

Study Programme	Management and Entrepreneurship
Qualifications awarded	First degree
Professional title	Bachelor (appl.) in Management and Engineering _____
Number of ECTS credits	180
Level of qualification according to the National Qualification Framework and the European Qualifications Framework	VS-1 (NQF) First cycle (EQF)
Field of study	Social sciences and humanities
Mode of study	Full-time
Language of instruction	Serbian
Work-based learning	In the College laboratories equipped with state-of-the-art equipment; In business systems whose main activities are relevant to the needs of this study programme
Head of the study programme	Radomir Stojanović, PhD
<p style="text-align: center;">Programme objectives</p> <p>The main objective of the study programme is to provide students with knowledge, skills and competencies in the field of modern management drawing on multidisciplinary as the essential characteristic of management. Students will have learnt how to run small and medium sized businesses and production systems, how to identify and solve practical problems, and accomplish strategic goals of the company.</p>	
<p style="text-align: center;">Programme outcomes</p> <p>General outcomes:</p> <ul style="list-style-type: none"> - students develop analytical and critical thinking skills; - students develop problem-solving skills enabling them to find optimal solutions for practical problems in the field of management and entrepreneurship. <p>Specific outcomes:</p> <ul style="list-style-type: none"> - students acquire analysis and synthesis skills and therefore become able to find solutions to problems relating to organization, management, information technology, marketing and financial management; - students master different research methods, which they can successfully use in different fields (market research, product development, production, organization, human resource management); - students can successfully apply the acquired theoretical knowledge to practice, especially in SMEs; - students develop communication skills and become adroit in verbal, non-verbal and written communication; 	

- students develop the awareness of the importance of obeying the code of ethical conduct of managers;
- students acquire thorough knowledge about different aspects of management, entrepreneurship, trading, accounting, information systems, human resource management, strategic development, and they acquire a foreign language proficiency;
- students can solve specific problems relating to the above-mentioned fields using scientific methods and procedures together with the support of information technology;
- students can keep pace with innovations in the field of management, especially regarding entrepreneurial management, and successfully use information technology to that aim;
- students become familiar with international and national standards and regulations governing fire protection and occupational safety and health.

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Accounting			
Teacher: Biljana M. Đuričić, teaching Assistant: Radović D. Nemanja, Pavlović B. Vladimir			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Introducing students to the basic accounting concepts, the fundamentals of the double-entry system of accounting and its use in keeping records of finances and financial sources, revenues and expenditures, calculation and allocation of business results. By studying the subject matter of the course, students should become able to use accounting records data.			
Course outcomes: Students understand the information they receive from the accounting department. They should realize the possibilities of accounting as an information system and of information serving as the basis for decision making at all levels. They can record business changes on their own and prepare financial statements.			
Syllabus: Theoretical instruction: Introduction to accounting. The basics and principles of double-entry accounting and double-entry accounting system. Dividing balance into accounts. Ledgers. Chart of accounts. The principles of proper accounting practice. Raising funds. Bookkeeping for investments in fixed assets. Bookkeeping for investments in material. Liabilities. VAT. Receivables. Calculation and accounting of expenses. Cost accounting. Calculation and accounting of revenues. The concept, evaluation, classification and recording of revenues. Operating income calculation and distribution. Preparing balance sheet and profit and loss statements.			
Practical instruction: Account assignment and bookkeeping of business changes in accounts. Creating a balance sheet. Preparing a profit and loss statement. The pre-closing entries and preparation of closing entries. Closing and reopening ledgers. Students prepare for the exam by performing different tasks (records of business operations of a company).			
Literature: Mandatory textbook: 1.Dr Ilija Samardžić; Mr Mirjana Medojević, Računovodstvo, Beogradska poslovna škola, Beograd, 2008. Additional literature: 2.Dr Kata Škarić-Jovanović i grupa autora., Računovodstvo, Viša poslovna škola, Beograd, 2000. 3.Dr Radovanović Radiša i drugi, Zbirka zadataka iz finansijskog računovodstva, Ekonomski fakultet, Beograd, 2000.			
Number of active teaching classes: 75			Other classes:
Lectures: 30	Practical classes: 45	Other forms of instruction: Research study:	
Teaching methods: Monologue, dialogue and their combination, preparing entries individually and in groups, examples from practice, case study.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Activity during lectures	10	Written exam	50
Practical classes	10	Oral exam	-
Colloquia	30	-	-
Seminar papers	-	-	-

