught to talk or write on everyday topics like free time, job, media, fashion, politics. They do exercises in shorter discussion and stating their opinion, as well as to ask others on their views and then state their agreement/disagreement with different views.				
Literature: <i>Literature in Spanish:</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. 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	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			

TOURISM REGIONS

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Tourism Regions				
Language of the studies: Serbian				
Status of the course: mandatory				
Semester: second year, fourth semester				
No. of ECTS credits: 6				
Requirement: no				
Objective of the course: The objective of the course is familiarization of students with tourism and geographic location, nature and cultural and historic characteristics, material basis, forms of tourism, as well as of criteria of division of a country to tourism regions and smaller units according to their characteristics and according to which they make constituent parts of a region. In addition to that, the objective of the course is that students are able to define characteristics of a certain tourism region by applying appropriate methodologies.				
Course outcome: The outcome of the course is possession of knowledge on tourist regionalization of the continent and its parts, as well as of regions by countries with a particular emphasis on tourist regions of Serbia.				
Course content: <i>Lectures</i> The notion of a tourism region; historical aspect of development of tourism and the oldest tourist regions; application of analytic-synthetic, comparative, cartographic, graphic, statistical and other methods in presentation of the notion of a tourist region; categories of notions of tourism regionalization and tourism regions; the ratio between tourism regions and tourism turnover in the world and tourism supply and demand; natural characteristic of importance for tourism: terrain, climate, hydrography, thermal springs, biogeographic features, cultural goods; metropolis as a value of importance for tourism; important tourism regions of the world; natural, social, cultural and historical value of Europe, tourism of the Alps, Pyrenees and the central mountain range; tourism of the Mediterranean; tourism of the biggest tourism metropolises, most important tourism regions of Serbia: Palić, Zlatibor, Kopaonik, Vrnjačka Banja, Sokobanja, Niška Banja, Mataruška Banja, Vranjska Banja etc; tourism in the cities of Serbia; most important events as regional tourism generators: (Exit, Nišville, Sterijino pozorje, Guča Trumpet Festival, Sausage Festival in Turija, etc.). <i>Exercises</i> Familiarization with the basics of methodological approach to the issue of preservation of tourism resources, material basis, tourism resource valorisation; acquisition of the skill of application of methods and principles of tourism regionalization of the country; examination of optimum possibilities of division of the territory to tourism regions and tourism regionalization; differentiation of tourism features division of the country into specific units; a visit to travel agency and familiarization with its tourism offer – field visits, internet search, workshop and discussion; visit paid by representatives of a travel agency and tour operator.				
Literature: <i>Literature in English:</i> 1. National Geographic: Journeys of a lifetime, 500 of the world's greatest things, National Geographic, Вашингтон, 2018. <i>Literature in Serbian:</i> 2. Romelić, J.: Turističke regije Srbije, textbook, Prirodno-matematički fakultet, Novi Sad, 2007. 3. Novaković-Kostić, R.: Turističke regije sveta, Visok poslovno-tehnička škola strukovnih studija, Užice, 2016. 4. Stefanović, V., Vojnović, B.: Menadžment u turizmu i ugostiteljstvu, Akademija strukovnih studija, Šabac, 2020. 5. Intersistem kartografija: Tourist guide Serbia, Intersistem, Beograd, 2020. 6. Intersistem kartografija, Turistički vodič Srbija, Intersistem, Beograd, 2020.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: interactive classes, demonstration, practical exercises, analysis of examples from practice, case studies, discussion, e-learning.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	20			
Colloquiums/Exam	30			

WELLNESS AND SPA PROGRAMS

Study programme: Business Economics and Management, module: Hotel Management				
Type and level of studies: undergraduate professional studies				
Course: Wellness and Spa Programs				
Language of the studies: Serbian				
Status of the course: elective				
Semester: third year, sixth semester				
No. of ECTS credits: 6				
Requirement: no				
Course objective: Mastering the concept of wellness, adopting a holistic approach to health and well-being. Connecting the basic elements of wellness treatments into care procedures individually tailored to the needs of the client.				
Course outcome: Ability to apply wellness programs and procedures for the care of the face and body, hands and feet, neck and décolleté. Ability to apply basic complementary techniques in wellness programs. Ability to apply certain techniques for stress control.				
Course content: <i>Lectures</i> The concept and definition of wellness. An overview of spa and wellness throughout history. The concept of wellness and wellness culture. Modern perspectives on health and well-being. Traditional perspectives on health and well-being. The global spa industry. Health tourism. Basic principles of spa and wellness. Spa and wellness services. Trends and methods in wellness. Basics of medical wellness. Technical characteristics of wellness. Basic and optional equipment in wellness. Thermal procedures in wellness. Water-based procedures in wellness. Manual and mechanical procedures in wellness. Thalassotherapy. Wellness programs for body care and shaping. Wellness programs for anti-stress and relaxation. Complementary techniques in the wellness concept. Precautionary measures in wellness and contraindications for applying wellness programs. Wellness philosophy, wellness therapist. Wellness in Serbian spas, the most well-known locations in Serbia. <i>Exercises</i> Wellness therapist (codes, ethics, communication with the client). Wellness massages (wellness relax massage, hot stone massage, herbal pouch massage – pinda sweda), spa and wellness face and body treatments (peeling and body wraps), anti-cellulite massage, lymphatic drainage, maderotherapy, body remodeling treatments, reflexology, aromatherapy, phytotherapy, Ayurvedic head massage, basics of Shiatsu massage.				
Literature: <i>Literature in English:</i> 1. Cohen M., Bodeker G.: Understanding the Global Spa Industry: Spa Management, Elsevier, New York, 2008. 2. Capellini S.: The Complete Spa Book for Massage Therapists, Milady, London, 2010. <i>Literature in Serbian:</i> 3. Isailović G., Matić B.: Vodič kroz wellness, udžbenik, autorsko izdanje, Beograd, 2006. 4. Solovjova N.: Wellness masaže, Konti, Beograd, 2000. 5. Trajkov M., Šimpraga Lj.: Termički agensi u fizikalnoj terapiji, Konti, Beograd, 2021.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of classes (individual work with the student, project work, field work...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Project/Seminars	0			
Exercises/Professional practice	40			
Colloquiums/Exam	20			