

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

Study program:

Undergraduate professional studies

APPARATUS COSMETOLOGY

~ 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	koz-01	Anatomy and Physiology of the Skin	1	30	30	0	0	0	7	m	p
2	koz-02	Cosmetic Raw Materials	1	15	15	0	0	0	5	m	p
3	koz-03	Ethics in Health Care	1	15	15	0	0	0	4	m	p
4	koz-04	Cosmetic Nail Treatments	1	15	15	0	0	240	5	m	pa
5	koz-05	Business Communication Skills	1	30	30	0	0	0	5	m	pa
6	koz-06	Basics of Information and Communication Technologies	1	15	15	0	0	150	4	m	p
7	koz-izb-01	Elective Course 1	1	30	30	0	0	0	5	e	
7a	koz-izb-01-a	Medical and Pharmaceutical Waste	1	30	30	0	0	0	5	e	ag
7b	koz-izb-01-b	Basics of Entrepreneurism	1	30	30	0	0	0	5	e	p
7v	koz-izb-01-v	Specialized English for Cosmetology 1	1	30	30	0	0	0	5	e	pa
7g	koz-izb-01-g	Specialized German for Cosmetology 1	1	30	30	0	0	0	5	e	pa
8	koz-07	Dermatology	2	45	45	0	0	0	7	m	p
9	koz-08	Cosmetic Care	2	30	30	0	0	210	6	m	pa
10	koz-09	Physics of Optical Radiation and Devices Based on Optical Radiation	2	45	45	0	0	300	7	m	pa
11	koz-izb-02	Elective Course 2	2	30	30	0	0	0	5	e	
11a	koz-izb-02-a	Business Organization in a Beauty Salon	2	30	30	0	0	0	5	e	p
11b	koz-izb-02-b	Financial Management and Business Plan Development	2	30	30	0	0	0	5	e	pa
Total number of classes and ECTS per year:				300	300	0	900		60		
THE SECOND YEAR											
12	koz-10	Electromagnetic Fields in Cosmetology and Radiation Protection	3	30	30	0	0	240	7	m	p
13	koz-11	Cosmetic Skin Care Products	3	30	30	0	0	60	5	m	p
14	koz-12	Decorative Cosmetics	3	15	15	0	0	60	4	m	pa
15	koz-13	Nutritionism	3	30	30	0	0	0	6	m	ag
16	koz-14	First Aid	3	15	15	0	0	60	4	m	p
17	koz-izb-03	Elective Course 3	3	30	30	0	0	0	5	e	
17a	koz-izb-03-a	Permanent Hair Removal with Lasers and Intense Pulsed Light	3	30	30	0	0	30	5	e	pa
17b	koz-izb-03-b	Basics of Marketing	3	30	30	0	0	0	5	e	pa
17v	koz-izb-03-v	Specialized English for Cosmetology 2	3	30	30	0	0	0	5	e	ag
17g	koz-izb-03-g	Specialized German for Cosmetology 2	3	30	30	0	0	0	5	e	ag
18	koz-15	Basics of Ultrasound and Devices Based on Ultrasound in Cosmetology	4	30	30	0	0	240	7	m	pa
19	koz-16	Hygiene, Sanitary Protection, and Safety	4	30	30	0	0	60	5	m	pa
20	koz-17	Manual Therapy	4	30	30	0	0	120	6	m	pa
21	koz-18	Applied Cosmetology and Aesthetics	4	30	30	0	0	60	6	m	pa
22	koz-izb-04	Elective Course 4	4	30	30	0	0	0	5	e	
22a	koz-izb-04-a	Selected Chapters of Pharmacology with Toxicology	4	30	30	0	0	0	5	e	p
22b	koz-izb-04-b	Business Economics	4	30	30	0	0	0	5	e	ag
22v	koz-izb-04-g	Social Media	4	30	30	0	0	0	5	e	pa
Total number of classes and ECTS per year:				300	300	0	900		60		

THE THIRD YEAR											
23	koz-19	Selected Chapters of Phytotherapy	5	30	30	0	0	90	6	m	p
24	koz-20	Rejuvenation with Lasers	5	45	45	0	0	180	9	m	p
25	koz-21	Selected Chapters of Apparatus-Based Anti-Aging Programs	5	30	30	0	0	180	9	m	pa
26	koz-22	Aesthetic and Reconstructive Surgery	5	15	15	0	0	150	7	m	p
27	koz-izb-05	Elective Course 5	5	30	30	0	0	0	5	e	
27a	koz-izb-05-a	Mental Hygiene	5	30	30	0	0	0	5	e	pa
27b	koz-izb-05-b	Quality Control	5	30	30	0	0	0	5	e	ag
27v	koz-izb-05-v	Business English	5	30	30	0	0	0	5	e	ag
27g	koz-izb-05-g	Business German	5	30	30	0	0	0	5	e	ag
28	koz-23	Wellness and Spa Programs	6	45	45	0	0	150	7	m	pa
29	koz-24	Legislation in Cosmetology	6	30	30	0	0	0	5	m	ag
30	koz-25	Selected Chapters on the Application of Lasers in Cosmetology	6	45	45	0	0	150	7	m	pa
31	koz-izb-06	Elective Course 6	6	30	30	0	0	0	5	e	
31a	koz-izb-06-a	Human Resources Management	6	30	30	0	0	0	5	e	p
31b	koz-izb-06b	Research Methodology	6	30	30	0	0	0	5	e	ag
Total number of classes and ECTS per year:				300	300	0	0	900	60		

Total number of classes and ECTS per all three years of studies:	1.800	2700	180		
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COURSE CONTENT
(in alphabetical order as listed below)

Anatomy and Physiology of the Skin
Aesthetic and Reconstructive Surgery
Applied Cosmetology and Aesthetics
Basics of Entrepreneurism
Basics of Information and Communication Technologies
Basics of Marketing
Basics of Ultrasound and Devices Based on Ultrasound in Cosmetology
Business Communication Skills
Business Economics
Business English
Business German
Business Organization in a Beauty Salon
Cosmetic Care
Cosmetic Nail Treatments
Cosmetic Raw Materials
Cosmetic Skin Care Products
Decorative Cosmetics
Dermatology
Electromagnetic Fields in Cosmetology and Radiation Protection
Ethics in Health Care
Financial Management and Business Plan Development
First Aid
Human Resources Management
Hygiene, Sanitary Protection, and Safety
Legislation in Cosmetology
Manual Therapy
Medical and Pharmaceutical Waste
Mental Hygiene
Nutritionism
Permanent Hair Removal with Lasers and Intense Pulsed Light
Physics of Optical Radiation and Devices Based on Optical Radiation
Quality Control
Rejuvenation with Lasers
Research Methodology
Selected Chapters of Apparatus-Based Anti-Aging Programs
Selected Chapters of Pharmacology with Toxicology
Selected Chapters of Phytotherapy
Selected Chapters on the Application of Lasers in Cosmetology
Social Media
Specialized English for Cosmetology 1
Specialized English for Cosmetology 2
Specialized German for Cosmetology 1
Specialized German for Cosmetology 2
Wellness and Spa Programs

ANATOMY AND PHYSIOLOGY OF THE SKIN

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Anatomy and Physiology of the Skin				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 7				
Requirement: no				
Course objective: The aim of the course is to acquire knowledge about the anatomical and histological structures of the skin and its appendages, as well as to provide insights into the physiology of the skin and its adnexa, in order to understand altered, pathological functioning and the possibilities for treating skin diseases or injuries.				
Course outcome: After completing the course and passing the exam, the student will have the ability to define, understand, describe, integrate, and reproduce concepts related to the normal anatomical and histological structures of the skin and its adnexa. The student will be able to master the appropriate part of medical terminology, explain the functioning of the skin and its adnexa, understand the roles of the body's control mechanisms, and comprehend the interconnection of regulatory systems within the human body that enable adaptation to changes in the internal and external environment under everyday conditions. The student will also develop the ability to relate acquired knowledge of anatomical and physiological concepts to basic pathological processes of the skin.				
Course content: <i>Lectures</i> The skin as the outermost organ of the body – macroscopic characteristics. Functions and importance of the skin and its appendages. The skin and its role in preserving the health and beauty of the body. Structure of the skin: basic layers – epidermis, dermis, and hypodermis. Structure and function of the epidermis, its layers, cells, the process of keratinization, and the process of desquamation. The stratum corneum: structure and function. The pigment melanin, the process of melanogenesis, and skin hyperpigmentation and hypopigmentation. The dermo-epidermal barrier. The dermis – importance for the skin, cells, fibers, blood vessels, hair follicle, sebaceous and sweat glands, nerves, and the arrector pili muscle. Structure, function, and types of hair, the papilla, and the hair growth cycle. Structure and function of the nail. Sebaceous glands – structure and function. Sebum – composition, roles, sebo-regulation, type of secretion. The hydrolipid film. Sweat glands – structure, types, roles, and secretion mechanisms. Perspiration. Skin types and phototypes – classifications, skin aging scale. Skin changes with aging, striae, cellulite, scars. Effects of non-ionizing radiation on the skin: UV (ultraviolet radiation), VIS (visible light), and IR (infrared radiation). Application of non-ionizing radiation in cosmetic treatments. Skin diseases and changes: erythema (rosacea, couperose, emotional erythema), dysseborrhea (acne, sebaceous hyperplasia, seborrhea, hyperseborrhea), dyschromia, infectious skin diseases (dermatomycoses, viral infections, warts), nevi, and benign skin tumors. <i>Exercises</i> Visual examination of the skin and determination of skin type and phototype, as well as the degree of skin aging. Workshop: determination of skin type. Workshop: skin diseases and changes, internet research. Familiarization with irregularities, aesthetic changes, and skin diseases. Analysis of the effects of non-ionizing radiation on the skin: ultraviolet radiation, visible light, infrared radiation. Application of non-ionizing radiation in cosmetic treatments.				
Literature: <i>Literature in English:</i> - Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill Professional, New York, 2009. - Netter H. F.: Netter Atlas of Human Anatomy: Classic Regional Approach, Elsevier, New York, 2022. - Hansen J. T.: Netter's Clinical Anatomy, Elsevier, New York, 2022. <i>Literature in Serbian:</i> - Mitrašinović D.: Anatomija kao nauka, udžbenik, Visoka zdravstvena škola strukovnih studija, Beograd, 2010. - Bošković M.: Anatomija čoveka, udžbenik, Naučna knjiga, Beograd, 2005. - Miljković S.: Estetska nega, udžbenik (u pripremi), 2023. - Baumann L., Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpreta, Zagreb, 2012. - Karadaglić Đ.: Dermatologija 1 i 2, udžbenik, Beograd, 2016. - Mitrašinović D.: Anatomija kao nauka - odabrana poglavlja, Visoka zdravstvena škola strukovnih studija, Beograd 2011.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures and practical exercises with anatomical and histological devices, use of atlas, video projections, computer animations and simulations of physiological processes.				

Grading (maximum 100 points)			
Pre-Exam obligations	Points	Final Exam	Points
Lecture attendance	3	Exam	20 (Anatomy) 20 (Physiology)
Activity	7		
Projects/Seminars	0		
Exercises/professional practice	10 (Anatomy) 10 (Physiology)		
Colloquiums	15 (Anatomy) 15 (Physiology)		

AESTHETIC AND RECONSTRUCTIVE SURGERY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Aesthetic and Reconstructive Surgery				
Language of instruction: Serbian				
Course status: mandatory				
Semester: third year, fifth semester				
ECTS: 7				
Requirement: Anatomy and Physiology of the Skin				
Course objective: Familiarizing students with the most important concepts and procedures in aesthetic surgery, as well as postoperative treatment following certain aesthetic procedures.				
Course outcome: Training students for a team-based approach, both in preoperative and postoperative treatment for the most common procedures in the field of aesthetic surgery.				
Course content: <i>Lectures</i> Introduction to aesthetic surgery. Basics of plastic surgery. Asepsis, antisepsis, anesthesia, resuscitation. Basic principles of skin and tissue transplantation. The concept of flaps. Setting indications for surgical correction of certain skin conditions. The process of skin aging from an etiological perspective and through various surgical treatments for skin rejuvenation. Liposuction, lipotransfer. Aesthetic surgical procedures. Anatomical regions of the human body. The concept of burns and frostbite. Treatments of different scars, particularly in the early postoperative course. Procedures significant for easier and faster understanding of basic theoretical and practical procedures in the field of aesthetic surgery. Congenital anomalies of the face, hand, and urogenital system (vagina, urethra). Basic concepts of hand surgery. The surgical aspect of benign and malignant tumors of the skin and subcutaneous tissue. Aesthetic surgical procedures of the head and neck. Breast aesthetic surgery in women and men. Aesthetic surgical procedures of the abdominal wall, gluteal region, upper and lower extremities. The concept of bariatric surgery. Basic elements of anti-aging medicine. The importance of teamwork among dermatologists, plastic surgeons, cosmetologists, and professional cosmeticians/aestheticians. Hair transplantation. Decubital ulcers. <i>Exercises</i> Introduction to Aesthetic Surgery. Familiarization with aesthetic surgical procedures. Familiarization with methods of skin condition assessment. Setting indications for surgical correction. Skin aging. Surgical treatments for rejuvenation. Anatomy relevant to aesthetic surgical procedures. Types of scars. Treatments for scar conditions. Postoperative treatment. Case studies. Skin transplantation. Transplantation of other tissues. Correction of anomalies. Formation of scars and their surgical management. Pathology and aesthetic reconstruction of the breast. Preparation of patients for surgery and postoperative care following plastic surgical procedures. Training students for a team-based approach, both before and after surgery, in the most common procedures within the domain of aesthetic surgery.				
Literature: <i>Literature in English:</i> 1. Fodor L. (ed.), Ullmann Y. (ed.): Aesthetic Applications of Intense Pulsed Light, Prentice Hall, New Jersey, 2020. 2. Haney B.: Aesthetic Procedures: Nurse Practitioner's Guide to Cosmetic Dermatology, Springer Publishing Company, New York, 2020. 3. Scuderi N. (ed.), Bryant A. T.: International Textbook of Aesthetic Surgery, Springer Publishing Company, New York, 2016. 4. Lewis L. S., Dirksen S. R., Heitkemper M. M., Bucher L.: Medical Surgical Nursing: Assessment and Management of Clinical Problems, Toronto, 2011. <i>Literature in Serbian:</i> 5. Janjić Z.: Plastična, rekonstruktivna i estetska hirurgija, udžbenik, Data status, Beograd, 2014. 6. Stevović M. i sar.: Hirurgija za studente i lekare, udžbenik, Savremena administracija, Beograd, 2000. 7. Maksimović Ž.: Hirurgija, udžbenik, CIBID, Beograd, 2008. 8. Dragović M.: Ambulantna hirurgija, udžbenik, Velarta, Beograd, 2006.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	150	0	0
Methods of teaching: lectures, practical exercise, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			

Colloquiums	30		
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APPLIED COSMETOLOGY AND AESTHETICS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Applied Cosmetology and Aesthetics				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, fourth semester				
ECTS: 6				
Requirement: Cosmetic Care				
Course objective: Acquiring knowledge of aesthetic values, with emphasis on practical application in facial and body aesthetics. Developing awareness of the role and importance of aesthetic values.				
Course outcome: Mastery of theoretical knowledge of aesthetic principles and values. Acquisition of the ability to independently recognize, evaluate, and apply aesthetic postulates. Development of skills and training for creating beauty and harmony in the field of body and facial aesthetics.				
Course content: <i>Lectures</i> Introduction to the concept of aesthetics. The emergence and development of aesthetics through art. History and development of aesthetic philosophical thought. Color as an aesthetic phenomenon. The importance of the psychological influence of colors and their symbolism in the aesthetic experience. Form as an aesthetic phenomenon. Proportion as an aesthetic phenomenon, the golden ratio, the aesthetics of the human body. Composition as an aesthetic phenomenon, the aesthetics of the human face. Aesthetic principles: rhythm, monotony, harmony, contrast. Aesthetic principles: balance, dominance, unity. The concept of female beauty through historical and cultural aspects. Concepts of fashion and style, trends, and classical aesthetic values. Concepts of kitsch and trash in determining aesthetic values. The aesthetics of nail decoration. Hairstyle and jewelry as elements of aesthetic styling. The aesthetics of dressing for professional cosmetologists/beauticians and aesthetic principles of arranging the workspace. <i>Exercises</i> Slide projection, introduction to the basic elements of aesthetics, interactive teaching. Analysis and discussion of different directions of aesthetic thought throughout historical development. Presentation of examples of color variations, color coordination, drawing and coloring sketches of makeup proposals. Slide projection and interactive analysis of the relationships and meanings of colors in various examples. Analysis of the influence of different shapes (shape of the eyes, eyebrows, lips, facial contours) on their mutual aesthetic harmony, drawing values – interactive teaching. Mastering the basic rules of ideal proportions, measuring, and identifying the golden ratio. Analysis of the face and all aesthetic elements of its composition, with examples of their proper arrangement and harmonization with the shape of the face. Practice and application of these principles in examples of makeup and overall styling. Slide projection and interactive analysis of aesthetic styles throughout history and in modern times. Analysis of the concept of beauty, personal style, and fashion throughout history and contemporary trends. Projection and interactive analysis of examples of kitsch and trash in culture, fashion, makeup, and art. Projection of examples of different styles of decoration, analysis, and practice of designing the appropriate style for a given occasion. Practice in proper coordination of jewelry and hairstyle with the style of makeup, facial shape and composition, and skin tone and undertone. Creation and styling of the professional appearance of the beautician, designing the workspace.				
Literature: <i>Literature in English:</i> 1. Ross S. (ed.), Cahn S. M. (ed.), Shapshay S. L. (ed.): Aesthetics: A Comprehensive Anthology (Blackwell Philosophy Anthologies), Wiley, New Jersey, 2020. <i>Literature in Serbian:</i> 2. Đokić R.: Istorija estetike, udžbenik, Službeni glasnik, Beograd, 2008. 3. Petrović S.: Kič kao sudbina, Čigota, Beograd, 2006. 4. Petrović S.: Estetika i doživljaj, Dereta, Beograd, 2019. 5. Nastanović J., Gracun P.: Primenjena gastronomska estetika, The College of Hotel Management, Beograd, 2010.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	60	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			