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Application Software			
Teacher: Milivojević S. Milovan, Teaching Assistant: Đorđe J. Forst			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: Practical classes, colloquium, seminar paper.			
Course aim: Teaching students how to recognize standard IT models of real objects suitable for the efficient processing and analysis using spreadsheet recalculation programmes. Mastering modern software tools for project management. The application of data base theory, techno-economic optimization theory and linear programming to typical examples from practice. What If analysis.			
Course outcomes: Students will acquire the necessary level of theoretical knowledge and develop practical skills required to perform advanced functions relating to What-If-Analysis, pivot tables, scenarios, flat databases, techno-economic optimization, linear programming and project management on typical examples from practice, using the general purpose application software.			
Syllabus: Theoretical instruction: General purpose application software. History of spreadsheets. Excel 2010. Interface. Fields of application. Additional features and applicability. Examples. Dynamic recalculation. Data types. Formatting. Relative, mixed and absolute addresses. Excel file structure. Worksheet operations. Control of interdependent cells. Basic functions: Sum, Average, IF, SumIf, CountIf. Addressing ranges and cells. Comments. Conditional formatting. Time functions. Text functions. Profesional diagrams. Selected examples. Advanced Excel functions: Subtotal, Vlookup, Match, Offset, Index... Data validation. Worksheet protection. Data lists in Excel. Sequences. Mathematical bases. Sorting. Filtration. Authomatic filters. Advanced filtration. Subtotals. Selected examples. Pivot tables. Pivot charts. Consolidation. Regression analysis. Least squares method. Extrapolation. Techno-economic optimization. Extreme values of functions. Limitations. Mathematical bases of linear programming. Goal function. What-If-Analysis. Goal seek. Scenario generation. Examples from practice. Optimization using software modules. Use of Solver. Price calculation. Shelf-life control and stock management. Transportation problems. Procurement control and optimization from the aspect of the lowest price. The use of Solver for food processing optimization. Use in management. Management of complex projects. Dynamic Gantt charts in project management. Resource engagement analysis. Project milestones. Cost analysis. Comparative analysis of modern software packages in the field of project management: CA Super Project, MS Project Manager.			
Practical instruction: The practical instruction comprises practical exercises and tasks. Working with computers in college laboratories students perform the selected practical tasks grouped in thematic units. Two thirds of the time is devoted to these exercises, whereas another third is devoted to the preparation of examples from practice. The work is performed in groups of 3 students.			
Literature: <ol style="list-style-type: none"> 1. C. Frye, Excel 2010, Korak po korak, Mikro knjiga, Beograd, 2011. 2. J.Walkenbach, Excel 2007 Biblija, Mikro knjiga, Beograd, 2007. 3. P. Blattner i dr, Vodič kroz Excel 2003, CET, Beograd, 2004. 4. S. Opricović, Optimizacija sistema, Građevinski fakultet, Beograd, 1992. 5. A. Bateler, Access 2003 bez tajni, Kompjuter biblioteka, Čačak, 2004. 6. MicroSoft, Project Manager, Korak po korak, Mikro knjiga, Beograd, 2004. 7. C. Cartfield, Timothy Johnson, Microsoft Project 2010 Korak po korak, Mikro knjiga, Beograd, 2011. 			
Number of active teaching classes: 60		Lectures: 15x2=30	Practical classes: 15x2=30
Teaching methods: Classical methods (didactic: oral presentations accompanied by overhead projector presentations, exercises and practical work, demonstration of computer-based tasks using an overhead projector). Specific methods (Step by Step). Interaction forms: whole class work, teamwork, mentorship.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Lectures	Up to 5	Written exam	Up to 50
Practical classes	Up to 15		
Colloquium	Up to 15		
Seminar paper	Up to 15		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Business Communication			
Teacher: Radomir R. Stojanović, Teaching Assistant: Tasić M. Ljubica			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: none			
Course aim: Providing students with fundamental knowledge of communicology so that they can communicate successfully in different business situations in both domestic and international environment.			
Course outcomes: Students will be able to use basic models and techniques of modern business communication in practice, which will ensure their successful coping with different business roles in interpersonal, group and/or mass (media-supported) communication.			
Syllabus: Theoretical instruction: The concept of communication, communication forms (based on purpose, style, senses), elements of communication (message sender and recipient, message, ways of conveying a message), communication process, the concept of publicity (mass, audience, auditorium, publicity, internal publicity); internal business communication, business correspondence – letters, business emails; international business communication, non-verbal aspects of multicultural communication; communication mix instruments; communication in crisis situations (crisis communication); business negotiations, types of negotiation, the difference between <i>interest</i> and <i>position</i> , basic negotiation concepts, negotiation process, negotiation teams. Practical instruction: Writing business letters for different purposes, as well as other forms of business correspondence (enquiry, offer, etc.). Teaching students how to organise a press conference, create a PowerPoint presentation and present it to interested parties. Preparing students for successful participation in trade shows. Working in teams, students will simulate business negotiations, as well as crisis communications.			
Literature: 1. Dobrijević, G., Poslovno komuniciranje i pregovaranje, Univerzitet Singidunum, Beograd, 2011. 2. Vračar, D., Strategije tržišnog komuniciranja, Ekonomski fakultet, Beograd, 2010, ISBN 978-86-403-1089-5 3. Filipović, B., Kostić-Stanković, M., Odnosi s javnošću, Fakultet organizacionih nauka, Beograd, 2008.			
Number of active teaching classes: 60			Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of teaching:	
Research study:			
Teaching methods: Verbal (lectures are held using a computer, overhead projector and presentations, problem-based learning, analogy methods, group discussions, etc.), visual (the analyses of graphical and written documentation, analyses of characteristic cases), instructional consultation, presentation of seminar papers and group analyses, textual and graphical methods using video presentations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Class attendance	15	Written exam	50
Colloquia	20		
Seminar paper	15		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Business Economics			
Teacher: Biljana M. Đuričić, Teaching Assistant: Radović D. Nemanja			
Course status: Required			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Providing students with theoretical and practical knowledge on specific characteristics of certain economic activities and organization of economic entities in the process of economic reproduction. The emphasis is on the internal economies of economic entities, their cost and revenue management in compliance with fundamental economic principles, aimed at achieving the best possible business results.			
Course outcomes: Acquiring the knowledge and skills required for the management of internal economies of an economic entity under contemporary economic conditions in order to maximize its performance.			
Syllabus: Theoretical instruction: Forms of business organization. Activities and goals of economic entities. Companies' funds and their sources. Appropriation and spending of funds in the process of economic reproduction. Costs and their characteristics. Cost management. Cost economics. Break-even point. Zone of optimality. Costs and capacity utilization levels. Marginal costs. Cost-based pricing. Price calculation. Economic outcomes expressed in natural units. Total income and profit. Distribution of profit. The system of taxes and other fiscal liabilities. Taxes, customs, contributions, compensations, fees, etc. Efficacy and efficiency of company's performance as quality indicators of its business activities. Economic principles of economic reproduction. Concept, significance and measurement of productivity, cost-effectiveness and profitability. Securities – concept and types. Financial markets and trading in securities. Brokers and dealers as securities intermediaries. Practical instruction: Tasks relating to cost and income monitoring and analyses are performed. Break-even point calculation and profit and loss zone determination. Price calculation. Profitability diagram and determination of the volume of production at which business is profitable. Simulation of results using a diagram. Determination of the zone of optimality. Business efficiency measurement. Measurement and analysis of productivity, cost-effectiveness and profitability. Preparation and defense of seminar papers.			
Literature: Mandatory textbook: 1. N. Nedović, PhD, Ekonomika biznisa, VPTŠ, Užice, 2009. 2. N. Nedović, PhD, B. Đuričić, Ekonomika biznisa - praktikum, VPTŠ, Užice, 2011. Additional literature: 1. Dragana Pokrajčić, PhD, Ekonomika preduzeća, Ekonomski fakultet Beograd, Beograd, 2016.			
Number of active teaching classes: 75			Other classes:
Lectures: 45	Practical classes: 30	Other forms of instruction: Research study:	
Teaching methods: Lectures - monologue, dialogue and their combination, individual and group presentations, work with text, examples from practice, case study.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50

Activity during lectures	10	Oral exam	50
Practical classes	10	Oral exam	-
Colloquia	20	-	-
Seminar papers	10	-	-

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Business Finances			
Teacher: Biljana M. Đuričić, Teaching Assistant: Nemanja D. Radović			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Students acquire knowledge in the domain of raising funds and using them in a company in order to achieve business liquidity, solvency and profitability. This knowledge will be used by managers in companies of different types, regardless of their main activity, but also by entrepreneurs running different types of businesses.			
Course outcomes: Acquiring knowledge on business finances and developing skills to use the available funds in a rational manner. The analysis of financing sources and selection of the best source represent important issues especially when it comes to bank loans.			
Syllabus:			
Theoretical instruction:			
The rules of business decision-making. Vertical and horizontal financing rules. Types of finance. Self-financing and other sources of funding.			
Sources of finance and their prices. Short-term sources of finance. Long-term sources of finance. Owned funds. Borrowed funds. Cost of capital.			
Financial analysis. Liquidity indicators. Activity indicators. Financial structure indicators. Profitability indicators. Market value indicators. Leverage and risks. Cash flow statements. Management of net working capital. Cash management. Management of consumers. Financial analysis of business performance.			
Assessment of capacity investment projects. Valuation of owned funds. Quality analysis of borrowed funds. Financial control of investments.			
Analyzing return on total assets, owned assets and borrowed assets. Asset and equity valuation. Equity valuation methods. Valuation reports.			
Practical instruction:			
Performing tasks relating to the financial analysis: calculating ratios and analyses of liquidity, activity, financial structure, profitability and market value. Preparing cash flow statements, as well as reporting about the flows of total operating assets, net working capital and cash. The assessment of the profitability of investments, designing capital estimation projects. Defense of seminar papers and discussions about certain topics.			
Literature:			
Textbook:			
D. Krasulja, M. Ivanišević, Poslovne finansije, Ekonomski fakultet, Beograd, 2016.			
Additional literature:			
P. Bojović, Poslovne finansije, Čigoja štampa, 2006.			
Number of active teaching classes: 75			Other classes:
Lectures: 45	Practical classes: 30	Other forms of instruction: Research study:	
Teaching methods:			
Lectures - monologue, dialogue, combined method, individual and group performance of tasks, work with text, examples from practice, case study, individual and group presentations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 50	Final exam	Points: 50
Activity during lectures	10	Written exam	-
Practical classes	10	Oral exam	50
Colloquia	20	-	-
Seminar paper(s)	10	-	-