Colloquiums	20		
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BASICS OF ENTREPRENEURISM

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Basics of Entrepreneurism				
Language of instruction: Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 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: <i>Lectures</i> The notion of entrepreneurship; business environment and framework of entrepreneurial economy; theories of entrepreneurship; entrepreneurs and types of entrepreneurs; entrepreneurial strategies and tactics; innovations in entrepreneurship; entrepreneurial enterprise, evaluation of cost effectiveness and return on investment; legal framework of entrepreneurship; small and medium size enterprises as bearers of economic activity; difference in methods of operating, legal framework, rights and responsibilities of sole proprietor as opposed to companies; the state and entrepreneurs; international entrepreneurship; legal regulations in Serbia; skills required for entrepreneurial activity. <i>Exercises</i> Preparation for drawing up a case study independently; case study and examples from organizational practice; entrepreneurial enterprise, evaluation of cost effectiveness and return on investments – project paper; difference in methods of operating, legal framework, rights and responsibilities of sole proprietor as opposed to companies – discussion; international entrepreneurship – searching the internet; skills required for entrepreneurial activity – discussion; a visit of a (successful) sole proprietor – discussion.				
Literature: <i>Literature in English:</i> 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. <i>Literature in Serbian:</i> 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 teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

BASICS OF INFORMATION AND COMMUNICATION TECHNOLOGIES

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Basics of Information and Communication Technologies				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 4				
Requirement: no				
Course objective: Course objective is to enable students to acquire basic knowledge in the area of application of information-communication technologies in health care institutions, familiarizing with text processing software tools and with tabular calculations computer programs.				
Course outcome: Upon passing the exam students will be able to apply the acquired knowledge on computer hardware, peripheral units, software tools, multimedia and the internet in real-life situations in health care institutions, or to use the acquired knowledge to improve the current work in health care institutions. In addition to that, application of calculation or text processing program is important for everyday work of a cosmetologist.				
Course content: <i>Lectures</i> Organization of the information technology service in a beauty salon. Types of information systems. Procurement and adoption of new information systems in a beauty salon, the need for constant updates. Operation of beauty salons from the perspective of IT support. Professional equipment. Computer networks, basics of telecommunications, and forms of telecommunication systems. Software. Basics of systems analysis. System testing. Standards for information technology systems in a beauty salon. Client record-keeping. The importance of permanent and timely data entry into the system. Trends in system integration. Client data protection. Internet, internet address, internet access, internet protocols, HTML, World Wide Web, internet services. Windows. Specific programs used in the work of beauty salons and in healthcare. Basic software tools (Word, Excel, PowerPoint). Security systems in a beauty salon. Panic keys. <i>Exercises</i> Types of information systems. Work of employees in a beauty salon within the IT system. The need for constant updates. Basics of telecommunications and types of telecommunication systems. Client record-keeping. The importance of permanent and timely data entry into the system. Use of the internet. Basic software tools (Word, Excel, PowerPoint), working with programs. Processing questionnaires and surveys. Graphical presentation and tabulation. Types of errors in data processing. Use of the security system in a beauty salon.				
Literature: <i>Literature in English:</i> 1. Biheller B. R., Evans J., Pinard T. K., Romer M. R.: Microsoft Office 2007: Introductory Course, textbook, Course Technology, Boston, 2007. <i>Literature in Serbian:</i> 2. Marčičević Ž., Marošán Z.: Primena informacionih tehnologija, udžbenik, Visoka poslovna škola strukovnih studija, Novi Sad, 2010. 3. Marošán Z., Vesin B.: Primena informacionih tehnologija, praktikum, Visoka poslovna škola strukovnih studija, Novi Sad, 2009. 4. Gerlič I.: Savremene informacione tehnologije u obrazovanju, udžbenik, Nacionalna izdavačka kuća Slovenija, Ljubljana, 2000. 5. Bunzel T.: Microsoft Office 2010 Kao od šale, CET, Beograd, 2010. 6. Ringstrom D.: Otkrijte skrivenu blaga Mikrosoft Eksela, Kompjuter Biblioteka, Beograd, 2022. 7. Arsić S.: Želim da naučim Eksel, Beosing, Beograd, 2005. 8. Tasić M., Čirić M.: Osnovi informatike, udžbenik, Prirodno-matematički fakultet, Niš, 2002. 9. Milošević Z., Bogdanović D.: Statistika i informatika u oblasti medicinskih istraživanja, udžbenik, Medicinski fakultet, Niš, 2012.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	150	0	0
Methods of teaching: lectures, work with software, exercises.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			

Exercises/professional practice	30		
Colloquiums	30		

BASICS OF MARKETING

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Basics of Marketing				
Language of instruction: Serbian				
Course status: elective				
Semester: second year, third semester				
ECTS: 5				
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>Practical classes</i> Case study analysis – discussion; virtual case analysis – workshop; working out a specific task of a new product / new service marketing promotion – project task and workshop; internet search; analysis of good practice and frequent mistakes – workshop.				
Literature: <i>Literature in English:</i> 1. Salai, S., Kovač Žnideršić, R: Marketing, textbook, Alfa-graf NS, Novi Sad, 2010. 2. Kotler P., Keller K.: Marketing management, Pearson, USA, 2012. 3. Kotler P., Armstrong G.: Principles of Marketing, 16th Ed., Pearson Education Limited, London, UK, 2016. <i>Literature in Serbian:</i> 4. Randić, D., Lekić, S.: Osnovi marketinga, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2014. 5. Đurica, M.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2018. 6. Vukmirović, J.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2019. 7. Knežević, R., Knežević, B.: Marketing, Beogradska poslovna škola – Visoka škola strukovnih studija, Beograd, 2009. 8. Kancir R.: Marketing koncepcija i instrumenti, udžbenik, Beogradska poslovna škola, Beograd 2006. 9. Kancir R., Đurica M.: Marketing, udžbenik, Beogradska poslovna škola, Beograd 2012.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	30			
Colloquiums	30			

BASICS OF ULTRASOUND AND DEVICES BASED ON ULTRASOUND IN COSMETOLOGY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Basics of Ultrasound and Devices Based on Ultrasound in Cosmetology				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, fourth semester				
ECTS: 7				
Requirement: Dermatology				
Objective of the course: The aim of the course is to familiarize the student with the theoretical foundations, as well as the practical application of ultrasound and ultrasound-based devices in cosmetology.				
Course outcome: After completing the course, exercises, and passing the subject, the student should be familiar with the theoretical foundations of ultrasound, as well as the practical application of ultrasound and ultrasound-based devices in cosmetics.				
Course content: <i>Lectures</i> Sound, Sound Pressure. Definition of ultrasound. Natural and technological sources of ultrasound. Basic physical characteristics: frequency, amplitude, wavelength, period, pulse duration. Interaction with biological tissues: propagation speed, degree of reflection, penetration, absorption, influence of temperature and acoustic characteristics of tissues, angle of incidence of ultrasound, thermal capacity of tissues, density. Cavitation phenomenon: non-inertial and inertial cavitation, conditions of occurrence, and effects on tissues. Effects of ultrasound on the body: physicochemical, mechanical, and thermal; local and general. Main factors causing adverse effects in the application of ultrasound: temperature (heating), cavitation, acoustic streaming, and radiation forces. Undesirable effects on cells. Determining the threshold energy value of ultrasound for tissue damage. Thermal and non-thermal physical and biological effects of ultrasound on tissues. Sensitivity of different organs to ultrasound action. Contraindications for the use of ultrasound. Applications: medical, diagnostic, and cosmetic use of ultrasound. Sonophoresis, sonoporation, ultrasonophoresis. Ultrasound device characteristics: output power, ultrasound intensity, treatment duration. Contact medium for the application of ultrasound. Types and kinds of ultrasound devices according to purpose: ultrasound for skin regeneration and sonophoresis, ultrasonic spatula, ultrasound devices for fat removal and body contouring. Combined devices (e.g., with optical radiation or radio frequencies). Newer methods: high-intensity ultrasonic shock-wave methods and HIFU (High-Intensity Focused Ultrasound). <i>Exercises:</i> Anamnesis and client counseling for choosing the appropriate ultrasound device depending on indications, potential risks and side effects, and expected results. Selection of the device, frequency, and type of pulse for different applications. Selection and adjustment of parameters. Ultrasonic spatula – application technique. Indications and contraindications for device use, potential allergic reactions on the skin, and hypersensitivity to active components of serums. Proper selection of dermaceuticals to improve skin quality. Personalized approach to the client. Filling out the questionnaire and contraindications. Practicing the creation of an individual treatment plan for the client. Review of devices available on the market, similarities, and differences. Discussion about the advantages of specific devices. Demonstration of tests and techniques for working with an ultrasound device for rejuvenation on specific regions. Demonstration of tests and techniques for working with an ultrasound device for circumference reduction and fat removal on specific regions. Practicing the adjustment of parameters necessary for a given treatment on a client with a specific skin condition and type of cellulite. Demonstration of tests and techniques with the ultrasonic spatula. Principles, procedures, and practicing the execution of treatments for each facial region with the ultrasonic spatula.				
Literature: <i>Literature in English:</i> - Escoffre J., Bouakaz A. (ed.): Therapeutic Ultrasound, Springer Publishing Company, New York, 2016. - Wortsman X.: Textbook of Dermatologic Ultrasound, Springer Publishing Company, New York, 2022. - Baumann L., Elsaie M., Grunebaum L.: Козметичка дерматологија, уџбеник, Интерпрета, Загреб, 2012. - Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill Professional, New York, 2009. <i>Literature in Serbian:</i> - Palmer P. E.: Ultrazvučna dijagnostika, Narodna i univerzitetska biblioteka Republike Srpske, Banja Luka, 2006. - Miljković S.: Estetska nega, udžbenik (u pripremi), Naučna, Beograd 2023. - Obradović K.: Primena aparata na bazi ultrazvuka u kozmetoterapijskim procedurama, skripta, 2023.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	240	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				

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

BUSINESS COMMUNICATION SKILLS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Business Communication Skills				
Language of instruction: Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: With his/her active participation in the learning process, student should acquire knowledge in the area of communications in order to acquire communication competency and skills required for professional work in nursing and treatment of senior citizens, organizational and team communication and in communication with social partners.				
Course outcome: At the end of the course student should be capable to apply the acquired knowledge in communication skills and to practically implement the acquired knowledge and skills within cosmetology.				
Course content: <i>Lectures</i> General notions, aspects, types, parts of communication; communication competency in professional work; barriers in communication; active and passive communication; verbal and nonverbal communication; communication with children, the elderly, business communication, communication with clients; emotional communication, empathy; ethical principles; creative workshops for practicing methods of verbal communication: speaking, listening, reading, writing; nonverbal communication; communication aids; specifics of communication with patients with sensory-perceptual disorders; interpersonal communication; teamwork; therapeutic and informational communication; establishing first contact; conflict management and resolution; negotiation; communication tricks, sandwich technique; giving and receiving feedback; soler technique; communication and psychological distress in emotionally difficult situations (illness, death of relatives); email communication; presentation skills; meeting management skills; skills for refusing proposals; forms of greeting; dress code; public relations of an organization aimed at achieving mutual understanding and pursuing common interests; communication in crisis situations. <i>Exercises</i> Creative workshops for practicing methods of verbal communication: speaking, listening, reading, writing; nonverbal communication; communication aids; workshops related to specific types of communication; teamwork; establishing first contact; conflict management and resolution; negotiation; communication tricks, sandwich technique; giving and receiving feedback; email communication; presentation skills; meeting management skills; skills for refusing proposals; forms of greeting; communication in crisis situations.				
Literature: <i>Literature in English:</i> 1. Hugman B.: Healthcare Communication, Pharmaceutical Press, London, 2009. 2. Cardon P.: Business Communication: Developing Leaders for a Networked World, 2020. <i>Literature in Serbian:</i> 3. Kekuš D.: Komunikacije u profesionalnoj praksi zdravstvenih radnika, udžbenik, Beograd, 2010. 4. Kekuš D.: Modeli integrisanih komunikacija u zdravstvu, udžbenik, Fakultet organizacionih nauka, Beogradu, 2009. 5. Mandić T.: Komunikologija, Clio, Beograd, 2003.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, discussion, case studies, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums	20			

BUSINESS ECONOMICS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Business Economics				
Language of instruction: Serbian				
Course status: elective				
Semester: second year, fourth semester				
ECTS: 5				
Requirement: no				
Course objective: The main objective of the course is to acquire theoretical and practical knowledge about all aspects of business operations. In this sense, the theoretical goal is to understand the essence of the concept of an enterprise, the principles of its functioning, and its relationship with the environment. The practical goal is to gain knowledge and skills that are a prerequisite for successful business management. The aim of the course is for students, after the learning process, to be able to define the theoretical foundations of business economics, analyze the legal and organizational aspects of an enterprise, apply basic cost management models, explain and analyze fundamental economic principles, and, through concrete examples, select an adequate enterprise development strategy.				
Course outcome: After completing the course, students will be able to understand the purpose and objectives of an enterprise, its place and role in the socio-economic environment, identify internal and external factors that affect the use of production resources and business costs of the enterprise, identify relevant factors and mechanisms for determining demand for the enterprise's products, analyze all phases of value creation during the reproduction process and the elements and determinants of each of these phases, as well as analyze the factors that influence the enterprise's performance and the basic economic principles used to evaluate business success.				
Course content: <i>Lectures</i> Theoretical foundations of business economics. Economic, legal, and organizational aspects of enterprises, as well as basic and special types of enterprises. Cost management. Market, revenue, profit, competition. Productivity. The principle of cost-effectiveness. Profitability. Enterprise development strategy. Accounting reports. Types of software for processing accounting tasks. Types of records. Public financial data. The bookkeeping process: chronological and systematic recording, types of bookkeeping. Balance sheet and income statement. Bookkeeping coverage: fixed assets, current assets, production process, realization. Final account. Calculation and distribution of results. Types of frequent reports in the operation of a beauty salon. <i>Exercises</i> Case study analysis. Analysis of hypothetical cases – workshop. Internet research (company websites). Analysis of good practice. Visit to a small and medium-sized enterprise, visit to a corporate enterprise; comparative analysis – workshop.				
Literature: <i>Literature in English:</i> 1. Case K., Fair R., Oster S.: Principles of Economics, Pearson Education, London, 2011. <i>Literature in Serbian:</i> 2. Lončar M., Šušnjar M., Rebronja Lj.: Efikasno hotelsko domaćinstvo, udžbenik, Gastroprint, Beograd, 2008. 3. Pokrajčić D.: Ekonomika preduzeća: principi i ciljevi, udžbenik, Ekonomski fakultet, Beograd, 2019. 4. Paunović B.: Ekonomika preduzeća - preduzeće, okruženje i ulaganja, udžbenik, Ekonomski fakultet, Beograd, 2015. 5. Komnenić B., Kisić S.: Ekonomika preduzeća, udžbenik, Alfa-graf, Novi Sad, 2014. 6. Bandin T.: Ekonomika preduzeća-ekonomske osnove poslovnog odlučivanja, Savremena administracija, Beograd, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, discussion, case studies, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

BUSINESS ENGLISH

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Business English				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no				
Course objective: Course objective is familiarization with characteristics of the English language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.				
Course content: <i>Lectures</i> Deepening knowledge of characteristic verb tenses and constructions used in business English. Business texts, written and oral business communication, email communication. Writing memoranda of agreements, business letters, and correspondence. Forms of address. Writing offers. Writing projects. Pro forma invoices, invoices, complaints, basic banking vocabulary. Basic financial business vocabulary. Topics: cosmetics, cosmetic treatments, makeup, skin, nail, and hair care, fashion, health, healthy living, sports, environmental protection, business life, life in English-speaking countries. Professional terminology relevant to the students' field of cosmetology. Deepening knowledge of past verb tenses, subordinate and relative clauses. Temporal conjunctions and the structure of temporal sentences. Deepening knowledge of future verb tenses, the use of the subjunctive, conjunctions, and sentence structure in subordinate clauses. <i>Exercises</i> Communicating in different situations (at the beautician, doctor's office, public services, hospitality establishments, healthcare institutions, spas, etc.); requesting information by phone; making reservations; handling conflict situations. Giving reports on personal events. Writing memoranda of agreements, business letters, correspondence – workshop. Forms of address – workshop. Writing offers – workshop. Writing projects – workshop. Pro forma invoices, invoices, complaints, basic banking vocabulary – workshop. Basic financial business vocabulary – workshop. Basic legal vocabulary – workshop. Ticket, transport, and accommodation reservations – workshop. Basic vocabulary in tourism and hospitality – workshop. Characteristic business expressions and phrases.				
Literature: <i>Literature in English:</i> 1. MacLean J.: English in Basic Medical Science, textbook, Oxford University Press, Oxford, 2000. 2. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2014. 3. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006. 4. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2008. 5. Evans V., Dooley J., Tran T. M.: Career Paths, Medical Book 1, udžbenik, Express Publishing, Berkshire, 2018. <i>Literature in Serbian:</i> 6. Dragović R.: Engleski za zdravstvene radnike, udžbenik, Naučna knjiga, Beograd, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums	20			

BUSINESS GERMAN

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Business German				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no				
Course objective: Course objective is familiarization with characteristics of the German language, adoption of phrases and patterns necessary for communication at professional level and adoption of techniques of written and oral expressing in professional communication.				
Course outcome: Students will be able to apply the acquired knowledge in professional communication, create corresponding written forms in accordance with their professional communication and use speech patterns appropriate to a given situation.				
Course content: <i>Lectures</i> Deepening knowledge of characteristic verb tenses and constructions used in business German. Business texts, business written and oral communication, email communication. Writing a memorandum of agreement, business letter, correspondence. Forms of address. Writing an offer. Writing a project. Pro forma invoices, invoices, complaints, basic banking vocabulary. Basic financial business vocabulary. Topics: cosmetics, cosmetic treatments, makeup, skin, nail, and hair care, fashion, health, healthy living, sports, environmental protection, business life, life in German-speaking countries. Professional terminology relevant to the students' field of cosmetology. Deepening knowledge of past verb tenses, dependent and relative clauses. Temporal conjunctions and the structure of temporal clauses. Deepening knowledge of future verb tenses, the use of the subjunctive, conjunctions, and sentence structures in subordinate clauses. <i>Exercises</i> Communicating in different situations (at the beautician, doctor's office, public services, hospitality establishments, healthcare institutions, spa, etc.); requesting information by phone; making reservations; handling conflict situations. Giving reports on personal events. Writing a memorandum of agreement, business letter, correspondence – workshop. Forms of address – workshop. Writing an offer – workshop. Writing a project – workshop. Pro forma invoices, invoices, complaints, basic banking vocabulary – workshop. Basic financial business vocabulary – workshop. Basic legal vocabulary – workshop. Reservations for tickets, transport, accommodation – workshop. Basic vocabulary in tourism and hospitality – workshop. Characteristic business expressions and phrases.				
Literature: <i>Literature in English:</i> 1. Menschen A1 KB und Menschen A1 AB, udžbenik, Klett Verlag, Stuttgart, 2018. 2. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, udžbenik, Hueber Verlag, Munchen, 2012. 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. <i>Literature in Serbian:</i> 7. Vučković-Stojanović M.: Uvod u nemački poslovni jezik, udžbenik, Savremena administracija, Beograd, 2005.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums	20			

BUSINESS ORGANIZATION IN A BEAUTY SALON

Study program:	Apparatus Cosmetology
Type and level of study:	undergraduate professional studies
Course:	Business Organization in a Beauty Salon
Language of instruction:	Serbian
Course status:	elective
Semester:	first year, second semester
ECTS:	5
Requirement:	no

Course objective:

The aim of the course is to master the basic theoretical approaches and key concepts relevant to managing organizations and people within them. A specific goal is to make students aware of the importance and necessity of business organization in the modern world, especially in enterprises, as well as to develop the ability to critically evaluate existing organizational structures and design new ones.