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Business Mathematics			
Teacher: Ljubica Ž. Diković, Teaching Assistant: Mitrašinović R. Dubravka			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: none			
Course aim: By mastering mathematical knowledge in the field of linear algebra, differential and integral calculus, and mathematics for economists, students develop logical thinking, conclusion-making and abstract reasoning and therefore become able to find optimal solutions to numerous discipline-related practical issues.			
Course outcomes: Students will be able to apply general mathematical knowledge, both theoretical and practical, in their future profession.			
Syllabus:			
Theoretical instruction:			
The definition and properties of determinants. Methods for computing determinants. System of linear equations. Cramer's rule. Discussion of results. System of linear equations: special cases. Different uses of linear equations.			
Matrices. Matrix calculations. Matrix rank. Elementary transformations of matrices. Using matrices to solve systems of linear equations.			
Polynomials. Dividing polynomials. Finding zeros of polynomials. Vieta's formulas. Bezout's theorem. Applications of Bezout's theorem.			
Functions. Limits of functions. Fundamentals of differential and integral calculus.			
Elements of financial mathematics. Calculating percent. Calculating interest rates. Some applications of interest rate calculation. Economic functions. Supply function. Demand function.			
Practical instruction:			
Students do the tasks related to theoretical instruction – they apply theoretical knowledge to solving practical problems and tasks.			
Literature:			
1. Lj. Diković, Zbirka rešenih zadataka iz MATEMATIKE 1, ISBN 978-86-6021-093-9, COBISS.SR 217969420, Naučna KMD, Beograd, 2015.			
2. Lj. Diković, Praktikum iz MATEMATIKE 1, ISBN 978-86-83573-51-6, COBISS.SR 208860172, VPTŠ Užice, 2014.			
3. LJ. Diković, MATEMATIKA 1, Zbirka zadataka sa elementima teorije, udžbenik broj ISBN 978-86-83573-08-0, VPTŠ Užice, 2008.			
4. Marković R., Marković O., Matematika, udžbenik broj ISBN 86-80695-43-2, Učiteljski fakultet i Viša tehnička škola, Užice, 1996.			
5. Nikolić O. i grupa autora, Matematika za više tehničke škole, ISBN 86-387-0610-3, Savremena administracija, Beograd 2000.			
6. R. Radenović, N. Savić, M. Đorđević, Matematika za ekonomiste, Savremena administracija, Beograd, 1971.			
Number of active teaching classes: 75			Other classes:
Lectures: 2x15=30	Practical classes: 3x15=45	Other forms of teaching:	
Research study:			
Teaching methods: Ex cathedra, group work, teacher-student interaction			
Knowledge (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Class attendance	Up to 20	Written exam	Up to 30
Colloquia	Up to 50		

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Commercial Law				
Teacher: Panić Lj. Miodrag				
Course status: Compulsory				
Number of ECTS: 5				
Prerequisites: none				
Course aim: Introducing students to basic economic entities and business contracts: how to write a contract and interpret specific contractual provisions.				
Course outcomes: Mastering the knowledge on the appropriate interpretation of commercial contracts, their writing and implementation in practice.				
Syllabus:				
Theoretical instruction:				
Law – the concept and legal norms. Legal persons (natural and juridical persons).				
Legal relations. Legal affairs – the concept, elements and types. The concept of contract and signing a contract.				
Invalid legal affairs. Obsolescence. Specifics of a commercial contract. Contracts concluded using the modern means of communication. General characteristics of a sales contract. Contracts on mediation and representation. Contracts for tourist services (contracts on the organization of journeys and the allotment contracts).				
Practical instruction:				
How to write a commercial contract –important, natural and accidental elements.				
How to interpret specific contractual provisions of industrial contracts and contrast for tourist services, in particular.				
Literature:				
1. Vukićević S., Brković R., Poslovno pravo i osnove radnog prava, Kominotrade, Kraljevo, 2003.				
Number of active teaching classes: 60				Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research study:	
Teaching methods: ex cathedra, colloquia and seminar papers				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations	Points	Final exam	Points	
Activity during lectures	20	Written exam	-	
Practical classes	-	Oral exam	50	
Colloquia	15			
Seminar paper(s)	15			

Study programme: Accounting and Audit			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Electronic Business			
Teacher: Petrović M. Slobodan			
Course status: Elective			
Number of ECTS: 5			
Prerequisites: None			
Course aim: Providing students with knowledge and skills in the field of electronic business and introducing them to the use of e-business in contemporary business world.			
Course outcomes: Students can successfully use the acquired e-business knowledge to perform business tasks.			
Syllabus:			
Theoretical instruction:			
Introduction to the Internet and electronic business. E-business development. Virtual organizations and virtual teams. Electronic commerce, its models and forms. Positioning and choosing e-business software. Computer networks and electronic business infrastructure. Electronic banking and different ways of performing banking transactions. Payment models in business transactions. Electronic business and communication in public administration and electronic government. Types of electronic government. Internet marketing and creation of Internet marketing plans. E-business protection and security. E-business lawfulness and e-business success measuring. E-business future.			
Practical instruction:			
The analysis and use of the Internet and WEB applications for business-related purposes. Preparation of seminar papers: e-business case studies. Public presentations of seminar papers using PowerPoint or some other software for creating business presentations and state-of-the-art computer equipment (PC, overhead projector).			
Literature:			
1. Rade Stankić, Elektronsko poslovanje, Ekonomski fakultet, Beograd, ISBN 978-86-403-0988-2, 2009.			
2. Miodrag Ivković, S. Milošević, Z. Subić, D. Dobrilović, Elektronsko poslovanje, Tehnički fakultet, Zrenjanin, 2005.			
3. V. Milićević, Inetrnet ekonomija, Fakultet organizacionih nauka, Beograd, ISBN 86-80239-76-32, 2002.			
Number of active teaching classes: 75			Other classes:
Lectures: 15x3=45	Practical classes: 15x2=30	Other forms of instruction:	
Research study:			
Teaching methods:			
1. Oral presentation (monologue), 2. Conversation (dialogue), 3. Text analysis and discussion of chosen topics, 4. Examples from practice, brochures, instructions and other demonstration materials, 5. Work in computer laboratories with the access to the Internet and COBSON data basis.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 70	Final exam	Points: 30
Activity during lectures	0-10	Written exam	0-30
Practical classes	0-10	Oral exam	-
Colloquium	0-33	-	-
Seminar paper	0-20	-	-