Course outcome:

During the course, the student acquires knowledge that enables and facilitates solving practical tasks of managing an organization and its employees, gains skills that allow them, as a manager, to be successful and competent in understanding, anticipating, and controlling employee behavior and shaping it toward achieving the organization's projected goals, and becomes qualified to manage employee behavior during organizational changes and conflicts, as well as to adopt techniques and skills in communication, motivation, and decision-making.

Course content:
Lectures

Development of organizations through history. Theories of organization: classical, neoclassical, contemporary, and future estimations. Organizational structures. Fundamentals of organizational behavior: managerial behavior, organizational culture, motivation in organizations, power in organizations, groups in organizations, organizational conflicts, communication in organizations, decision-making, organizational learning. Human resource management. Organizational change and development. Daily, monthly, and yearly personal organization, methods of work organization. Modern technical aids in personal and work organization. Time management, time wasters. Time priorities (important/urgent). Organization of business at the level of office, department, company, and corporate enterprise. Short-term and long-term plans, step-by-step monitoring. Meeting organization and monitoring implementation.

Exercises

Organizational structures – exercise. Motivation in organizations – workshop. Organizational conflicts – workshop. Communication in organizations – workshop. Daily, monthly, yearly personal organization, methods of work organization – workshop. Modern technical aids in personal and work organization. Company visit. Time management, time wasters – discussion, workshop. Time priorities (important/urgent) – practical exercise. Short-term and long-term plans, step-by-step monitoring – workshop.

Literature:
Literature in English:

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

Literature in Serbian:

2. Sajfert Z., Pavlović N.: Organizacija, udžbenik, Čikoš grupa, Subotica, 2014.
3. Ahmetagić E.: Organizacija preduzeća, udžbenik, 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 teaching (individual work with student, projects...)
30	30	0	0	0

Methods of teaching:

lectures, practical exercises, discussion, problem solving, clinical practice.

Grading (maximum 100 points)

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

COSMETIC CARE

Study program:	Apparatus Cosmetology
Type and level of study:	undergraduate professional studies
Course:	Cosmetic Care
Language of instruction:	Serbian
Course status:	mandatory
Semester:	first year, second semester
ECTS:	6
Requirement:	Dermatology
Course objective: The objective of the course is to provide knowledge of basic cosmetotherapy procedures for the care and rehabilitation of different skin types and conditions, to combine the essential elements of cosmetic treatments into professional skin care procedures tailored to the individual needs of the client according to age group and skin condition, and to design and implement spa skin care treatments and other cosmetic procedures.	
Course outcome: After completing the course and passing the exam, the student will be familiar with the necessary equipment and the organization of work in skin care and cosmetotherapy centers, the principles of antisepsis and asepsis, the basics of cosmetic diagnostics, accurate recognition and determination of all skin types and conditions, the procedure for opening a cosmetic record and maintaining documentation, and the basic elements of procedures and techniques used in cosmetotherapy for various skin types and conditions, including the use of mechanical pressure, heat, cold, water, and artificial sources of sunlight, as well as be capable of providing counseling in the field of cosmetics. In practical terms, the student will be trained to carry out cosmetic diagnostic procedures, take medical history and record it in a client file, perform a cosmetic diagnosis, conduct facial examinations and recognize skin types and conditions, perform manual facial massage, apply appropriate cosmetic products according to the client's skin type and condition, apply all types of peels and masks to the skin, carry out hygienic skin treatments, perform manual comedone extraction, properly perform biological treatments of the face, neck, and décolleté, provide male skin care, conduct cosmetotherapy procedures during pregnancy and lactation, and give recommendations for continued appropriate home skin care.	
Course content: <i>Lectures</i> Cosmetic care – concept, subject of study, objectives. Organization and arrangement of the workspace, equipment, standardization of basic procedures. Cosmetic diagnostics and organization in centers for skin care and rehabilitation: beauty salons, dermatology clinics, aesthetic medicine centers, etc. Asepsis and antisepsis, sterilization, disinfection. Skin types and conditions. Cosmetic products for skin cleansing – types and application. Cosmetic products for skin care. Cosmetic products for massage. Peels – types of peels, mechanical (instrumental and product-based mechanical peels), chemical and enzymatic peels, and classification according to depth of action: superficial, medium-depth, and deep peels. Masks – classification by type and method of application. Types of cosmetotherapy treatments. Cosmetic treatments according to skin type and condition of the face. Extended home care according to facial skin type and condition. Cosmetic treatments for the skin around the eyes, lips, neck, and décolleté. Cosmetic treatments for breast skin. Cosmetic products and treatments during pregnancy and lactation. Men's skin care. Structure and care of hair. Protective measures in a beauty salon. Regulation on sanitary and hygienic conditions for work in a beauty salon. Infection prevention. Principles of professional counseling in the field of cosmetics. <i>Exercises</i> Planning and organization of work in units for hygienic-aesthetic care, protection, and rehabilitation of the skin and its appendages. Procedures of asepsis and antisepsis, preparation of the workplace. Client reception, conducting cosmetic anamnesis, examination, and opening of a cosmetic record. Performing cosmetic diagnostics. Procedure of chemical skin cleansing personalized according to the client's skin type and condition. Application of cosmetic peels and masks according to skin type and condition. Chemical, enzymatic, and mechanical skin peels. Application of microdermabrasion. Facial massage. Neck and décolleté massage. Deep modeling face massage. Thermotherapy in skin care. Application of thermal procedures in cosmetic facial treatment, thermal mask, and vaporzone. Application of manual comedone extraction in skin care treatment. Selection of appropriate cosmetic products according to the established cosmetic diagnosis. Cosmetic care treatments for oily and combination skin and acne-prone skin. Application of d'Arsonval currents for instrumental skin disinfection. Cosmetotherapy treatment for skin hydration. Cosmetotherapy treatment for skin aging prevention. Cosmetotherapy treatment for sensitive skin care. Techniques of serum application in cosmetotherapy care treatments. Application of neofaradic current and mesoporation. Application of serums, anti-wrinkle products, and finishing creams according to skin type and condition. Home care recommendations as a mandatory form of extended care.	
Literature: <i>Literature in English:</i> 1. Milady: Milady's Standard Textbook of Cosmetology, Delmar Cengage Learning, London, 2015. 2. Tosti A. (ed.): Dermoscopy of the Hair and Nails, CRC Press, Boston, 2015. 3. Fodor L. (ed.), Ullmann Y. (ed.): Aesthetic Applications of Intense Pulsed Light, Prentice Hall, New Jersey, 2020. 4. Haney B.: Aesthetic Procedures: Nurse Practitioner's Guide to Cosmetic Dermatology, Springer Publishing Company, New York, 2020. 5. Scuderi N. (ed.), Bryant A. T. (ed.): International Textbook of Aesthetic Surgery, Springer Publishing Company, New York, 2016.	

Literature in Serbian:

6. Halepović-Đečević E., Kaliterna I.: Primijenjena kozmetika, udžbenik, Medicinska naklada, Zagreb, 2012.
7. Mazić S., Mazić-Radovanović S., Vujasinović N.: Estetske procedure, udžbenik, autorsko izdanje, Beograd, 2008.
8. Filipović M., Ignjatović M.: Kozmetička nega 1, priručnika za teorijsku i praktičnu nastavu (u pripremi). ASSB, Beograd, 2022.
9. Isailović G., Lazović M.: Estetska nega 2, udžbenik, autorsko izdanje, Beograd, 2004.

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	210	0	0

Methods of teaching:

lectures, practical exercises, discussion, problem solving, clinical practice.

Grading (maximum 100 points)

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

COSMETIC NAIL TREATMENTS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Cosmetic Nail Treatments				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: The aim of the course is to familiarize students with the factors that contribute to healthy and strong nails, as well as those that lead to their weakening, and with all manicure and pedicure techniques currently used for the maintenance, strengthening, or decoration of nails. Special emphasis is placed on daily activities and proper nutrition that support the healthy growth and development of nails, as well as on medical issues, particularly in pedicure, that may affect modern individuals.				
Course outcome: After completing the course and passing the exam, the student will have professional knowledge of the factors that contribute to healthy and strong nails, as well as those that lead to their weakening. The student will also learn the basics of the most well-known manicure and pedicure techniques currently used for the maintenance, strengthening, or decoration of nails, the basic medical problems and medical treatments related to nails, as well as daily activities and proper nutrition that support the healthy growth and development of nails.				
Course content: <i>Lectures</i> Physiology of nails. Regular nail care and foods that affect nail quality. The most common forms of nail weakening or pathology (white spots on nails, dark nail color, yellow nails, red lunula, nail hemorrhages, ingrown nails, fungal nail infections, bacterial nail infections, nail and nail plate roughness, nail ridges, nail depressions, nail splitting). Daily activities that damage nails and protective measures. Products for strengthening or maintaining nails. Nail strengthening treatments, baths. Nail polishing and types of nail polishes. Permanent polish, permanent polish with reinforcement, colorless gel. French manicure. Nail extensions. Nail sculpting. Dipping powder. Gel acrylic. Titanium nails. Shellac. Salon pinch. Royal almond. Antifungal nail gel. Nail decoration. Aesthetics of nail decoration. Pedicure. Spa pedicure. Medical pedicure. Treatment of deformed nails, treatment of corns. Antifungal treatment. <i>Exercises</i> Regular nail care – discussion. Suggested use of foods that affect nail quality – workshop. The most common forms of nail weakening – discussion. Protective measures against everyday factors that impair nail quality. Products for strengthening or maintaining nails, nail strengthening treatments, baths – e-search. Nail polishing, types of polishes and treatments. Classic manicure, medical manicure, aesthetic manicure, SPA manicure. Nail decoration. Types of nail extensions. Visit to a manicure salon. Pedicure, pedicure techniques, visit to a pedicure salon. Classic, medical, and SPA pedicure. Medical pedicure – visit to a physician. SPA pedicure.				
Literature: <i>Literature in English:</i> - Rubin A. I. (ed.), Jellinek N. J. (ed.): Scher and Daniel's Nails: Diagnosis, Surgery, Therapy, Springer Publishing Company, New York, 2018 - Shapiro S. E.: Nails: The Story of the Modern Manicure, Prestel, New York, 2014. - Levy L.: Spectacular Nail Art: A Step-by-Step Guide to 35 Gorgeous Designs, Imagine, Paris, 2014. - Mark E., Williams M. D.: Nail The Diagnosis: What Our Fingernails Reveal About Our Health and Illnesses, Independently published, Boston, 2017. <i>Literature in Serbian:</i> - Mazić S., Mazić-Radovanović S., Vujasinović N.: Estetske procedure, udžbenik, autorsko izdanje, Beograd, 2008. - Akademija Oxford: Priručnik za pedikira, manikira, nadogradnju noktiju, udžbenik, Akademija Oxford, Beograd, 2014. - Filipović M., Ignjatović M.: Kozmetička nega 1, priručnika za teorijsku i praktičnu nastavu (u pripremi). ASSB, Beograd, 2022. - Halepović-Đečević E., Kaliterna I.: Primijenjena kozmetika, udžbenik, Medicinska naklada, Zagreb, 2012. - Tenšak Z.: Medicinska pedikura, Medi Plus, Zagreb, 2021. - Bjekić M.: Dermatologija, autorsko izdanje, Beograd, 2020. - Bjekić M.: Praktikum iz dermatologije, autorsko izdanje, Beograd, 2020.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	240	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	

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

COSMETIC RAW MATERIALS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Cosmetic Raw Materials				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: Introduction to the types, properties, applications, efficacy, and safety of cosmetic raw materials, providing the foundation for understanding and mastering cosmetology-related subjects in higher years of study.				
Course outcome: Acquisition of basic knowledge about cosmetic raw materials and the development of skills necessary for work within other cosmetology-related subjects.				
Course content: <i>Lectures</i> Cosmetic raw materials. Undesirable effects of cosmetic ingredients. Classification of cosmetic raw materials. Cosmetic raw materials. Excipients. Solvents. Gelling agents. Thickeners. Rheological modifiers. Surfactants. Preservatives. Antioxidants. Acidic synergists and complexing agents. <i>pH</i> adjusters. Colorants. Fragrances and fragrance fixatives. Propellants and blooming gases. Abrasives. Adsorbents. Astringents. Coating substances. Slip and adhesive agents. Film-forming substances. Penetration enhancers. Emollients and occlusives of natural and synthetic origin. Cosmetically active substances. Potential allergens. Fruits, vegetables, cereals, milk, bee products as sources of cosmetic raw materials. Cosmetic raw materials derived from aquatic systems. <i>Exercises</i> Cosmetic raw materials and regulations for their quality. Water as a cosmetic raw material. Basic technological processes in the production of cosmetic products. Cosmetic raw materials and powder-type products. Pressurized products and solution-type products. Colloidal dispersion systems. Cosmetic raw materials and gel, suspension, and paste-type products. Surfactants. Cosmetic raw materials and emulsion-type products. Emollients and sensory characteristics of cosmetic products. Cosmetic raw materials and emulgel and foam-type products. Fragrance substances. Fragrance fixatives and essential oils in cosmetic products. Cosmetic raw materials of fruit, vegetable, cereal, milk, and bee origin, as well as plant extracts. Cosmetic raw materials of natural origin in natural and organic cosmetic products.				
Literature: <i>Literature in English:</i> 1. Barel A. O., Paye M., Maibach H. I. (ed.): Handbook of Cosmetic Science and Technology, CrC Press, Boston, 2014. 2. Burlando B., Verotta L., Cornara L., Bottini-Massa E.: Herbal Principles in Cosmetics: Properties and Mechanisms of Action, CrC Press, Boston, 2010. 3. Goldberg L. A.: Handbook of Cosmetic Materials: Their Properties, Uses, and Toxic and Dermatologic Actions, Literary Licensing, LLC, New Jersey, 2013. 4. Jaliman D.: Skin rules: Trade Secrets from a top New York Dermatologist, McGraw-Hill Professional, New York, 2012. <i>Literature in Serbian:</i> 5. Filipović M.: Kozmetičke sirovine, udžbenik, autorsko izdanje, Beograd, 2021. 6. Filipović M.: Kozmetičke sirovine, priručnik za praktičnu nastavu, autorsko izdanje, Beograd, 2021.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	0	0	0
Methods of teaching: lectures, practical exercises, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

COSMETIC SKIN CARE PRODUCTS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Cosmetic Skin Care Products				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, third semester				
ECTS: 5				
Requirement: Cosmetic Care, Cosmetic Raw Materials				
Course objective: Familiarizing students with the effects of various dermocosmetic products on the skin and the biological effects they produce, as well as their mechanisms of action.				
Course outcome: Acquiring knowledge and skills for comprehensive understanding and monitoring of both the expected and adverse effects of dermocosmetic products, so that students can participate in the proper care of all skin types, as well as in the therapy of certain dermatological conditions through the use of these non-pharmacological measures, while following the dermatologist and their instructions.				
Course content: <i>Lectures</i> Introduction – cosmetic and dermocosmetic products: definition, effects, classification, legal regulations. Vitamins. Probiotics and prebiotics. Skin aging. Collagen, elastin. Hyaluronic acid, raw materials with anti-aging effects. Topical peptides and growth factors in skin rejuvenation. Plant stem cells. Skin protection from UV radiation. Cosmetic products in the therapy of skin pigmentation disorders. Cosmetic products in the therapy of oily and problematic acne-prone skin. Chemical peels. Enzymatic and mechanical peels. Face masks – types and classification, masks for the eye and lip area. Cosmeceuticals in the treatment of rosacea and acne-prone skin. Cosmetic products in the therapy of scars, bruises, stretch marks, dark circles around the eyes. Principles of rational application of cosmeceuticals. Cosmetic products in the therapy of cellulite. Nutricosmetics.				
<i>Exercises</i> Cosmetic and dermocosmetic products. Classification of products. Vitamins. Probiotics, prebiotics. Skin aging. Collagen, elastin, hyaluronic acid. Topical peptides and growth factors. Plant stem cells. Skin protection from UV radiation. Cosmetic products in the therapy of skin pigmentation disorders. Cosmetic products in the therapy of oily and problematic skin. Chemical peels. Cosmetic products in the treatment of rosacea, acne, scars, bruises, stretch marks, dark circles around the eyes, cellulite.				
Literature: <i>Literature in English:</i> 1. Sivamani R. K., Jagdeo J. R., Elsner P., Maicbah H.: Cosmeceuticals and Active Cosmetics, , CRC Press, Boston, 2016. 2. Farris P. K.: Cosmeceuticals and Cosmetic Practice, Wiley, Weinheim 2014. 3. Sadick N. S., Lupo M., Berson D., Draelos Z. D.: Cosmeceutical Science in Clinical Practice, CRC Press, Boston, 2010. 4. Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill Professional, New York, 2009. 5. Francombe G., Svetek T., Gane R. (ed.): A-Z of Natural Cosmetic Formulation: The Definitive Beginners' Guide to the Essential Terminology, Theories and Ingredient Types Needed to Formulate Professional Cosmetic Products, Goodness & Wonder Ltd, San Francisco, 2019. 6. Baki G., Alexander K.: Introduction to Cosmetic Formulation and Technology, Wiley, New York, 2015. <i>Literature in Serbian:</i> 7. Pecarski D.: Dermokozmetički preparati, udžbenik, ASSB, Beograd, 2021. 8. Baumann L., Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpret, Zagreb, 2012.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	60	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums	20			