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: English 1			
Teacher: Ivana M. Marinković			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Acquiring the necessary knowledge of English for General Purposes, as well as of English for Special Purposes; further development of four language skills: reading comprehension skills, listening, speaking and writing skills. Providing students with the skills required for both oral and written communication in English on management-related topics.			
Course outcomes: Using the acquired knowledge and skills in particular situations; providing continuous English language education upon high school completion; obtaining the satisfactory level of the foreign language knowledge.			
Syllabus: Theoretical instruction: Nouns (plural). Pronouns (personal, possessive, relative, reflexive). Relative clauses. Articles (types and use). Adjectives and adverbs (comparison). Verbs (types, tenses). English for Specific Purposes – introducing students to discipline-related vocabulary. Business English –business correspondence rules and formal expressions.			
Practical instruction: Grammar exercises, listening and speaking exercises aimed at the integration of lexical and grammatical knowledge; oral and written translation; writing business letters, CVs, etc.			
1. Naunton, J., ProFile 2, Oxford, Oxford University Press, 2005. 2. Murphy, R., English Grammar in Use, Cambridge University Press, 1990. 3. Thompson A.J., Martinet, A.V., A Practical English Grammar, Oxford, OUP, 1994. 4. Skripta stručnih tekstova, Ljiljana Kovačević, 2007. 5. Advanced Learner's Dictionary of Current English, OUP, 1998.			
Number of active teaching classes: 60			Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	
Research study:			
Teaching methods: Monologue, dialogue, combined teaching methods.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Activity during lectures	10	Written exam	15
Practical classes	10	Oral exam	15
Colloquia	50		
Seminar papers			

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: English 2				
Teacher: Ivana M. Marinković				
Course status: Elective				
Number of ECTS: 6				
Prerequisites: Passed examination in English 1.				
Course aim: Acquiring the necessary knowledge of English for General Purposes, as well as of English for Special Purposes; further development of four language skills: reading comprehension skills, listening, speaking and writing skills. Providing students with the skills required for both oral and written communication in English on management-related topics.				
Course outcomes: Students can use English for Specific Purposes successfully.				
Syllabus: Theoretical instruction: Verbs (auxiliary and modal). Conditional sentences. Numbers. Passive. Reported speech (sequence of tenses). Future forms. English for Specific Purposes – introducing students to discipline-related vocabulary through work with specialised texts. Business English –business correspondence rules and formal expressions.				
Practical instruction: Grammar exercises, listening and speaking exercises aimed at the integration of lexical and grammatical knowledge; oral and written translation; writing business letters.				
1. Naunton, J., ProFile 2, Oxford, Oxford University Press, 2005. 2. Murphy, R., English Grammar in Use, Cambridge University Press, 1990. 3. Thompson A.J., Martinet, A.V., A Practical English Grammar, Oxford, OUP, 1994. 4. Skripta stručnih tekstova, Ljiljana Kovačević, 2007. 5. Advanced Learner's Dictionary of Current English, OUP, 1998.				
Number of active teaching classes: 60				Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research study:	
Teaching methods: Monologue, dialogue, combined teaching methods.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations		Points:	Final exam	Points:
Activity during lectures		10	Written exam	15
Practical classes		10	Oral exam	15
Colloquia		40		
Seminar papers		10		

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Entrepreneurship				
Teacher: Radomir R. Stojanović, Teaching Assistant: Nenad I. Milutinović				
Course status: Compulsory				
Number of ECTS: 6				
Prerequisites: none				
Course aim: Providing students with entrepreneurial knowledge and skills. In a contemporary, comprehensive and creative manner, students will be introduced to different ways of solving complex practical problems relating to starting one's own business, its sustainable growth, development, and market survival by gaining a competitive advantage on the market.				
Course outcomes: Students will be able to: understand entrepreneurship, understand all activities necessary for successful startups and their sustainable development, understand and take advantage of contemporary forms of both financial and non-financial incentives granted to entrepreneurs by competent institutions, which represent an important factor of business success.				
Syllabus:				
Theoretical instruction:				
The concept of entrepreneurship, preconditions and obstacles for the development of entrepreneurship at micro and macro levels; special forms of entrepreneurship (social entrepreneurship, female, student-youth entrepreneurship); elements of entrepreneurial endeavours (business ideas, business chances, resources, optimal combination of elements), different phases of an entrepreneurial process, entrepreneurial teams, traits and types of entrepreneurs; the role of environmental conditions in developing entrepreneurship, the importance of marketing for entrepreneurship, entrepreneurial strategies, market penetration strategies, obtaining funds for entrepreneurial endeavours; entrepreneurship and innovations; trends affecting setting up and developing a business, institutional support to entrepreneurs (modern forms of incentives and support to entrepreneurial endeavours – business incubators, clusters, business angels, venture funds); business plan – elements of a business plan – different types of business plans, the most common business plan mistakes.				
Practical instruction:				
Introducing students to techniques of creating a business plan. Creating a business plan for a specific entrepreneurial endeavour.				
Literature:				
1. Jokić, D., Preduzetništvo, Naučno istraživački centar NIC, Beograd, 2010.				
2. Paunović, B., Zipovski, D., Poslovni plan, Ekonomski fakultet, Beograd, 2011.				
Number of active teaching classes: 60				Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of instruction:	Research study:	
Teaching methods:				
Verbal (lectures are held using a computer, overhead projector and presentations, problem-based learning, analogy methods, group discussions, etc.), visual (the analyses of graphical and written documentation, analyses of characteristic cases), instructional consultation, presentation of seminar papers and group analyses, textual and graphical methods using video presentations.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations		Points:	Final exam	Points:
Activity during lectures and practical classes		15	Written exam	50
Colloquia		20		
Seminar paper(s)		15		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Environmental Management			
Teacher: Zorica R. Tanasković, Teaching Assistant: Bogdanović D. Marija			
Course status: Compulsory			
Number of ECTS: 5			
Prerequisites: none			
Course aim: Providing students with knowledge in the field of ecology and environmental management – environmental protection management. Mastering management strategies and developing skills required for finding solutions to environmental problems with an aim to raise and improve both individual and general environmental awareness.			
Course outcomes: Aquired knowledge about management strategies and management skills required for finding solutions to specific environmental problems.			
Syllabus:			
Theoretical instruction: Fundamentals of environmental management. Environmental impact of industry. Economics and ecology. Technology as an environmental threat. Ecobusiness. Environmental protection management system. Eco-management system development. Levels of environmental protection. Environmental protection strategies. Eco-management models. Eco-management methods and instruments in a sustainable development planning process. Environmental hazards and the necessity of developing environmentally sustainable economic practices.			
Practical instruction: Presentation of teaching materials, and workshops about challenges of environmental management. Discussions about already defined and presented problems. Teamwork during environmental workshops. Analysis, evaluation and synthesis of information about environmental management aimed at developing sustainable environmental responsibility.			
Literature: 1. Petrović, N., Ekološki menadžment, drugo izdanje, Beograd, Fakultet organizacionih nauka, 2012. 2. Petrović, N., Nikodijević, A., Vodič za učešće javnosti u zaštiti životne sredine, Beograd, Fond za podršku civilnom društvu u Srbiji, Evropska agencija za rekonstrukciju, AAOM 3. Levi Jakšić, M., Marinković, S., Menadžment održivog razvoja, Beograd, Fakultet organizacionih nauka, 2012. 4. Petrović, N., Eko-menadžment, Skripta, Beograd, Fakultet organizacionih nauka, 2013. 5. Petrović, N., Upravljanje ekološkom podobnošću proizvoda, Beograd, Zadužbina Andrejević, 2013. 6. Todić, D., Ekološki menadžment u uslovima globalizacije, Megatrend univerzitet, Beograd, 2008.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction: Research study:	
Teaching methods: Auditory exercises, consultations, colloquial, demonstrating and other methods. Video presentations, examples from practice, brochure, instruction, documents and other demonstrating materials.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	10	Written exam	50
Practical classes	10	Oral exam	
Colloquia	20		
Seminar papers	10		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Financial Markets			
Teacher: Aleksandar B. Stojanović and Biljama M. Đuričić, Teaching Assistant: Radović D. Nemanja			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: none			
Course aim: Providing students with theoretical and practical knowledge and skills in the field of financial markets and institutions. The main aim is to provide students with thorough and comprehensive knowledge about principles of contemporary financial markets.			
Course outcomes: Theoretical, practical and applicable knowledge and skills are the basic outcomes of this study programme.			
Syllabus:			
Theoretical instruction: The role and importance of financial markets and financial instituitons. Money and its role in the development of financial markets. Understanding interest rates. Behaviour of interest rates. Interest rate structure – risk and maturity. Stock market. Rational expectations theory and efficient market hypothesis. Financial system and its structure. Financial structure theory. Importance, characteristics and efficiency of financial markets. Financial market efficiency theory. Price, revenue and other financial variables. Financial instruments and their structure. Financial market participants. Financial markets - structure and functions (cash market, capital market, foreign currency market, mortgage market and financial derivate market). Portfolio management. Financial market infrastructure and environment. Financial institutions. Basic elements of secondary financial market microstructure. Globalisation and internationalisation of financial markets. Financial market integrity regulation and protection.			
Practical instruction: The main aim of the study programme is the application of knowledge acquired through theoretical instruction, training and professional practice in the field of financial markets. Lectures are accompanied by practical classes in which students perform tasks relating to investment, determining an optimal portfolio, reducing investment risks and using financial derivatives in order to reduce investment risks.			
1. F.S. Mishkin, Ekonomija novca, bankarstva i finansijska tržišta, Mate, Zagreb, 2013. 2. Slavoljub Vujović, Finansijska tržišta, autorsko izdanje, 2012. 3. Frederick S. Mishkin, Stanley G. Eakins, Finansijska tržišta i institucije, Mate, Zagreb, 2013.			
Number of active teaching classes: 60			Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of teaching: Research study:	
Teaching methods: Scientific, professional and expert presentations, specialized round-table debates, case study, projects, scientific expertise, writing essays to present research results, mentorship, video presentations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	20	Written exam	30
Practical classes		Oral exam	20
Colloquia	15		
Seminar paper	15		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Industrial Management			
Teacher: Zorica R. Tanasković, Teaching Assistant: Bogdanović D. Marija			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: None			
Course aim: The aim is to provide students with the basic knowledge on management in industrial conditions so that they become able to use the acquired knowledge when performing their tasks in order to achieve better results.			
Course outcomes: Providing students with the skills necessary for being able to run their own businesses.			
Syllabus:			
Theoretical instruction:			
Management, its beginnings and basic concepts. The structure of management, its role and tasks. Management and entrepreneurship. Business and manufacturing systems and their interaction with the environment. The system of the objectives of a business and manufacturing system. The production programme of a business and manufacturing system. Resource planning (staff, reproduction material, production capacity, etc.). Dynamic elaboration of the annual plan and its comparison with the operational plan. Organisation, division of labour and management tasks. Creating organisational units. Instrumentalisation, centralization, decentralization and coordination of organizational units. Product management. Employing staff and filling vacant positions – basic elements, systematization of jobs and staff planning as the basis for the employment of candidates. The selection of candidates, preparation, methods and techniques of testing candidates, the criteria. Introducing new employees to their jobs and employee-monitoring system. Evaluating managers. Staff development and promotion. Control and regulation – the basic model, the system of the indicators of business and manufacturing processes. Management information systems. Motivation and code of conduct. The theories of human needs and process theories. Communication model and communication processes. Using media (verbal and non-verbal communication), communication distractions. Leadership, authority and power, characteristics of leaders. Leadership styles - autocratic, democratic, liberal. Decision making process – situational approach. Decision-making phases.			
Practical instruction:			
Getting familiar with a working day of a manager. Theoretical seminar paper (successful students) – writing a paper on a given topic. Practical seminar assignments – organizing a meeting.			
Literature:			
1. Martinović M., Industrijski menadžment, VPTŠ, Užice, 2014. 2. Martinović M., Aćimović Z., Industrijski menadžment – praktikum, VPTŠ, Užice, 2002. 3. Students are encouraged to use other sources of knowledge about management: other books, articles in national journals that are available in the library of the Business and Technical College of Applied Sciences in Užice (such as: Business Management, Business Politics, The Economics of Enterprises, Technique, etc.) and in international journals), documentation of companies, the Internet, practical experience.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	
Research study:			
Teaching methods:			
Auditory exercises, consultations, colloquia, demonstrating and other methods. Video presentations, examples from practice, instructions, brochures, documents and other demonstrating materials			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Activity during lectures	10	Oral exam	50
Practical classes	10	-	-