DECORATIVE COSMETICS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Decorative Cosmetics				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, third semester				
ECTS: 4				
Requirement: no				
Course objective: Acquisition of knowledge about decorative, corrective, and camouflage makeup techniques. Encouraging and developing creativity and individuality in decorative cosmetics. Developing a proper attitude toward decorative cosmetics.				
Course outcome: Mastery of skills in various makeup techniques and training for the application of basic aesthetic principles in makeup..				
Course content: <i>Lectures</i> History of makeup. Decorative, corrective, and camouflage makeup. Morphological characteristics of the face. Proportions of the ideal face shape. Basic face shapes and their characteristics. Psychological aspects of makeup. Introduction to decorative cosmetics, types of products in relation to the client's skin type and condition. Makeup tools and accessories. Decorative–corrective makeup for different eye shapes. Decorative–corrective makeup for different lip shapes. Day makeup. Evening makeup. Makeup and styling – creating sketches of costumes, hairstyles, accessories. Television makeup. Camouflage makeup. Tattoo and permanent makeup. Fantasy makeup and body art. Makeup for fashion shows. The latest trends in makeup. <i>Exercises</i> Decorative, corrective, and camouflage makeup. Goals of makeup. Introduction to the organization of the workspace. Introduction to makeup tools and products. Aseptic and antiseptic measures. Decorative–corrective cosmetic procedures for eyebrow shaping. Decorative–corrective cosmetic procedures for eyelash shaping and tinting. Preparing the facial skin for makeup. Proper selection of foundation shade and application techniques, shading practice. Makeup application, practice in shading and correcting different eye shapes. Makeup application, practice in correcting and applying makeup to different lip shapes. Practice in correction and makeup application, day makeup. Correction practice. Business makeup. Work makeup for specific professions (healthcare institutions, city administration, education, working with children, etc.). Evening makeup. Practice in decorative–corrective makeup for special occasions. Makeup creation based on a prepared sketch: makeup and styling. Makeup design for anchors, presenters, and public figures. Techniques and training for performing camouflage makeup. Analysis of results achievable with permanent makeup. Fantasy makeup and body art. Makeup and wardrobe. Practice in makeup for fashion shows. Basics of theatrical and film makeup. Creating trendy looks.				
Literature: <i>Literature in English:</i> 1. Milady: Milady's Standard Textbook of Cosmetology, Delmar Cengage Learning, London, 2015. 2. Norris S.: Secrets of Colour healing, Evergreen, New York, 2006. <i>Literature in Serbian:</i> 3. Savić V.: Kultura nege lica i tela, Srpski kulturni klub, Beograd, 2015. 4. Ignjatović M., Mandić A., Pecarski D.: Dekorativna kozmetika, udžbenik, Visoka zdravstvena škola strukovnih studija, Beograd, 2021. 5. Mazić S., Katančević M., Mazić S.: Estetska nega 3, udžbenik, Zavod za udžbenike i nastavna sredstva, Beograd, 2006. 6. Eko U.: Istorija lepote, Plato, Beograd, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	60	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums	20			

DERMATOLOGY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Dermatology				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 7				
Requirement: Anatomy and Physiology of the Skin				
Course objective: Familiarization with the etiology, pathophysiology, and clinical presentation of selected dermatoses (photodermatoses, allergic dermatoses, dermatoses caused by infectious agents, erythematousquamous dermatoses). Morphological and etiological classification of dermatoses. Familiarization with the structure of skin lesions – efflorescences. Introduction to the basics of dermatological propedeutics, diagnostic methods (dermoscopy, trichogram, diascopy, dermatographism test, patch test). Familiarization with techniques for collecting material for laboratory diagnostics of infectious dermatoses. Introduction to basic therapeutic procedures in dermatology and skin health care (phototherapy, cryotherapy, therapy with devices such as laser, radiofrequency knife, electrocoagulation, use of keratolytic agents). Familiarization with benign and malignant skin tumors and precancerous skin changes, risk factors for malignancy, treatment, and prevention. Familiarization with vascular diseases of the skin. Familiarization with diseases of the nails, hair, sebaceous and sweat glands. Familiarization with sexually transmitted diseases.				
Course outcome: Mastering of the structure of skin lesions – efflorescences (below, above, and at the level of the skin), and their significance in dermatological propedeutics. Mastery of the etiology and pathogenesis of the studied dermatoses. Knowledge of the basic principles of dermatological therapy and the alignment of dermatological treatment with skin health care (in patients with acne, rosacea, infectious skin diseases, benign and malignant skin tumors, psoriasis, atopic dermatitis, contact and allergic contact dermatitis). Ability to work in a virtual counseling setting for skin health care on internet platforms for dermatology clinic patients. Involvement in the principles of skin cancer prevention.				
Course content: <i>Lectures</i> Structure of skin lesions – efflorescences (at the level of the skin, above and below the skin surface). Basics of dermatological diagnostics (dermoscopy, trichogram, diascopy, dermatographism test, patch test, skin biopsy, bacteriological and mycological examination, scabies test). Bacterial skin infections. Viral skin infections. Fungal skin infections. Parasitic skin infections. Erythematousquamous dermatoses. Eczema and urticaria. Facial dermatoses. Diseases of the sebaceous glands. Diseases of the sweat glands. Diseases of the hair and nails. Dermatoses caused by physical factors. Peripheral vein diseases. Benign tumors and nevi. Precancerous lesions and malignant tumors. Basics of dermatological therapy (cryotherapy with liquid nitrogen, wart removal, electrocauterization, chemical skin peeling, mesotherapy). Sexually transmitted diseases. <i>Exercises</i> Labeling of skin structure diagrams. Explanation of terms. Taking medical history. Workshops related to determining skin type and possible pathologies of the skin and nails. Efflorescences at, above, and below the skin surface. Case studies. Mastery of cryotherapy and electrotherapy procedures for common benign skin lesions (soft fibromas, cherry angiomas, milia, sebaceous hyperplasia). Visit to a dermatology clinic to observe procedures (standard dermatovenerology examination, dermoscopy, skin biopsy, cryotherapy with liquid nitrogen, wart and condyloma removal, electrocauterization, sclerosis of superficial capillaries, chemical skin peeling, mesotherapy of the face, neck, décolleté, and hands, anti-cellulite mesotherapy).				
Literature: <i>Literature in English:</i> 1. Fitzpatrick T. B., Johnson K. W., Wolff K.: Color Atlas and Synopsis of Clinical Dermatolop, McGraw-Hill, New York, St. Louis, 2009. 2. Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill Professional, New York, 2009. <i>Literature in Serbian:</i> 3. Lalević-Vasić B, Medenica Lj. Nikolić M.: Dermatovenerologija sa propedevtikom, udžbenik, Savremena administracija, Beograd, 2008. 4. Bjekić M.: Dermatologija, udžbenik, autorsko izdanje, Beograd, 2020. 5. Baumann L., Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpret, Zagreb, 2012. 6. Bjekić M.: Praktikum iz dermatologije, autorsko izdanje, Beograd, 2020.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
45	45	0	0	0
Methods of teaching: lectures, practical exercises, problem solving, clinical practice.				

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

ELECTROMAGNETIC FIELDS IN COSMETOLOGY AND RADIATION PROTECTION

Study program:	Apparatus Cosmetology
Type and level of study:	undergraduate professional studies
Course:	Electromagnetic Fields in Cosmetology and Radiation Protection
Language of instruction:	Serbian
Course status:	mandatory
Semester:	second year, third semester
ECTS:	7
Requirement:	Dermatology
Course objective:	The aim of the course is for the student to acquire knowledge related to the application of electromagnetic fields in cosmetology, as well as to radiation protection associated with the use of these fields.
Course outcome:	After attending the course and passing the exam, the student is expected to have knowledge related to the application of electromagnetic fields in cosmetology, as well as radiation protection associated with the use of these fields.
Course content:	<i>Lectures</i> Electrotherapy – definition and classification into high-frequency (radiofrequency) and low-frequency, galvanic and contact currents. PART ONE: Radiofrequency (RF) range, the difference between medical and cosmetic devices. Effects of medical and cosmetic use of radiofrequency. Mechanism and effects of RF action on different organs. Effects on the skin: collagen tightening, removal of fat tissue, and skin rejuvenation. RF devices – basic parameters: frequency, power, duration and type of pulse, treatment duration, probe characteristics. Types of RF devices: mono-, uni-, bi- (fractional), and tripolar. Characteristics and parameters of each type of RF device. Comparison of RF device types. Combining RF with other methods (vacuum, optical radiation). Possible undesirable (temporary and permanent) effects of RF application. Skin care and behavior after treatment. Contraindications. PART TWO: Low frequencies, direct currents, and magnetic field. Electromagnetic fields – the relationship between high- and low-frequency fields. Definition of low-frequency fields, direct current, and magnetic field. Basic parameters: frequency, strength of electric and magnetic fields, flux, current, voltage. Effects created by the movement of electricity in tissues: magnetic, chemical, thermal. Resistance of different tissues, heat generation, Joule's law. Direct current – characteristics, effects it causes, applications, contraindications. Electrophoresis, mesoporation, electrostimulation – applications, contraindications. Alternating currents – types, characteristics, effects. Transcutaneous electrical nerve stimulation (TENS). Interferential currents, vacuum massage. Electromagnetic muscle stimulation (EMS) with magnetic field. Application of low radiofrequency, direct current, and magnetic field in combination with other methods. Radiation protection – forms of protection for patients and staff. <i>Exercises</i> Exercises on RF devices for d'Arsonval therapy, rejuvenation, and permanent hair removal. Selection of appropriate device parameters according to the given indication. Presentation of different probes and treatment techniques. Review of devices available on the market, similarities and differences. Discussion of the advantages of individual devices. Selection of devices and parameters for the desired indication. Conversation with the client and counseling regarding the applied method, expected effects, risks, and contraindications. Practical exercises on devices: exercises on devices with direct current, low frequencies, and magnetic fields – electromagnetic stimulation, EMS and TENS, magnetic fields. Devices suitable for use and devices not suitable for use or reserved for physicians. Which devices, frequencies, and impulses are used for which applications. Proper parameter settings. Modes of action for muscle treatment (muscle contractions, fast and slow muscle fibers, metabolism, muscle building). Development of an individual training plan. Creation of an individual treatment plan. Skin treatment techniques.
Literature:	<i>Literature in English:</i> 1. Elsaie. M.L., Choudhary S., Leiva A., Nouri K.: Nonablative radiofrequency for skin rejuvenation, <i>Dermatol. Surg.</i>, 36, 577-589, 2010. 2. Lolis M. S., Goldberg D.J.: Radiofrequency in Cosmetic Dermatology: A Review, <i>Dermatol. Surg.</i>, 38, 1765-1776, 2012. 3. Lotfy M.: Cutaneous remodeling and photorejuvenation using radiofrequency devices, <i>Indian J Dermatology</i>, 54(3), 201-205, 2009. 4. Johnson M. I.: Transcutaneous Electrical Nerve Stimulation (TENS): Research to support clinical practice, McGraw Press, New York, 2014. 5. Allegretti M.: The Therapeutic Properties of Electromagnetic Waves: From Pulsed Fields to Rfing, McGraw Press, New York, 2018. 6. Lolis M.S., Goldberg D.J.: Radiofrequency in Cosmetic Dermatology: A Review, <i>Dermatol. Surg.</i>, 38, 1765-1776, 2012. 7. Catinis A., Chilukuri S.: The benefit of combined radiofrequency and ultrasound to enhance surgical and nonsurgical outcomes for the face and neck, <i>J Plastic and Aesthetic Research</i>, 7:9, 2020. 8. Dayan E., Chia C., Burns A.J., et al.: Adjustable depth fractional radiofrequency combined with bipolar radiofrequency: a minimally invasive combination treatment for skin laxity. <i>Aesthet Surg J.</i>, 39(suppl_3):S112–S119, 2019. 9. Dierick C.C.: The role of deep heating for noninvasive skin rejuvenation, <i>Lasers Surg Med.</i> 38:799–807, 2006. 10. El-Domyati M., El-Ammawi T.S., Medhat W., et al.: Radiofrequency facial rejuvenation: Evidence-based effect, <i>J Am</i>

Acad Dermatol, 64:524-35, 2011.

Literature in Serbian:

11. Zečević-Luković T.: Elektromagnetno polje i biološki sistemi, udžbenik, Medicinski fakultet, Kragujevac, 2008.
12. Miljković S.: Estetska nega, udžbenik (u pripremi), Naučna, Beograd, 2023.
13. Obradović K.: Primena aparata na bazi radio-frekvencija u kozmetoterapijskim procedurama, skripta, 2023.
14. Obradović K.: Primena aparata na bazi niskih frekvencija, jednosmernih struja i magnetnog polja u kozmetoterapijskim procedurama, skripta, 2023.

Number of classes:

Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	240	0	0

Methods of teaching:

lectures, practical exercises, discussion, problem solving, clinical practice.

Grading (maximum 100 points)

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

ETHICS IN HEALTH CARE

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Ethics in Health Care				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, first semester				
ECTS: 4				
Requirement: no				
Course objective: Acquisition of basics of applied medicine ethics, understanding practical importance of ethics and recognizing differences between ethical and legal issues, development of critical thinking in the process of ethical analysis, understanding national, European and international legal regulations, knowing rights and responsibilities in health protection, health insurance, as well as knowing rights and responsibilities of providers of medical services, their beneficiaries and of the third party.				
Course outcome: After passing the exam, students will be able to critically think on normative and ethical principles, they will know the difference between legal and ethical issues, be able to make critical judgements at provision of health care services if they include moral duties and will be able to understand laws regulating aspects of health care activities, rights and responsibilities of health care professionals, patients and the third party.				
Course content: <i>Lectures</i> Normative ethics in cosmetology and healthcare. Ethical principles relevant for cosmetology service providers and healthcare professionals. Ethical norms in cosmetology practice. Ethical analysis of case studies from cosmetology practice, moral values, and faulty reasoning. Errors in practice, moral and criminal responsibility of cosmetology service providers or healthcare professionals. Ethical reasoning in respecting moral values and patients' rights. Failure to adhere to codified principles. Ethics in preclinical and clinical trials (fundamentals). Ethics committee. European and international regulations. National policy in cosmetology, healthcare regulations. Professional associations. Court of honor. <i>Exercises</i> Analysis and discussion of case studies from practice, generation and critical evaluation of information and data. Problem-solving with appropriate justification of the ethical concept and legal framework. Discussions and application of ethics and law to current issues: drug testing, suicide, euthanasia, protection of confidential information about patients and medications.				
Literature: <i>Literature in English:</i> 1. Fregmen B. F.: Medical Law and Ethics, textbook, Prentice Hall, New Jersey, 2011. <i>Literature in Serbian:</i> 2. Marić J.: Medicinska etika, autorsko izdanje, Beograd, 2008. 3. Lazarević A.: Socijalna medicina, autorsko izdanje, 2005. 4. Zakoni i podzakonska akta Republike Srbije iz oblasti zdravstva. 5. Nenadović M.: Medicinska etika, Medicinski fakultet, Priština, 2007. 6. Grujić V., Martinov Cvejin M., Legetić B.: Socijalna medicina, udžbenik, Medicinski fakultet, Novi Sad, 2001.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	0	0	0
Methods of teaching: lectures, workshops, case study, problem-based learning, exercises.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

FINANCIAL MANAGEMENT AND BUSINESS PLAN DEVELOPMENT

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Financial Management and Business Plan Development				
Language of instruction: Serbian				
Course status: elective				
Semester: first year, second semester				
ECTS: 5				
Requirement: no				
Course objective: The aim of the course is to acquire theoretical knowledge related to the conceptual definition of investments and financial management, as well as practical knowledge related to the development and implementation of investment projects. A special part of the course is dedicated to understanding the necessity and methodology of business plans.				
Course outcome: Upon completion of this course, students will be able to analyze the financial flows of investments, design the volume and structure of financing, evaluate the efficiency of investments, compare the costs and benefits of investments, and propose strategies for the implementation of investment projects. The student will also understand the importance of and be capable of preparing and interpreting business plans.				
Course content: <i>Lectures</i> Concept and classification of investments. Investment project management. Analysis of investment financial flows. Projection of balance sheet and income statement in an investment project. Projection of cash flow, economic life, and residual value. Projection of financing volume and structure. Methods of evaluating investment efficiency. Application of cost-benefit analysis. Strategy for investment project implementation. Business plans: importance, development, monitoring, interpretation. <i>Exercises</i> Practice and revision of teaching units covered in theoretical classes. Investment project management – workshop, presentation, discussion. Methods of evaluating investment efficiency – workshop, presentation, discussion. Application of cost-benefit analysis – workshop, presentation, discussion. Strategy for investment project implementation – presentation, discussion. Business plans: development, monitoring, 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, udžbenik, Ekonomski fakultet, Subotica, 2011. 4. Bodie Z., Kane A., Markus A.: Osnovi investicija, udžbenik, Data status, Beograd, 2009.				
Number of classes				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
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 obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums/exam	30			