Colloquia	20	-	-
Seminar papers	10	-	-

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Informatics Fundamentals				
Teacher: Ivković V. Nebojša				
Course status: Compulsory				
Number of ECTS: 6				
Prerequisites: None				
Course aim: <ul style="list-style-type: none">➤ Students will acquire advanced knowledge and will be trained to use:<ul style="list-style-type: none">• MS Word• Adobe Photoshop• MS Excel• MS Power Point				
Course outcomes: <ul style="list-style-type: none">➤ Advanced text processing techniques:<ul style="list-style-type: none">• Using sections (creating sections, working with sections, section properties)• Using section breaks in documents, together with headers and footers• Changing the orientation of certain pages of a document• Using different number of columns on a single page and in a document as a whole• Designing styles (adding and removing text styles, saving and using them...)• Multilevel lists• Creating content (automatically and manually, adjusting text using TAB key)• Indexing• Bookmarks• Hyperlinks• Electronic forms• Circular letters• Preparing documents for double-sided printed (margins, page numbers)...➤ Digital image processing using Adobe Photoshop➤ Automatic data processing applied to complex practical examples using nested functions in MS Excel programme. Using macros to create reports based on the processed data of different format, imported from a database of a business information system. Using templates to create reports. Using Visual Basic as an additional tool in solving more complex problems.<ul style="list-style-type: none">• Creating motion graphics, animated headlines, closing credits, jingles in 2D and 3D space with special visual effects for films, commercials and presentations using Adobe After Effects.				
Syllabus:				
Theoretical instruction: <ul style="list-style-type: none">1. MS Word2. Adobe Photoshop3. MS Excel4. MS Power Point			Practical instruction: <ul style="list-style-type: none">1. MS Word2. Adobe Photoshop3. MS Excel4. MS Power Point	
Literature: <ul style="list-style-type: none">1. Alati grafičkog dizajna, Damnjan Radosavljević, Visoka poslovno-tehnička škola, Užice, 2014.2. Excel 2007 Biblija, John Walkenbach, Mikro knjiga3. Word 2016, Korak po korak, Joan Lambert, CET4. PowerPoint 2010, Zvonko Aleksić, Kompjuter biblioteka				
Number of active teaching classes: 60				Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research study:	