FIRST AID

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: First Aid				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, third semester				
ECTS: 4				
Requirement: no				
Course objective: Principal goals of first aid education is familiarization of students with principles of initial care of suddenly injured or fallen ill persons, acquisition of skills for practical application of the acquired knowledge in practice, immediate life-saving care of a casualty, other persons, to preserve the environment and to improve protection from further injuries and hazards.				
Course outcome: Familiarization of students with the forms of sudden ailments and injuries and methods of prompt and immediate care; skills in examination and prompt recognition of signs and symptoms in sick or injured persons requiring immediate and urgent care.				
Course content: <i>Lectures</i> Examination and triage of the injured; evacuation of the injured (taking out, carrying out and transport); assessment of vital functions and state of consciousness; airway opening and keeping; bolus obstruction – partial, total, procedure algorithm in adults and children; artificial respiration – expiratory airflow; recovery positions of abruptly injured or sick person (side – relaxing, semi-side, stomach, semi-laying, semi-sitting, sitting, knee-elbow, kneeling, autotransfusion); cardiac arrest – identification and resuscitation measures in adults and children; application of semiautomated external defibrillators (AED); procedure algorithm – basic resuscitation measures in adults and children; bleeding – identification and procedures in external and internal bleeding; traumatic amputation care procedure; open injuries (wounds) – care; bone and joint system injuries (notion, types); temporary immobilization; head and vertebral column injuries; thoracic rib and stomach injuries; care procedures; complications and their prevention; injuries caused by heat and electricity, care; injuries caused by the cold, care; specific injuries, diseases and conditions, care. <i>Exercises</i> Examination and triage of the injured. Evacuation of the injured (taking out, carrying out and transport). Assessment of vital functions and state of consciousness. Airway opening and keeping. Bolus obstruction – partial, total, procedure algorithm in adults and children. Artificial respiration – expiratory airflow. Recovery positions of abruptly injured or sick person (side – relaxing, semi-side, stomach, semi-laying, semi-sitting, sitting, knee-elbow, kneeling, autotransfusion). Cardiac arrest – identification and resuscitation measures in adults and children. Application of semiautomated external defibrillators (AED). Procedure algorithm – basic resuscitation measures in adults and children. Bleeding – identification and procedures in external and internal bleeding. Traumatic amputation care procedure. Open injuries (wounds) – care. Bone and joint system injuries (notion, types). Temporary immobilization. Bone and joint system injuries (notion, types). Bone and joint system injuries (notion, types). Care procedures. Complications and their prevention. Injuries caused by heat and electricity, care. Injuries caused by the cold, care. Specific injuries, diseases and conditions, care.				
Literature: <i>Literature in English:</i> 1. Cydulka R., Cline D., Ma O. J., Fitch M., Joing S., Wang V.: Tintinalli's Emergency Medicine Manual, McGraw-Hill Education, New York, 2017. 2. Hammond B. B., Zimmermann P. G.: Sheehy's Manual of Emergency Care: Sheehy's Manual of Emergency Care, Mosby, London, 2012. 3. Carsten Lott i sar.: Advanced life support course manual, European resuscitation council, textbook, ERC guidelines 2015. 4. Advanced First Aid, CPR, and AED, American Academy of Orthopaedic Surgeons (AAOS), Jones & Bartlett Learning, 2017. <i>Literature in Serbian:</i> 5. Pavlović A.: Prva pomoć, udžbenik, Obeležja, Beograd, 2007. 6. Pavlović A.: Kardiopulmonalna reanimacija, Obeležja, Beograd, 2007. 7. Newton C. R. H., Khare R. K.: Urgentna medicina, prevod, Besjeda, Banja Luka, 2007. 8. Vučović D.: Urgentna medicina, udžbenik, Obeležja, Beograd, 2002. 9. Kalezić N. i sar.: Inicijalni tretman urgentnih stanja u medicini, udžbenik, Medicinski fakultet, Beograd, 2016.				
Number of classes				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
15	15	60	0	0
Methods of teaching: lectures, exercises, case studies; e-learning, exercises on dummy; visits of accredited specialists.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	

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

HYGIENE, SANITARY PROTECTION, AND SAFETY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Hygiene, Sanitary Protection, and Safety				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, fourth semester				
ECTS: 5				
Requirement: no				
Course objective: Introducing students to modern achievements in the field of hygiene, sanitary protection, and safety in the beauty salon, as well as the critical points where microbiological contamination may occur.				
Course outcome: After completing the course, the student acquires practical knowledge of professional competencies within their field, as well as skills in analyzing and managing risks in the workplace concerning hygiene and the protection of the health of employees and service users.				
Course content: <i>Lectures</i> Hygiene and Health. Hygienic conditions for planning and constructing a beauty salon. Lighting, ventilation, and heating. Air quality. Water and health. Health safety of drinking water. Methods of water supply. Disinfection of drinking water. Disposal of solid and liquid waste materials. Waste management. Personal hygiene of employees: hand hygiene and personal protective equipment, legal regulations, sanitary inspection. Hygienic procedures. Hygienic-epidemiological compliance in sanitary spaces. Hygienic requirements in the beauty salon. Application of the HACCP system. International and Serbian legislation in the field of cosmetics and in the operation of beauty salons, as well as for consumer goods. Risk management in the beauty salon. Epidemiological significance of identifying critical points and developing a control plan for critical points in the beauty salon. Employee training. Planning, implementing, and evaluating sanitary and safety interventions in the beauty salon. The seven principles of WHO education. Basics of general microbiology. The role and significance of spoilage-causing microorganisms. Pathogenic and toxigenic microorganisms. Routes of contamination; food as a substrate for microorganism growth. Factors that encourage or prevent the growth and reproduction of microorganisms. Inactivation of microorganisms. Foods of animal and plant origin. Legal regulations on the health safety of water and drinking water. <i>Exercises</i> Planning of hygienic conditions. Presentation of testing results and assessment of air quality. Sampling methods – demonstration exercises. Presentation of testing results and assessment of the health safety of water and drinking water – demonstration exercises. Waste disposal. Development of an HACCP system in a beauty salon. Identification of critical points in a beauty salon. Visit to a beauty salon and demonstration of work regarding hygienic conditions – field visit. Demonstration of the work of a microbiological laboratory and practice in microbiological analysis – demonstration 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, Benjamin Cummings, New York, 2009. <i>Literature in Serbian:</i> 3. Novaković B., Grujić V.: Higijena i zdravstveno vaspitanje, udžbenik, Medicinski fakultet, Novi Sad, 2005. 4. Kekuš D.: Zdravstveno vaspitanje, udžbenik, Digital art, Beograd, 2009. 5. Škrinjar M.: Mikrobiološka kontrola životnih namirnica, udžbenik, Tehnološki fakultet, Novi Sad, 2001. 6. Đukić D. A., Mandić L. G.: Praktikum iz mikrobiologije, Stylos, Novi Sad, 2003.				
Number of classes				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	60	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations		Points	Final Exam	Points
Lecture attendance		3	Exam	40
Activity		7		
Projects/Seminars		0		
Exercises/professional practice		20		
Colloquiums		30		

HUMAN RESOURCES MANAGEMENT

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Human Resources Management				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, sixth semester				
ECTS: 5				
Requirement: no				
Course objective: The aim of the course is for students to gain insight into the importance of aligning individual, organizational, and societal goals as a factor in minimizing negative environmental impacts on the system. Additionally, the course aims to study the factors that influence the improvement of work performance, as a foundation for enhancing company performance, achieving profit, and fostering organizational development.				
Subjects outcome: After successfully completing the course, students will be familiar with the processes of recruitment, selection, motivation, compensation, promotion, career development, and other aspects of human resource management.				
Course content: <i>Lectures</i> Introduction to human resource management includes understanding the importance of the discipline, job analysis, and human resource planning. Recruitment and selection cover the recruitment of potential candidates, methods of recruitment, external agencies, methods of advertising, highlighting advantages, selection rounds (first, second, third), one-on-one interviews, and final acceptance interviews. Training and development involve employee training, the role of the training department, synchronization of training within the company, performance evaluation, defining Personal Development Plans (PDP) with parameters, semi-annual and annual reviews, employee development, job changes, and vertical advancement. The compensation and motivation system includes salary structures, positive and negative motivation, bonuses, and performance-based pay. Labor relations encompass labor relations and collective bargaining, feedback, coaching, handling crisis situations in times of increased workload, employee rights, position changes, and addressing mobbing. Separation and contracts involve leaving the company and conducting exit interviews, types of employment contracts (permanent, freelance, contract work), overtime work, and legal regulations. The work environment and communication section covers types of office spaces, advantages and disadvantages of open space, and rules of effective communication with superiors, subordinates, and colleagues. <i>Exercises</i> Analysis of teaching units covered in theoretical classes – workshop, discussion. Methods of advertising – workshop, discussion. Candidate selection – workshop, discussion. Interview, one-on-one conversation – workshop, discussion. Final interview for hiring candidates – workshop, discussion. Employee training – workshop, discussion. Rules of effective communication with superiors, subordinates, and colleagues – workshop. Visit from employees of the Human Resources Department.				
Literature: <i>Literature in English:</i> 1. Taylor S., Woodhams C.: Human Resource Management: People and Organisations, TBS Ltd./Grantham Book Services, London, 2016 <i>Literature in Serbian:</i> 1. Bogićević B.: Menadžment ljudskih resursa, udžbenik, Ekonomski fakultet, Beograd, 2002. 2. Dasler G.: Osnovi menadžmenta ljudskih resursa, udžbenik, Data status, Beograd, 2007. 3. Torrington D., Hall L., Taylor S.: Menadžment ljudskih resursa, ABC Print, Beograd, 2010. 4. Zakon o radu, Sl. glasnik RS 24/2005, 61/2005, 54/2009, 32/2013, 75/2014, 13/2017 - odluka US, 113/2017 i 95/2018 - autentično tumačenje.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, workshop, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

LEGISLATION IN COSMETOLOGY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Legislation in Cosmetology				
Language of instruction: Serbian				
Course status: mandatory				
Semester: third year, sixth semester				
ECTS: 5				
Requirement: no				
Course objective: Mastering the basics of legislation in the field of cosmetology, understanding the differences between ethical and legal issues, developing critical thinking in cases of ethical or legal dilemmas, understanding national, European, and international legal regulations, knowledge of rights and obligations in cosmetology and healthcare, health insurance, as well as the rights and obligations of service providers and service users. Acquiring knowledge and adopting specific information from the basics of legislation in the field of cosmetology, as well as healthcare legislation of the Republic of Serbia. Familiarization with national, European, American, and Asian regulations on cosmetic products regarding compliance with conditions of production, labeling, quality testing, efficiency, and safety. Familiarization with legal norms and conditions of import, export, and distribution of cosmetic products and cosmetic devices and equipment.				
Course outcome: After passing the exam, students will be able to think critically about normative and legal issues, understand the difference between legal and ethical problems, possess the knowledge to critically assess ethical and legal aspects when providing services in the field of cosmetology, and will be capable of applying the laws that regulate aspects of cosmetology, as well as the rights and obligations of professional cosmetologists/estheticians and service users. They will master the basics of the doctrine and practice of the legislation of the Republic of Serbia in the field of cosmetology and healthcare. Upon completion of the course, the student will be familiar with the basic national, European, American, and Asian regulations regarding the production, labeling, quality testing, and safety of cosmetic products, as well as the legal norms related to the import, export, and distribution of cosmetic products and cosmetic devices and equipment.				
Course content: <i>Lectures</i> National policy in the field of cosmetology, regulations in cosmetology and healthcare. Law in the field of cosmetology. Law on healthcare, legal and by-law acts. Regulations for working with devices in beauty salons: national regulations on medical devices and electrical equipment. EU Regulation (EU/2017/745) on medical devices. Law on non-ionizing radiation of the Republic of Serbia. Law on occupational safety and health. Regulations on cosmetic products in the European Union. International regulations and standards. EU Regulation (EU/1223/2009) on cosmetic products. Product Information File (PIF) for cosmetics. Regulations on cosmetic products in the USA, China, Korea, and Japan. REACH regulation, requirements regarding cosmetic ingredients. Guidelines and recommendations of professional associations in the field of cosmetology. Technical and organizational precautionary measures. Necessary equipment and personal protective measures at work. Appointment of a responsible person for radiation protection. Client protection measures. Documentation on the safety and technical maintenance of devices, user manuals. Monitoring and reporting adverse reactions to cosmetic products and cosmetovigilance. The role of professional cosmetologists/estheticians. Failure to comply with codified principles. Legal regulation of specific situations. Ethics in preclinical testing (basics). Ethics committee. <i>Exercises</i> Analysis and discussion of case studies (generation and critical evaluation of information and data). Problem-based learning (problem-solving with appropriate explanation of the ethical concept and legal framework). Panel discussions, application of legal principles in the field of cosmetology to current issues.				
Literature: <i>Literature in English:</i> 1. The European Parliament and of the Council: Regulation of European Commission No. 1223/2009 of 30. Nov. 2009 on Cosmetic Products, Official Journal of the European Union, Brussels, 2009. 2. Mossialos E., Permanand G., Baeten R., Hervey T.: Health Systems Governance in Europe: the Role of European Union Law and Policy, Cambridge University Press, Cambridge, 2010. <i>Literature in Serbian:</i> 3. Timotić B., Anđelski H.: Zdravstveno zakonodavstvo, udžbenik, autorsko izdanje, Beograd, 2015. 4. Pravilnik o kozmetičkim proizvodima, Službeni glasnik RS 60/2019, Beograd, 2019. 5. Zakon o predmetima opšte upotrebe, Službeni glasnik RS 25/2019, Beograd, 2019. 6. Zakon o zdravstvenoj dokumentaciji i evidencijama u oblasti zdravstva, Službeni glasnik RS 123/2014, 106/2015, 105/2017 i 25/2019 - dr. zakon, Beograd, 2019. 7. Zakon o zdravstvenoj zaštiti, Službeni glasnik RS 25/2019, Beograd, 2019. 8. Šolak Z.: Ekonomika zdravstvene zaštite, udžbenik, Zavod za udžbenike i nastavna sredstva, Beograd 2003.				
Number of classes				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)

30	30	0	0	0
Methods of teaching: lectures, workshops, case studies form practice, problem based learning, e-learning.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

MANUAL THERAPY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Manual Therapy				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, fourth semester				
ECTS: 6				
Requirement: Anatomy and Physiology of the Skin				
Course objective: Application of appropriate manual techniques to different pathological conditions.				
Course outcome: Students will be able to apply an adequate manual technique for the purpose of functional training in treatment of various conditions of the musculoskeletal system. Acquisition of manual techniques and therapeutic procedures of pain elimination, increase of mobility, movement limitation and self-help, as well as techniques of manual mobilization of locomotor system.				
Course content: <i>Lectures</i> The area of application of manual therapy in the entire physiotherapy treatment. General principles of manual therapy. Joint classification. Position of joints and extremities. Anatomical planes and axes. Joint treatment planes and movements. Assessment of joint mobility. Assessment of surrounding soft tissue. Specific procedures of assessment in manual therapy. Fundamental rules of manual therapy treatment. Content of manual therapy. Biomechanical and functional assessment. Therapeutic procedures of pain elimination. Therapeutic procedures aimed at boosting mobility. Therapeutic procedures aimed at movement limitation. Therapeutic procedures of self-help. <i>Exercises</i> Presentation of tests and techniques. Practising soft tissue mobilization. Presentation of tests and techniques and practising manual mobilisation of the cervical spine. Presentation of tests and techniques and practising manual mobilisation of the thoracic spine. Presentation of tests and techniques and practising manual mobilisation of the lumbar spine. Presentation of tests and techniques and practising manual mobilisation of the shoulder girdle. Presentation of tests and techniques and practising manual mobilisation of the sacroiliac joint. Presentation of tests and techniques and practising manual mobilisation of the upper extremities. Presentation of tests and techniques and practising manual mobilisation of the temporomandibular joint. Presentation of tests and techniques of specific joint manipulations. Principles, procedures and practising manual therapy aimed at pain reduction. Principles, procedures and practising manual therapy aimed at increasing range of movements. Reduction or elimination of soft tissue swelling. Principles, procedures and practising manual therapy of inflammations. Principles, procedures and practising manual therapy aimed at relaxation. Principles, procedures and practising manual therapy aimed at improved elasticity of the contractile and non-contractile tissue. Principles, procedures and practising manual therapy aimed at improvement of pulmonary system function. Demonstration and practice of massage techniques and intermediate techniques: A detailed description of performing a basic massage, a detailed description of carrying out massage movements on each body segment, initial positions of the client and the therapist-masseur, duration, intensity, and rhythm of the movements. Relaxation massage, therapeutic massage.				
Literature: <i>Literature in English:</i> 1. Mulligan B.: Manual Therapy: Nags, Snags, Orthopedic Physical Therapy Products, London, 2019. <i>Literature in Serbian:</i> 2. Popović Ž.: Knjiga o masaži, udžbenik, New Look Entertainment, New York, 2016. 3. Stanković T.: Masaža, udžbenik, Visoka zdravstvena medicinska škola, Beograd, 2000. 4. Lidel L.: Nova knjiga o masaži, udžbenik, Panonija, Novi Sad, 2006. 5. Ellsworth A., Altman P.: Masaža: anatomija, Data status, Beograd, 2017. 6. Mazić S.: Manuelna limfna drenaža, priručnik za praktično izvođenje drenaže, autorsko izdanje, Beograd, 2005. 7. Trajkov M., Šimpraga Lj.: Termički agensi u fizikalnoj terapiji, Konti, Beograd, 2021. 8. Solovjova N.: Wellness masaže, Konti, Beograd, 2000.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	120	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligation	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			

Exercises/professional practice	40		
Colloquiums	20		

MEDICAL AND PHARMACEUTICAL WASTE

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Medical and Pharmaceutical Waste				
Language of instruction: Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: Acquisition of knowledge in the field of medical and pharmaceutical waste management, methods of risk assessment, especially the risks associated with infectious waste, and training students to be able, independently or within teams, to carry out identification and classification (categorization) of medical and pharmaceutical waste and to use data on its categorization for the purpose of planning and implementation.				
Course outcome: Acquisition of knowledge and skills to manage medical and pharmaceutical waste, in particular hazardous medical waste, and competence of professional staff to train medical staff, review the circumstances and accomplish waste management plans in health care and other institutions in Serbia.				
Course content: <i>Lectures</i> Medical waste, infectious, pharmaceutical, chemical, pathoanatomical and radioactive waste. Creation of waste. Waste flows in health care and other institutions. Quantity assessment and risks. Classification, collection, marking, storage, treatment and disposal of medical waste. Modern methods of treatment and disposal of medical waste in the world and in our country. Principles of waste management. Place and role of the person in charge of medical waste management in health care, as well as other institutions that generate such waste. National legal regulations, recommendations and good practice in the countries of the European Union. Drawing up a waste management plan. <i>Exercises</i> Visit to medical-biochemical laboratory, microbiological laboratory, blood transfusion institute, outpatient clinic, clinical centre, clinical centre infectious clinic; analysis of the work in real life circumstances; case studies, discussion; good practice in the EU countries.				
Literature: <i>Literature in English:</i> 1. Landrum V. J.: Medical Waste Management and Disposal, Elsevier, London, 2001. <i>Literature in Serbian:</i> 2. Tošović S. i sar.: Bezbedno upravljanje medicinskim otpadom, Nacionalni vodič dobre prakse, Ministarstvo zdravlja RS, Beograd, 2009. 3. Matović V., Đukić M., Antonijević B.: Praktikum iz kliničko-toksikoloških analiza, Paragon, Beograd, 2005. 4. Zakon o upravljanju otpadom, Sl. glasnik RS 36/09. 5. Direktiva o opasnom otpadu 91/689/EES. 6. Okvirna Direktiva o otpadu 75/442/EES. 7. Jokanović M.: Toksikologija, udžbenik, udžbenik, Elit Medica, Beograd, 2001.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises with anatomical and histological specimens, use of atlases, video projections, computer animations, and simulations of physiological processes.				
Grading (maximum 100 points)				
Pre-Exam obligation	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums	30			

MENTAL HYGIENE

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Mental Hygiene				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no				
Course objective: Students are trained to perceive phenomena of mental health and mental illness from a wider, multidisciplinary and multidimensional aspect, to assume responsible tasks in protection and improvement of mental health in their work within community, as well as to take care of sick persons against use of high technology and preserve human relationships in institutions and patients homes.				
Course outcome: Adoption of knowledge and mastering skills in evaluation, monitoring, creating and carrying out therapy communication with health protection beneficiaries – persons with mental health issues, members of their families and healthy members of the community.				
Subjects content: <i>Lectures</i> Subject and theoretical fundamentals of mental health; prevention of mental disorders; mental health of the entire human life cycle: birth and childhood; adolescence; adulthood; old age; modern life problems: alienation; living in urban environment; living in rural environment; nutrition issues; physical activities; life crises; sickness and disablement in family; stress and burn-out syndrome; emergencies; refugees, armed conflicts; natural disasters; posttraumatic conditions; social pathology and maladaptive behavior; extramarital status; LGBT population; domestic violence; violence against women; violence against old people; alcoholism; drug-addiction; prostitution; religious sects; pathological gambling; suicidality; new forms of addiction; approach to person from mental-hygiene aspect: health and sickness; dying and death; dehumanization and humanization of relations; communication in health care profession; comprehensive protection of mental health.				
<i>Exercises</i> Following theoretical classes. Case studies. Visits of representatives from relevant associations. Drawing up seminar papers. Devising conceptual project plans relating to current issues. Visit of a genuine representative of a marginalized group. Analysis of projects (city, provincial, republic) dealing with marginalized groups of people in the country. Visits of members of aid providing associations (victims of armed conflicts, natural disasters, etc.).				
Literature: <i>Literature in English:</i> 1. Bell G. E.: The Good Book of Mental Hygiene, Resource Publications, Borston, 2020. 2. Glen A.: Mental Hygiene: How To Change Your Mind, CreateSpace Independent Publishing Platform, London, 2018. 3. Tria G. E., Gaerlan J. E., Limpingco D. A.: Principles of Mental Hygiene, Pantas Publishing & Printing, Rotterdam, 2010. <i>Literature in Serbian:</i> 4. Simić M., Kovačević K.: Mentalna higijena, udžbenik, autorsko izdanje, Beograd, 2004. 5. Kaličanin P. i sar.: Stres, zdravlje, bolest, udžbenik, Obeležja, Beograd, 2007. 6. Berger D.: Zdravstvena psihologija, Društvo psihologa Srbije, Centar za primarnu psihologiju, Beograd, 2002. 7. Havelka M. i sar.: Zdravstvena psihologija, Naklada Slap, Jastrebarsko, 2002. 8. Nikolić D.: Bolesti zavisnosti, Narodna knjiga-Alfa, Beograd, 2007. 9. Stanković Z., Begović D.: Alkoholizam od prve do poslednje čaše, Kreativni centar, Beograd, 2005.				
Number of classes (per semester):				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, workshop, discussion, seminar paper.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/seminar papers	0			
Exercise/professional practice	20			
Colloquiums	30			

NUTRITIONISM

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Nutritionism				
Language of instruction: Serbian				
Course status: mandatory				
Semester: second year, third semester				
ECTS: 6				
Requirement: no				
Objective of the course: The objective of the course is the acquisition of knowledge on the structure, importance, physiological action and recommended consumption of nutritious food and how to select and combine food as a source of nutritious substances; they are to be explained the concept of adequate nutrition and to be familiarized with specific features of nutritional needs of certain groups of people according to their age, intensity of everyday body activity, body mass, genetic predispositions, possible pathological conditions etc., as well as to present them current trends of healthy food.				
Course outcome: Upon the successfully completed course students will possess the knowledge of the structure, importance, physiological action and recommended consumption of nutritious food and how to select and combine food as a source of nutritious substances, and they will be able to explain the concept of adequate nutrition and specific features of nutritional needs of certain groups of people according to their age, intensity of everyday body activity, body mass, genetic predispositions, possible pathological conditions etc.				
Course content: <i>Lectures</i> Historical development of food and food science; basic types of nutritional components; proteins; carbohydrates; lipids; vitamins; minerals; energy and nutritional needs of people and their dependence on external and internal factors; principles of adequate nutrition; healthy food trends; functional food; types of food, general classification; the importance of water in nutrition; meat and meat products; milk and dairy products; bread, pastries, pasta and products from cereals; fruit and vegetables; sweets; spices, sauces, gravies etc.; teas; coffee; non-alcoholic beverages, carbonated beverages; beer; wine, strong alcoholic drinks; oriental food; types of nutrition depending on geographic region; ecological farming and growing (organic food); GMO food; nutrition and religion; meat avoiding nutrition regimes, vegetarian nutrition, vegan nutrition; Mediterranean nutrition; nutrition of pregnant women and breast-feeding women; nutrition of pre-school children, elementary school children, adolescents; nutrition of elderly persons; nutritional analysis of meals, possibilities of substitution of high-calorie meals with analogues; diet due to medical reasons, diet aimed at reduction of body mass, positive and negative examples from practice. <i>Practical classes</i> Repetition of theory class lessons; basic types of nutritional components – presentation and discussion; types of food – presentation, discussion; organic food – discussion; GMO food – discussion; nutrition and religion – discussion; meat avoiding nutrition regimes, vegetarian nutrition, vegan nutrition – presentation, discussion; Mediterranean food – presentation; nutrition of pregnant women and breast-feeding women – presentation; nutrition of pre-school children, elementary school children, adolescents – presentation; nutrition of elderly persons – discussion; nutritional analysis of meals, possibilities of substitution of high-calorie meals with analogues – workshop; making menu for a certain case – project task; medical diet, weight-loss diet, positive and negative practical examples of their effects on the skin, acne-prone skin, skin aging, rosacea, couperose, stretch marks, and cellulite – workshop, discussion.				
Literature: <i>Literature in English:</i> 1. World Health Organisation: Nutrition, health and development, World Health Organisation, New York, 2000. 2. Mahan K. L., Escott-Stump S., Raymond J. L.: Krause's Food and Nutrition Care Process, Elsevier, St. Louis, Missouri, 2012. <i>Literature in Serbian:</i> 3. Ilić B.: Ishrana i dijetika, Visoka medicinska škola strukovnih studija iz Čuprije, 2014. 4. Novaković B., Jusupović F.: Ishrana i zdravlje, udžbenik, Medicinski fakultet, Novi Sad, 2014. 5. Alibabić V., Mujić I.: Pravilna prehrana i zdravlje, Veleučilište u Rijeci, Rijeka, 2016. 6. Trbović B., Nikolić M., Banković Paunović S.: Ishrana, udžbenik, Zavod za udžbenike, Beograd, 2014. 7. Smajić A.: Nutricionizam - ishrana stanovništva, Federalno ministarstvo poljoprivrede, vodoprivrede i šumarstva, Sarajevo, BiH, 2017. 8. Modić P.: Upotreba prehrambenih aditiva, Popo-knjiga, Beograd, 2001. 9. Petrović Malahov G.: Ishrana i hrana, IGP Prometej, Beograd, 2007.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				

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

PERMANENT HAIR REMOVAL WITH LASERS AND INTENSE PULSED LIGHT

Study program:	Apparatus Cosmetology
Type and level of study:	undergraduate professional studies
Course:	Permanent Hair Removal with Lasers and Intense Pulsed Light
Language of instruction:	Serbian
Course status:	mandatory
Semester:	second year, third semester
ECTS:	5
Requirement:	no
Courses objective:	The aim of the course is to educate the student about the theoretical foundations of the epilation process, as well as the practical process of epilation techniques as a frequently used cosmetic treatment.
Course outcome:	After attending theoretical lectures and exercises and passing the exam, the student is expected to master the theoretical foundations of the epilation process, as well as the practical process of epilation techniques.
Course content:	<i>Lectures</i> Physics of Optical Radiation: definition of non-ionizing radiation, electromagnetic spectrum, definition of optical radiation, differences between ultraviolet (UV) radiation, visible light, and infrared radiation, wavelengths, basic parameters of optical radiation in lasers, IPL devices, and LED lights. Effects of Optical Radiation on the Eye and Skin: optical characteristics of human skin and eye and penetration depth of different wavelengths; photothermal, photochemical, and photomechanical effects. Direct and indirect effects of optical radiation. DNA damage caused by UV radiation. Chromophores (melanin, hemoglobin, dyes). The principle of "selective photothermolysis" (for example, in permanent hair removal). Wavelengths / ranges commonly used for various applications. Technical basics of devices and their operation. Difference between coherent and incoherent optical radiation; specific properties of laser radiation compared to IPL. Overview of Different Laser Systems: definition, classifications, and areas of application. Focus: permanent epilation. IPL Systems: definition and areas of application. Other Sources: especially LED, combined systems (optical radiation, EMF, or ultrasound). Regulatory Requirements: overview of basic requirements for compliant systems. Warnings and relevant standards for laser systems: information on laser class, user manuals or system descriptions in Serbian, information about intended use. Basics of Working with Lasers and IPL Devices: functions of laser devices, functions of IPL devices, device components, filters, interlocks, warning signs. Relevant device parameters used in training: laser classes, maximum output power, emitted wavelength, pulse duration, UV filters. Lamps: technical connections of lamps in devices, lamp degradation. Parameter adjustments for operation. Error recognition in devices. Safety measures for operating devices. Annual technical inspection of devices. Practical exercises on different devices for setting parameters. Risks, Side Effects, and Contraindications: possible temporary and permanent consequences: redness, scabs, inflammation, burns, depigmentation, scarring, eye damage due to insufficient protection. Causes of adverse reactions: incorrect parameter settings, poor cooling, inadequate devices, application on the wrong body area, treatment despite contraindications, insufficient patient information leading to incorrect post-treatment behavior (e.g., UV exposure). Inadequate Treatment Areas: pigmented skin changes, tattoos, large capillaries, scars, skin anomalies, anus, nipples, fibromas, keratoses, breasts. Contraindications: dark skin, skin diseases or lesions in the treated area, increased photosensitivity due to medication, cosmetics, dietary supplements, or other causes. Knowledge of photosensitizing medications is required. Safety and Precautionary Measures: legal regulations and documentation management. Technical precautionary measures. Organizational precautionary measures. Necessary means and personal protective equipment. Legal requirements: appointment of a person responsible for laser safety and proof of training, technical rules for incoherent optical radiation. Safety measures for protecting clients and third parties. <i>Exercises</i> Definition and types of hair colors, hair thickness, and hair root depth. Definition of skin color, skin types according to Fitzpatrick's classification, and their sensitivity to optical radiation. Knowledge of hair growth cycles on body regions. Completion of questionnaires and contraindications. Practicing the creation of an individual client treatment plan. Overview of devices available on the market, similarities and differences. Discussion on the advantages of specific devices. Practicing the recognition of different types of permanent epilation devices: IPL, YAG laser, diode laser, Alexandrite laser. Demonstration of tests and techniques for permanent epilation on specific regions. Practicing the adjustment of parameters necessary to perform a specific treatment with a diode laser for a certain region on a client with a given hair type and skin color. Principles, procedures, and practicing the execution of treatments for each region with a diode laser. Practicing the adjustment of parameters necessary to perform a specific treatment for a certain region on a client with a given hair type and skin color using

IPL. Principles, procedures, and practicing the execution of treatments for each region with IPL.

Literature:

Literature in English:

1. Small R.: A practical Guide to Laser Procedures, Wolters Kluwer, 2015.
2. Kautz G.: Energie für Die Haut: Wirkungen und Nebenwirkungenvon Lasern, Blitzlampen und Weiteren Energieträgern, Springer Publishing Company, Berlin, 2018.
3. Fodor L., Ullmann Y.: Aesthetic Applications of Intense Pulsed Light, Prentice Hall, New Jersey, 2020.
4. Haney B.: Aesthetic Procedures: Nurse Practitioner's Guide to Cosmetic Dermatology, Springer, New York, 2020.
5. Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill, New York, 2009.

Literature in Serbian:

6. Миљковић С.: Естетска нега, уџбеник (у припреми), Научна, Београд, 2023.
7. Обрадовић К.: Ласери, IPL и светла - Примена у козметотерапији, скрипта, 2024.
8. Арсоки В.: Примена ласера у медицини, електронски уџбеник, Електротехнички Факултет, Београд, 2024.
9. Baumann L., Elsaie M., Grunebaum L.: Козметичка дерматологија, уџбеник, Интерпрета, Загреб, 2012.
10. Шијакић Б.: Ласери, врсте ласера и њихове примене, Мастер рад, Универзитет у Нишу; ПМФ, Ниш, 2017.
11. Стојиљковић М., Стојиљковић В., Крстић Н.: Фотодинаска терапија у лечењу карцинома коже, Acta Medica Medianae, 47(1):28-32, 2007..

Number of classes:

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

Methods of teaching:

lectures, practical exercises, discussion, problem solving, clinical practice.

Grading (maximum 100 points)

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

PHYSICS OF OPTICAL RADIATION AND DEVICES BASED ON OPTICAL RADIATION

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Physics of Optical Radiation and Devices Based on Optical Radiation				
Language of instruction: Serbian				
Course status: mandatory				
Semester: first year, second semester				
ECTS: 7				
Requirement: Anatomy and Physiology of the Skin				
Courses objective: The aim of the course is to familiarize the student with the basics of the physics of optical radiation, as well as with the practical application of devices based on optical radiation.				
Course outcome: After attending the course, completing the exercises, and passing the exam, the student should understand the physics of optical radiation as well as the practical application of optical radiation through devices based on it.				
Course content: <i>Lectures</i> Electromagnetic radiation: radiation spectrum, ionizing and non-ionizing radiation. Optical radiation: definition, difference in relation to the electromagnetic field. Parts of the optical radiation spectrum: UV (ultraviolet), VIS (visible radiation – light), IR (infrared radiation, heat). Application of optical radiation in cosmetology – lasers, IPL systems (Intense Pulsed Light). Basic radiation parameters, definition of terms: wavelength, energy density, laser beam density, treatment area, exposure time, pulse duration, etc. Coherent and incoherent optical radiation. Laser systems: gas, diode, solid-state, pulsed, fractional, ablative – characteristics and applications. IPL systems: applications in cosmetology. Comparison of laser and IPL systems. PDT – photodynamic therapy and LED therapy. LLLT (Low Level Light Therapy) in cosmetology. Optical characteristics of the skin: reflection, absorption, transmission, scattering. Penetration depth of different optical spectrum wavelengths into the skin and eye. Effects of optical radiation on the skin and eye: direct and indirect, photochemical, photothermal, and photomechanical effects. Skin chromophores: melanin, water, oxy- and deoxyhemoglobin, tattoo pigments. Principle of selective thermolysis. Undesirable effects of lasers and IPL, skin and eye injuries and damage. Contraindications for the use of lasers and IPL. Risks and protection, precautionary measures. <i>Exercises</i> Electromagnetic radiation – basic concepts, radiation spectrum, ionizing and non-ionizing radiation. Parts of the optical radiation spectrum: UV, VIS, IR. Application of optical radiation in cosmetology – lasers, IPL. Coherent and incoherent optical radiation. Laser systems: gas, diode, solid-state, pulsed, fractional, ablative – characteristics and applications. IPL systems: application in cosmetology, practicing the technique of IPL use according to skin types and conditions, indications and contraindications for therapy. Protective measures for the client and therapist. Comparison of laser and IPL systems. Application of diode laser – epilation, indications and contraindications for therapy. PDT – photodynamic therapy and LED therapy. LLLT therapy in cosmetology.				
Literature: <i>Literature in English:</i> 1. Kautz G.: Energie für Die Haut: Wirkungen und Nebenwirkungen von Lasern, Blitzlampen und Weiteren Energieträgern, Springer Publishing Company, Berlin, 2018. 2. Lipson A., Lipson S. G., Lipson H.: Optical Physics, Cambridge University Press, Cambridge, 2010. 3. Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill, New York, 2009. 4. Fodor L. (ed.), Ullmann Y. (ed.): Aesthetic Applications of Intense Pulsed Light, Prentice Hall, New Jersey, 2020. 5. Small R.: A practical Guide to Laser Procedures, Wolters Kluwer, 2015. <i>Literature in Serbian:</i> 6. Arsoski V.: Primena lasera u medicini, elektronski u udžbenik, Elektrotehnički Fakultet, Beograd, 2024. 7. Baumann L., Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpret, Zagreb, 2012. 8. Miljković S.: Estetska nega, udžbenik (u pripremi), Naučna, Beograd, 2023. 9. Obradović K.: Laseri, IPL i svetla - Primena u kozmetoterapijskim procedurama, skripta, 2024. 10. Delić J.: Primena biostimulativnog lasera u angiologiji: uža specijalizacija, Beograd, 2005. 11. Lazović M.: Laseroterapija u fizikalnoj medicini, ACTA.FAC.MED. NAISS.; 16(4), 190–193, 1999. 12. Barbarić Ž.: Pozicioniranje laserskog izvora i reflektora, Akademski misao, Beograd, 2012.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work	Other forms of teaching (individual work with student, projects...)
45	45	300	0	0
Methods of teaching: lectures, practical exercises, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam obligations	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	

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

QUALITY CONTROL

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Quality Control				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 5				
Requirement: no				
Courses objective: The objective of the course is to understand the concept and essence of quality as a market category, to recognize the specific characteristics of quality within a work organization, with special emphasis on the particularities of service in a specific sector, and to become familiar with the basics of institutional organization, methods of institutional management, specificities of decision-making processes, administrative procedures, and change management within the institution. The objective also includes understanding and accepting the concept of standardization and the importance of standards in the process of defining quality.				
Course outcome: After attending and passing the course, the student should be qualified to practically apply internal procedures and standards for the purpose of establishing and controlling the quality of services, to determine and rank quality criteria, to master techniques and methods for measuring and controlling quality, and to evaluate the application of established standards, with a special focus on the type of organization they belong to. Additionally, the student should be trained in how to adopt and implement corrective measures aimed at quality management.				
Course content: <i>Lectures</i> Quality management: concept, definition of quality, reasons for implementing quality control processes. Characteristics of quality in specific areas (e.g., specifics of quality control in healthcare...), forms and levels of quality manifestation. Quality management systems: definition and development of various quality systems. Service standardization as the basis of quality, areas of standard application, types of standards. Requirements of ISO 9000, ISO 9001, ISO 14000, ISO 22000 standards; implementation of the HACCP system, HALAL standards. The importance of internal procedures within an organization. Management chain. The role of employees in ensuring quality, the importance and role of human resources, the human resource management process. The importance and role of management in achieving quality, managers as quality factors. The role of service users in creating service quality: perception, deviations, satisfaction, methods for measuring service quality. Strategic approach to quality, trends in business orientation of companies, changes in the structure of offerings. Strategic adaptation of services to modern trends: market segmentation, differentiation, positioning, application of modern technologies. <i>Exercises</i> Discussion on topics related to institutional organization and quality control processes. Analysis of practical experiences in Serbia and abroad. Visit by a certified ISO evaluator. Visit by a manager from a public or private company that implements quality control effectively. Analysis of practical examples from domestic and foreign, public and private healthcare organizations. Analysis and practical examples from the field of safety. Employee and client safety, discussion.				
Literature: <i>Literature in English:</i> 1. Spath P.: Applying Quality Management in Healthcare: A Systems Approach, textbook, Health Administration Press, Boston, 2017. 2. Morrissey Michael A.: Health Insurance, 1st ed., Health Administration Press, 2007. 3. Swanwick T., Vaux E.: ABC of Quality Improvement in Healthcare, Wiley, New York, 2020. <i>Literature in Serbian:</i> 4. Kancir D., Antić Z.: Menadžment kvaliteta, Beogradska poslovna škola - Visoka škola strukovnih studija, Beograd, 2013. 5. Blešić I.: Menadžment kvaliteta u turizmu i hotelijerstvu, Prirodno-matematički fakultet, Novi Sad, 2017. 6. Legetić B.: Principi menadžmenta, udžbenik, Ekonomski fakultet, Subotica, 2007. 7. Milović Lj.: Organizacija zdravstvene nege sa menadžmentom, udžbenik, Naučna knjiga, Beograd, 2004. 8. Marinković Lj.: Menadžment u zdravstvenim organizacijama, G.A.D. Beograd, 2001. 9. Mićović P.: Zdravstveni menadžment, Obeležja, Beograd, 2008. 10. Službeni glasnici Republike Srbije. 11. Grujić V., Martinov Cvejin M., Legetić B.: Menadžment u zdravstvu, udžbenik, Medicinski fakultet, Novi Sad, 2007. 12. Grujić V., Martinov-Cvejin M., Legetić B.: Ekonomika zdravstva, Medicinski fakultet, Novi Sad, 1993. 13. Probbins S., Judge T.: Organizaciono ponašanje, Mate, Zagreb, 2009.				
Number of classes:				
Theoretical lectures	Theoretical exercises	Professional practice	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, case study, discussion, problem solving, clinical practice.				
Grading (maximum 100 points)				

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

REJUVENATION WITH LASERS

Study program:	Apparatus Cosmetology
Type and level of study:	undergraduate professional studies
Course:	Rejuvenation with Lasers
Language of instruction:	Serbian
Course status:	mandatory
Semester:	third year, fifth semester
ECTS:	9
Requirement:	Dermatology
Courses objective:	Introducing students to the knowledge, skills, and techniques of rejuvenation with lasers in cosmetology, as well as the advantages and disadvantages of different rejuvenation techniques.
Course outcome:	After completing the course and passing the exam, the student will possess the necessary knowledge, skills, and techniques used in cosmetic laser rejuvenation treatments and will be able to critically discuss the advantages and disadvantages of different rejuvenation techniques.
Course content:	Lectures Skin rejuvenation with lasers, IPL devices, and light therapy with IR and LED lamps. Skin aging: chronological aging and photoaging. Factors contributing to skin aging: lifestyle habits, diet, physical activity, abuse of tobacco, medications, narcotics, lack of sleep, improper and irregular skin care, environmental factors such as UV radiation, pollution, climatic factors, etc. Skin changes with aging: formation of free radicals, activation of MMP enzymes, DNA changes, glycation, changes in facial muscles and fatty tissue, etc. Wrinkles, freckles, spots, sagging skin, precancerous and malignant skin changes, rosacea, capillaries, and similar conditions. Types of lasers for rejuvenation: ablative and non-ablative (CO₂ lasers, diode lasers, IPL devices). Differences between cosmetic lasers and medical laser treatments. Types of LED lights and their application. Which systems, i.e., which wavelengths, are used for different skin changes. Theoretical explanation of the effects of different types of optical radiation on the skin. Counseling, contraindications, and creating an individualized treatment plan. Example of treatment documentation for optical radiation, including relevant parameters, device type, number of treatments, and possibly before-and-after photos following treatment. Exercises Recognition of the degree of aging and the problems to be addressed: wrinkles, pores, pigmentation, hydration, elasticity, capillaries, and similar body regions. Discussion on which types of skin rejuvenation devices should be applied and comparison according to indications. Practicing client consultations and filling out questionnaires regarding contraindications for working with lasers. Practicing the creation of an individual client treatment plan. Demonstration of tests and techniques for wrinkle removal and contouring with diode lasers. Practicing parameter settings required for working with diode lasers. Demonstration of tests and techniques for wrinkle removal and contouring with IPL devices. Practicing parameter settings required for working with IPL devices. Demonstration of tests and techniques for rejuvenation and tissue regeneration with IR and LED lights. Practicing parameter settings required for working with IR or LED lights. Demonstration of tests and techniques for wrinkle and enlarged pore removal with CO₂ devices, in order to understand medical techniques and provide proper client counseling. Principles, procedures, and practicing the performance of treatments for each region.
Literature:	<i>Literature in English:</i> - Atiyeh BS, Dibo SA: Nonsurgical nonablative treatment of aging skin: radiofrequency technologies between aggressive marketing and evidence-based efficacy. <i>Aesthetic Plast Surg</i> 33(3):283–294, 2009. - Kim J.E., Kim B.J., Kang H.: A retrospective study of the efficacy of a new intense pulsed light for the treatment of photoaging: report of 70 cases. <i>J Dermatolog Treat</i> 23(6):472–476, 2012. - Bitter P.H.: Noninvasive rejuvenation of photodamaged skin using serial, full-face intense pulsed light treatments. <i>Dermatol Surg</i> 26(9):835–42, 2000. - Papageorgiou P, Clayton W, Norwood S et al: Treatment of rosacea with intense pulsed light: significant improvement and long-lasting results. <i>Br J Dermatol</i> 159(3):628–632, 2008. - Dierickx C.C., Anderson R.R.: Visible light treatment of photoaging. <i>Dermatol Ther</i> 18:191–208, 2005. - Kautz G.: <i>Energie für Die Haut: Wirkungen und Nebenwirkungen von Lasern, Blitzlampen und Weiteren Energieträgern</i>, Berlin, 2018. - Small R.: <i>A practical Guide to Laser Procedures</i>, Wolters Kluwer, 2015. - Carniol P. J., Monheit G.: <i>Aesthetic Rejuvenation Challenges and Solutions</i>, CRC Press, 2009. - Raulin C., Karsai S.: <i>Laser and IPL Technology in Dermatology and Aesthetic Medicine</i>, Springer, 2011. - Honardoust D.: <i>Laser / IPL Technology for Skin Care: A Comprehensive Technical and Informative Textbook</i>, BookBaby, 2016. <i>Literature in Serbian:</i> - Arsoski V.: <i>Primena lasera u medicini, elektronski udžbenik</i>, Elektrotehnički Fakultet, Beograd, 2024. - Baumann L., Elsaie M., Grunebaum L.: <i>Kozmetička dermatologija, udžbenik</i>, Interpret, Zagreb, 2012. - Miljković S.: <i>Estetska nega, udžbenik (u pripremi)</i>, Naučna, Beograd, 2023. - Obradović K.: <i>Laseri, IPL i svetlosne terapije u estetskim procedurama, skripta</i>, 2024.

15. Delić J.: Primena biostimulativnog lasera u angiologiji : uža specijalizacija, Beograd, 2005.
16. Lazović M.: Laseroterapija u fizikalnoj medicini, ACTA.FAC.MED. NAISS.; 16(4), 190–193, 1999.
17. Obradović K.: Podmlađivanje kože - aparaturne procedure u kozmetologiji, skripta, 2024.

Number of classes:

Theoretical lectures	Theoretical exercises	Professional practice	Study research work	Other forms of teaching (individual work with student, projects...)
45	45	180	0	0

Methods of teaching:

lectures, practical exercise, discussion, problem solving, clinical practice.

Grading (maximum 100 points)

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

RESEARCH METHODOLOGY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Research Methodology				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, sixth semester				
ECTS: 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. Šomodri 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 teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, discussions, e-learning, workshop, seminar paper, public presentation.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	40	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	20			
Colloquiums/exam	30			

SELECTED CHAPTERS OF APPARATUS-BASED ANTI-AGING PROGRAMS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Selected Chapters of Apparatus-Based Anti-Aging Programs				
Language of instruction: Serbian				
Course status: elective				
Semester: third year, fifth semester				
ECTS: 9				
Requirement: Dermatology				
Course objective: After completing the course, exercises, and passing the exam, the student should be familiar with the theoretical foundations of anti-aging programs, as well as the practical implementation of manual and device-based techniques of these programs in cosmetic treatments.				
Course outcome: Skin aging: chronological aging and photoaging. Factors contributing to skin aging: lifestyle habits, diet, physical activity, abuse of tobacco, medications, narcotics, lack of sleep, poor or irregular skin care, environmental factors such as UV radiation, pollution, climate factors, etc. Skin changes with aging: formation of free radicals, activation of MMP enzymes, DNA changes, glycation, changes in facial muscles and fatty tissue, atrophy, etc. Wrinkles, freckles, spots, sagging skin, precancerous and malignant skin changes, and similar issues. Skin rejuvenation: cosmetic products and treatments. Device-based methods for correcting skin changes caused by aging: use of various types of lasers for the removal of vascular and pigmented lesions; IPL (Intense Pulsed Light) anti-aging treatments; ablative and non-ablative laser treatments; fractional radiofrequency (RF); microneedling RF; high-intensity focused ultrasound (HIFU); dermabrasion and microdermabrasion; mesotherapy; nano-microdermabrasion and RF; HydroFacial™ technology; and jet treatments for peeling (JETPEEL™).				
Course content: <i>Lectures</i> Skin aging: chronological aging and photoaging. Factors contributing to skin aging: lifestyle habits, diet, physical activity, abuse of tobacco, medications, narcotics, lack of sleep, poor or irregular skin care, environmental factors such as UV radiation, pollution, climate factors, etc. Skin changes with aging: formation of free radicals, activation of MMP enzymes, DNA changes, glycation, changes in facial muscles and fatty tissue, atrophy, etc. Wrinkles, freckles, spots, sagging skin, precancerous and malignant skin changes, and similar issues. Skin rejuvenation: cosmetic products and treatments. Device-based methods for correcting skin changes caused by aging: use of various types of lasers for the removal of vascular and pigmented lesions; IPL (Intense Pulsed Light) anti-aging treatments; ablative and non-ablative laser treatments; fractional radiofrequency (RF); microneedling RF; high-intensity focused ultrasound (HIFU); dermabrasion and microdermabrasion; mesotherapy; nano-microdermabrasion and RF; HydroFacial™ technology; and jet treatments for peeling (JETPEEL™). <i>Exercises</i> Recognition of the stages of skin aging: physiological aging and photoaging. Factors contributing to skin aging – workshop. Client anamnesis and counseling – workshop. Skin changes with aging. Mimic and gravitational wrinkles – recognition and methods of care and correction. Skin rejuvenation: cosmetic products and treatments. Application of dermocosmetic devices for reducing signs of aging. Radical methods for correcting skin changes caused by aging – discussion on their advantages and disadvantages. Selection of appropriate devices and working parameters for a specific client. Mesoporation: indications and contraindications. Jet technique for reducing signs of aging. Chemical peels for eliminating signs of aging and hyperpigmentation. Dermapen – personalized client approach, indications and contraindications for the use of Dermapen and microneedling.				
Literature: <i>Literature in English:</i> - Lotfy M.: Cutaneous remodeling and photorejuvenation using radiofrequency devices, Indian J Dermatology, 54(3), 201-205, 2009. - Elsae M.L., Choudhary S., Leiva A., Nouri K.: Nonablative radiofrequency for skin rejuvenation, Dermatol. Surg., 36, 577-589, 2010. - Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill Professional, New York, 2009. - ICON Group International: The 2023-2028 World Outlook for Anti-Aging Radio Frequency Devices, 2022. - Montague-King K.: Skin Health: Surgical Alternatives to Healthy Skin, Anti-aging and Scar, Bettie Youngs Book Publishers, San Francisco, 2019. - Hess C. T.: Clinical Guide to Skin and Wound Care, Lippincott Williams and Wilkins, Liverpool, 2012. <i>Literature in Serbian:</i> - Baumann L., Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpreta, Zagreb, 2012. - Goliani L.: Anti-aging medicina, Oivivio, Beograd, 2022. - Miljković S.: Estetska nega, udžbenik (u pripremi), 2023. - Obradović K.: Anti-aging procedure u aparaturnoj kozmetologiji, skripta, 2024.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with

				student, projects...)
30	30	150	0	0
Methods of teaching: lectures, exercises, discussions, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

SELECTED CHAPTERS OF PHARMACOLOGY WITH TOXICOLOGY

Study program:	Apparatus Cosmetology			
Type and level of study:	undergraduate professional studies			
Course:	Selected Chapters of Pharmacology with Toxicology			
Language of instruction:	Serbian			
Course status:	elective			
Semester:	second year, fourth semester			
ECTS:	5			
Requirement:	no			
Course objective:	To provide the student with fundamental knowledge of the mechanisms of drug action, the information necessary to understand the various effects of drugs, an understanding of the basic therapeutic and adverse effects of drug groups, knowledge of the principles of therapeutic drug application, and knowledge of the basics of toxicology. The student should also master the key intersections between the fields of cosmetology, pharmacology, and toxicology.			
Course outcome:	Upon completion of the course, the student will be able to identify the mechanisms of various effects of specific drug groups, connect the therapeutic and adverse effects of certain drug groups with their different pharmacological effects, and develop a critical approach toward medication. The student will also be familiar with the basics of toxicology and possible adverse effects related to specific cosmetology treatments. The student will be qualified for a comprehensive understanding and monitoring of expected, unexpected, and adverse effects of applied pharmaceutical preparations, as well as for carrying out appropriate interventions in the event of anaphylaxis. This will enable them to participate in the therapy of certain dermatological conditions through the application of non-pharmacological measures, based on collaboration with and guidance from a dermatologist.			
Course content:	<i>Lectures</i> Introduction. History of pharmacology. Classification of pharmacology. Definition of a drug. General principles and drug development. Difference between pharmacological and cosmetological products, legislation. Classification of drugs. Methods of drug administration. Dosage. LADMER (liberation, absorption, distribution, metabolism, and excretion of drugs, and the body's response to the administered drug). Effects of drugs on the body. Types and nature of drug effects. Mechanism of drug action. Factors influencing drug action. Changes in drug action with repeated administration. Drug interactions. Adverse drug effects. Drug dependence. Basics of clinical pharmacology. Non-steroidal anti-inflammatory drugs. Disease-modifying antirheumatic drugs. Pharmacology of the blood: anticoagulants and coagulants, antiplatelet drugs, local and systemic hemostatics. Antianemic drugs. Water and electrolytes: agents for replacing lost fluids. Drugs for parenteral nutrition. Pharmacology of the respiratory tract. Pharmacology of the cardiovascular system. Drugs and therapy of peripheral vascular diseases. Antilipemic agents. Pharmacology of the digestive tract. Immunosuppressants and immunostimulants. Pharmacology of vitamins. Drugs for the treatment of obesity. Pharmacology of hormones. Pharmacology of antimicrobial drugs: antifungal drugs, antiviral drugs, amoebicidal drugs, antimalarial drugs, antiparasitic drugs. Antiseptics and disinfectants. Chemotherapy of malignant diseases. Basics of toxicology. Interaction between drugs and certain cosmetology treatments. Undesirable interactions of certain toxic substances with specific cosmetic treatments. Allergic reactions. Classification of toxicants, acute and chronic toxicity, dose, dose-response relationship. Mutagenicity, carcinogenicity, teratogenicity. <i>Exercises</i> General principles and drug development. Analysis of the differences between pharmacological and cosmetological products, legislation. Working with pharmacological databases on the internet. Classification of drugs. Drug prescribing – workshop: interpretation of a written prescription. Internet search – types of drugs. Basic classification of toxic substances. Possible adverse effects of certain substances on humans – workshop, case analysis. Possible adverse effects of pharmaceutical preparations related to cosmetology treatments.			
Literature:	<i>Literature in English:</i> 1. Gabard B.: Dermato-pharmacology of Topical Preparations, Springer Publishing Company, New York, 2011. 2. Rang H. P., Dale M. M., Ritter J. M., Moore P. K.: Фармакологија, уџбеник, Дата статус, Београд, 2019. 3. Baumann L., Elsaie M., Grunebaum L.: Cosmetic Dermatology: Principles and Practice, McGraw-Hill Professional, New York, 2009. <i>Literature in Serbian:</i> 4. Đaković Švajcer K.: Osnovi farmakologije, udžbenik, Ortomedics, Novi Sad, 2010. 5. Baumann L., Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpreta, Zagreb, 2012. 6. Janković S. M.: Priručnik iz farmakologije i toksikologije, Medicinski fakultet, Kragujevac, 2015. 7. Varagić V., Milošević M.: Farmakologija, udžbenik, Elit Medica, Beograd, 2005. 8. Jakovljević V., Sabo A., Tomić Z. (ur.), Stević S. i sar.: Lekovi u prometu 2009, priručnik o lekovima i njihovoj primeni, ATC klasifikacija, Novi Sad, Beograd, Niš, K. Mitrovica, Podgorica, Ortomedics, Novi Sad, 2009. 9. Stanimirović V. (ur.) i sar.: Farmakoterapijski vodič 4, Agencija za lekove i medicinska sredstva Srbije, udžbenik, Farmaceutski fakultet, Beograd, 2008. 10. Bukarica-Gojković Lj. i sar.: Praktikum iz farmakologije, Medicinski fakultet, Univerzitet u Beogradu, 2009.			
Number of classes:				
Lectures	Exercises	Other classes	Study research work	Other forms of teaching

		(professional practice...)		(individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, exercises, discussions, problem solving, clinical practice.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	20	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	30			

SELECTED CHAPTERS OF PHYTOTHERAPY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Selected Chapters of Phytotherapy				
Language of instruction: Serbian				
Course status: mandatory				
Semester: third year, fifth semester				
ECTS: 6				
Requirement: no				
Course objective: The aim of the course is to introduce students to medicinal plants and their use for cosmetic and medical purposes, both preventively and in the therapy of acute and chronic conditions, with protocols for the use of herbal preparations, as well as with the dosing and formulation of phytopreparations for treating various systemic and skin conditions. Students should acquire the ability to identify local medicinal plants and understand their cosmetic and medical applications in dermatological and cosmetological purposes. The main goal of the course is to provide a practical foundation for the proper use and recommendation of herbal preparations and drugs in the care and therapy of various skin conditions, as well as the use of essential oils for dermatological and cosmetological purposes.				
Course outcome: Students are qualified to apply the acquired knowledge and properly recommend herbal preparations both for skin care and maintenance of skin health, as well as for the treatment and as a supplement to pharmacological therapy of various skin disorders and conditions.				
Course content: <i>Lectures</i> Introduction to phytotherapy. Rational phytotherapy. Medicinal components of plants: classification, definition, and mechanisms of action. Plants with antioxidant, anti-inflammatory, and antimicrobial effects and their therapeutic applications. Use of herbal preparations in the care of different skin types. Application of phytotherapy in various skin disorders. Phytotherapy for acne; phytotherapy for skin aging. Phytotherapy and rosacea. Phytotherapy for treating cellulite and body contouring. Detoxification. Application of aromatherapy in the care of different skin types and in the treatment of various skin conditions and disorders. Toxic effects of plants, adverse effects, interactions, and precautions. Potential hypersensitivity to herbal drugs and possible allergic skin reactions. <i>Exercises</i> Medicinal components of plants, classification. Plants with antioxidant, anti-inflammatory, and antimicrobial effects, their therapeutic action, and the application of herbal preparations in the care of different skin types. Application of phytotherapy in various skin disorders. Phytotherapy for skin aging. Phytotherapy for treating cellulite and body contouring. Detoxification. Application of aromatherapy in the care of different skin types and in the treatment of various skin conditions and disorders. Toxic effects of plants, adverse effects, interactions, and precautions – internet search. Examples of the use of phytopreparations and aromatherapy in the care of different skin types and in the treatment of various skin conditions and disorders. Market offerings in Serbia and the region. The most well-known phytotherapeutic products of major pharmaceutical companies worldwide.				
Literature: <i>Literature in English:</i> 1. Benzie I., Wachtel-Galor S.: Herbal Medicine: Biomolecular and Clinical Aspects, CRC Press, Boston, 2011. 2. Bone K., Mills S.: Principles and Practice of Phytotherapy - Modern Herbal Medicine, Churchill Livingstone, Edinburg, 2013. 3. Bensouilah J, Buck P.: Aromadermatology Aromatherapy in the Treatment and Care of Common Skin Conditions, Radcliffe Publishing, New York, 2006. <i>Literature in Serbian:</i> 4. Kapaso F.: Fitoterapija, udžbenik, Prometej, Novi Sad, 2005. 5. Tucakov J.: Lečenje biljem, Vulkan, Beograd, 2014. 6. Nikolić Z.: Fitoterapija, Mala korisna knjiga, Beograd, 2016.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	90	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	40	
Activity	7			
Projects/Seminars	0			

Exercises/professional practice	20		
Colloquiums/exam	30		

SELECTED CHAPTERS ON THE APPLICATION OF LASERS IN COSMETOLOGY

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Selected Chapters on the Application of Lasers in Cosmetology				
Language of instruction: Serbian				
Course status: mandatory				
Semester: third year, sixth semester				
ECTS: 5				
Requirement: Dermatology				
Course objective: The aim of the course is to familiarize students with the theoretical foundation, as well as the practical implementation of techniques for apparatus-based procedures for permanent makeup removal.				
Course outcome: After attending the course, completing the exercises, and passing the exam, the student is expected to be familiar with the theoretical foundations of permanent makeup removal, as well as the practical implementation of manual and apparatus-based techniques used in cosmetic treatments.				
Course content: <i>Lectures</i> The spectrum of optical radiation for lasers used in permanent makeup removal, along with the parameters of optical radiation. Definition and types of pigments used in permanent makeup; definition of skin color and skin types according to the Fitzpatrick scale and their sensitivity to laser treatments for tattoo and permanent makeup removal across different body regions, in order to ensure proper counseling. Client anamnesis, counseling, and completion of a questionnaire regarding contraindications and possible adverse effects. Recognition of different types of devices for permanent makeup removal, such as the Nd:YAG laser and picosecond laser. Adjustment of parameters required according to the treated region, the type of pigment in the permanent makeup, and the client's skin type. Development of an individualized treatment plan based on specific indications. <i>Exercises</i> Definition and types of pigments used in permanent makeup. Recognition of pigments across different body regions and identification of tattoo types or pigmented changes. Completion of questionnaires and assessment of contraindications. Practicing the creation of individualized client treatment plans. Overview of available devices on the market, including similarities and differences. Discussion of the advantages of specific devices. Practicing recognition of different types of permanent makeup removal devices such as Nd:YAG lasers and picosecond lasers. Demonstration of tests and techniques for permanent makeup removal in specific regions. Practicing the adjustment of parameters required for a given pigment color and body region. Principles, procedures, and hands-on training in performing treatments for each region.				
Literature: <i>Literature in English:</i> - Small R.: A practical Guide to Laser Procedures, Wolter Kluwer, 2015. - Kautz G.: Energie für Die Haut: Wirkungen und Nebenwirkungenvon Lasern, Blitzlampen und Weiteren Energieträgern, Springer Publishing Company, Berlin, 2018. <i>Literature in Serbian:</i> - Arsoski V.: Primena lasera u medicini, elektronski udžbenik, Elektrotehnički Fakultet, Beograd, 2024. - Baumann L.: Elsaie M., Grunebaum L.: Kozmetička dermatologija, udžbenik, Interpreta, Zagreb, 2012. - Obradović K.: Laserske procedure za uklanjanje permenetne šminke, skripta, 2024.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
45	45	150	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			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

SOCIAL MEDIA

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Social Media				
Language of instruction: Serbian				
Course status: elective				
Semester: second year, fourth semester				
ECTS: 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 teaching (individual work with student, projects...)
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			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

SPECIALIZED ENGLISH FOR COSMETOLOGY 1

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Specialized English for Cosmetology 1				
Language of instruction: Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: The aim of the course is to master the specific features of the English language, learn phrases and patterns necessary for communication at a professional level, and acquire techniques of written and oral expression in professional communication.				
Course outcome: The student will be able to apply the acquired knowledge for professional communication, create appropriate written forms in accordance with their professional communication, and use speech patterns adapted to the situation.				
Course content: <i>Lectures</i> Grammar: the English alphabet, basic rules of reading and writing, greetings, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colors, interrogative and affirmative sentences. Aspects of everyday life in English-speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tense, sentence structure. Aspects of everyday life in English-speaking countries. Professional texts related to the student's future profession, professional vocabulary, examples of commercial and professional texts from practice. Examples of documents the student will encounter in practice (beauty salon, cosmetic treatment, basic medical terms, procurement of equipment for a beauty salon, cosmetic raw materials, cosmetic products, devices and techniques in cosmetology, health, sports, healthy lifestyle, healthy nutrition, nutrition science, phytotherapy, aromatherapy, basic terms in pharmacology, environmental issues, multiculturalism). <i>Exercises</i> Students practice dialogues related to everyday situations (giving/understanding directions for finding one's way in the city, retelling events, making plans, scheduling, describing, reporting, etc.), understanding everyday texts (such as advertisements), and expanding their vocabulary related to their immediate environment, family, and workplace.				
Literature: <i>Literature in English:</i> - Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2008. - MacLean J.: English in Basic Medical Science, Oxford University Press, Oxford, 2000. - Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2014. - McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006. - Dooley J., Evans, V.: Career Paths, Beauty Salon, уџбеник, Express Publishing, Berkshire, 2012. - Evans V., Dooley J., Tran T. M.: Career Paths, Medical Book 1, уџбеник, Express Publishing, Berkshire, 2018. <i>Literature in Serbian:</i> - Dragović R.: Engleski za zdravstvene radnike, udžbenik, Naučna knjiga, Beograd, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

SPECIALIZED ENGLISH FOR COSMETOLOGY 2

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Specialized English for Cosmetology 2				
Language of instruction: Serbian				
Course status: elective				
Semester: second year, third semester				
ECTS: 5				
Requirement: Specialized English for Cosmetology 1				
Course objective: The aim of the course is to master the specific features of the English language, learn phrases and patterns necessary for communication at a professional level, and acquire techniques of written and oral expression in professional communication.				
Course outcome: The student will be able to apply the acquired knowledge for professional communication, create appropriate written forms in accordance with their professional communication, and use speech patterns adapted to the situation.				
Course content: <i>Lectures</i> Grammar: the English alphabet, basic rules of reading and writing, greetings, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colors, interrogative and affirmative sentences. Aspects of everyday life in English-speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tense, sentence structure. Aspects of everyday life in English-speaking countries. Professional texts related to the student's future profession, professional vocabulary, examples of commercial and professional texts from practice. Examples of documents the student will encounter in practice (beauty salon, cosmetic treatment, basic medical terms, procurement of equipment for a beauty salon, cosmetic raw materials, cosmetic products, devices and techniques in cosmetology, health, sports, healthy lifestyle, healthy nutrition, nutrition science, phytotherapy, aromatherapy, basic terms in pharmacology, environmental issues, multiculturalism). <i>Exercises</i> Students practice dialogues related to everyday situations (giving/understanding directions for finding one's way in the city, retelling events, making plans, scheduling, describing, reporting, etc.), understanding everyday texts (such as advertisements), and expanding their vocabulary related to their immediate environment, family, and workplace.				
Literature: <i>Literature in English:</i> 1. Hornby A. S.: Oxford Advanced Learner's Dictionary of Current English, Oxford University Press, Oxford, 2008. 2. MacLean J.: English in Basic Medical Science, Oxford University Press, Oxford, 2000. 3. Murphy R.: English Grammar in Use, Cambridge University Press, Cambridge, 2014. 4. McCarthy M., O'Dell F.: English Vocabulary in Use, Cambridge University Press, Cambridge, 2006. 5. Dooley J., Evans, V.: Career Paths, Beauty Salon, уџбеник, Express Publishing, Berkshire, 2012. 6. Evans V., Dooley J., Tran T. M.: Career Paths, Medical Book 1, уџбеник, Express Publishing, Berkshire, 2018. <i>Literature in Serbian:</i> 7. Dragović R.: Engleski za zdravstvene radnike, udžbenik, Naučna knjiga, Beograd, 2004.				
Number of classes:				
Lectures	Exercises	Other classes (professional practice...)	Study research work	Other forms of teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

SPECIALIZED GERMAN FOR COSMETOLOGY 1

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Specialized German for Cosmetology 1				
Language of instruction: Serbian				
Course status: elective				
Semester: first year, first semester				
ECTS: 5				
Requirement: no				
Course objective: The aim of the course is to master the specific features of the German language, learn phrases and patterns necessary for communication at a professional level, and acquire techniques of written and oral expression in professional communication.				
Course outcome: The student will be able to apply the acquired knowledge for professional communication, create appropriate written forms in accordance with their professional communication, and use speech patterns adapted to the situation.				
Course content: <i>Lectures</i> Grammar: the German alphabet, basic rules of reading and writing, greetings, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colors, interrogative and affirmative sentences. Aspects of everyday life in German-speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tense, sentence structure. Aspects of everyday life in German-speaking countries. Professional texts related to the student's future profession, professional vocabulary. Examples of documents the student will encounter in practice (beauty salon, cosmetic treatment, basic medical terms, procurement of equipment for a beauty salon, cosmetic raw materials, cosmetic products, devices and techniques in cosmetology, health, sports, healthy lifestyle, healthy nutrition, nutrition science, phytotherapy, aromatherapy, basic terms in pharmacology, environmental issues, multiculturalism). <i>Exercises</i> Students practice dialogues related to everyday situations (giving/understanding directions for navigating in the city, retelling events, making plans, scheduling, describing, reporting, etc.), understanding everyday texts (such as advertisements), and expanding their vocabulary related to their immediate environment, family, and workplace.				
Literature: <i>Literature in German:</i> 1. Menschen A1 KB und Menschen A1 AB, уџбеник (видео материјал: http://matifmarin.blogspot.rs/p/menschen-film-stationen-clips.html), Klett Verlag, Stuttgart, 2018. 2. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, уџбеник, Hueber Verlag, Munchen, Deutschland, 2012. 3. Loibl B. et al.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning. Deutschland, 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. 7. Grammatik - Ganz klar Übungsgrammatik A1-B1, uz audio materijal, Hueber Verlag, kratak pregled gramatike sa vežbanjima „Hallo aber Deutsch“ <i>Literature in Serbian:</i> 8. Nikolovski V.: Gramatička vežbanja „Eine kleine Übungsgrammatik“, Zavod za udžbenike i nastavna sredstva, Schritte international 1, Grammatikspiele. 9. 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 teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

SPECIALIZED GERMAN FOR COSMETOLOGY 2

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Specialized German for Cosmetology 2				
Language of instruction: Serbian				
Course status: elective				
Semester: second year, third semester				
ECTS: 5				
Requirement: Specialized German for Cosmetology 1				
Course objective: The aim of the course is to master the specific features of the German language, learn phrases and patterns necessary for communication at a professional level, and acquire techniques of written and oral expression in professional communication.				
Course outcome: The student will be able to apply the acquired knowledge for professional communication, create appropriate written forms in accordance with their professional communication, and use speech patterns adapted to the situation.				
Course content: <i>Lectures</i> Grammar: the German alphabet, basic rules of reading and writing, greetings, personal pronouns, possessive pronouns, present tense, gender and number of nouns, numbers, colors, interrogative and affirmative sentences. Aspects of everyday life in German-speaking countries. Prepositions with dative and accusative, imperative, modal verbs, perfect tense, sentence structure. Aspects of everyday life in German-speaking countries. Professional texts related to the student's future profession, professional vocabulary. Examples of documents the student will encounter in practice (beauty salon, cosmetic treatment, basic medical terms, procurement of equipment for a beauty salon, cosmetic raw materials, cosmetic products, devices and techniques in cosmetology, health, sports, healthy lifestyle, healthy nutrition, nutrition science, phytotherapy, aromatherapy, basic terms in pharmacology, environmental issues, multiculturalism). <i>Exercises</i> Students practice dialogues related to everyday situations (giving/understanding directions for navigating in the city, retelling events, making plans, scheduling, describing, reporting, etc.), understanding everyday texts (such as advertisements), and expanding their vocabulary related to their immediate environment, family, and workplace.				
Literature: <i>Literature in German:</i> 1. Menschen A1 KB und Menschen A1 AB, уџбеник (видео материјал: http://matifmarin.blogspot.rs/p/menschen-film-stationen-clips.html), Klett Verlag, Stuttgart, 2018. 2. Pude E. A., Specht F.: Menschen, Deutsch als Fremdsprache Kursbuch mit DVD-ROM, уџбеник, Hueber Verlag, Munchen, Deutschland, 2012. 3. Loibl B. et all.: Schritte Plus im Beruf, Kommunikation am Arbeitsplatz, Max Hueber Verlag, Ismaning. Deutschland, 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. 7. Grammatik - Ganz klar Übungsgrammatik A1-B1, uz audio materijal, Hueber Verlag, kratak pregled gramatike sa vežbanjima „Hallo aber Deutsch“ <i>Literature in Serbian:</i> 8. Nikolovski V.: Gramatička vežbanja „Eine kleine Übungsgrammatik“, Zavod za udžbenike i nastavna sredstva, Schritte international 1, Grammatikspiele. 9. 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 teaching (individual work with student, projects...)
30	30	0	0	0
Methods of teaching: lectures, practical exercises, communication, e-learning.				
Grading (maximum 100 points)				
Pre-Exam commitments	Points	Final Exam	Points	
Lecture attendance	3	Exam	30	
Activity	7			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			

WELLNESS AND SPA PROGRAMS

Study program: Apparatus Cosmetology				
Type and level of study: undergraduate professional studies				
Course: Wellness and Spa Programs				
Language of instruction: Serbian				
Course status: mandatory				
Semester: third year, sixth semester				
ECTS: 7				
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 teaching (individual work with student, projects...)
45	45	150	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			
Projects/Seminars	0			
Exercises/professional practice	40			
Colloquiums/exam	20			