Teaching methods::			
During lectures, the theoretical part of subject matter is illustrated by examples from practice. In the computer laboratory, students perform tasks relating to the theoretical instruction.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Lecture attendance	10	Written exam	45
Attendance at practical classes	25	Oral exam	
Seminar paper	20		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Innovation Management			
Teacher: Zorica M. Sagić, Teaching Assistant: Janković M. Ana			
Course status: Compulsory			
Number of ECTS: 5			
Prerequisites: none			
Course aim: Acquiring knowledge and skills in the field of the innovation management with the emphasis on the key role that innovations play in the process of value creation and in achieving competitiveness. The integration of innovation processes and management under contemporary economic conditions.			
Course outcomes: Mastering scientific and professional knowledge and skills, required for the creative application of the basic concepts of the innovation management. Understanding the instruments underlying this concept, as well as different ways of using these instruments when solving specific problems in the process of innovation management.			
Syllabus:			
Theoretical instruction: Concept of innovation. Dynamics, effects and trends of technological changes. Uncertainty and risks of innovative projects. Models of innovative processes. Innovation and strategic competitiveness. Technology and competitive advantage. Beginnings, development and importance of technology transfer. Technology transfer definition and classification. Modern forms of cooperation between companies regarding innovation. New forms of organization and support of research and development activities. Strategic management of innovations. Strategic management of technology.			
Practical instruction: Presentation and analyses of specific examples of some innovative ventures from the practical experience of domestic and foreign companies. Discussion (interactive participation) about the examples, solving problems, asking questions, searching for answers. Simulation of business situations from practice and presentation of solutions.			
Literature: 1. Sagić Z., Menadžment inovacija, Užice, Grafičar, 2012. 2. Milisavljević M., Menadžment u funkciji inovacija, Belgrade, Univerzitet, 1995. 3. Levi-Jakšić M., Marinković S., Obradović J., Menadžment inovacija i tehnološkog razvoja, Beograd, Fakultet organizacionih nauka, 2005..			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction: Research study:	
Teaching methods: ex cathedra, case study, discussion about selected topics, individual and group presentations, simulations			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	10	Written exam	
Practical classes	10	Oral exam	50
Colloquia	30		
Seminar paper(s)			

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Investment Management			
Lecturer: Milutin R. Đuričić, Teaching Assistant: Milutinović I. Nenad			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites:			
Course aim: The course is aimed at providing students with fundamental and systematized theoretical knowledge on the management of investment processes, as well as certain practical experience necessary for the implementation of investment projects.			
Course outcomes: Mastering the knowledge on the management of investment processes and gaining practical experience necessary for the implementation of investment projects.			
Syllabus:			
Theoretical instruction: The concept, subject and purpose of investment projects. Investment fundamentals. Basic concepts of investments and investment projects. Investment risks. Development and the investment policy – a precondition for the existence of a business system. Investment characteristics – the analysis of investors' creditworthiness. The preparation of investment processes – the procedure, process and investment methods. The role and purpose of conducting preliminary feasibility studies of investment projects. Choosing an investment project. The COST-BENEFIT analysis. The preparation of technical documentation. Improving investments and organisational and managerial aspects of investments. Controlling the implementation of investment processes. Ensuring occupational safety and health, as well as the environmental protection during the implementation of investment projects. Project manager and how a project team works. Resource, cost and time planning for the implementation of a project, as well as monitoring and control of the resources, time and money spent during the implementation of a project. Business plan. Project management software.			
Practical instruction: Auditory exercises (explanations and examples from the investment practice related to the theoretical instruction). Preparing seminar papers. The defense of the conclusions made during practical classes and of seminar papers is mandatory.			
Literature:			
Textbook:			
1. Đuričić R. M., Đuričić, M.M., <i>Savremeni menadžment investicija</i> , IR-MIR, Užice, 2013.			
Additional literature			
1. Plavšić, R., Soldat, D., Dubonjić, R., Milanović, D., Knežević, S., <i>Izrada investicione studije</i> , "AŠ DELO", Beograd, 1998.			
2. Dubonjić, R., Milanović, D., <i>Inženjerska ekonomija</i> , Mašinski fakultet, Beograd, 1997.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction: Research study:	
Teaching methods: Oral presentation (monologue), conversation (dialogue), work with texts, examples from practice, brochures, instructions and other demonstrating material.			
Knowledge evaluation (maximum number of points: 100)			
Lecture attendance	up to 10 points		
Activity during lectures			
Practical classes	up to 10 points		
Seminar papers	up to 10 points		
Colloquia	up to 40 points		
Written exam	up to 30 points		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Management			
Teacher: Miroslav P. Radojičić, Teaching Assistant: Bogdanović D. Marija			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: Active participation in discussions during lectures and practical classes.			
Course aim: Introducing students to the complexity of management, to various approaches to management problems, as well as to one of the possible systematic views on the management process.			
Course outcomes: Students are trained to identify management problems and provide applicable solutions. Training students for teamwork.			
Syllabus:			
Theoretical instruction:			
<u>Essence of management:</u> Socio-economic dimensions of management. Different views on management. Definition of management. Types of management. Phases of management process.			
<u>Organizations and managers:</u> Organization and its environment. Manager jobs. Ownership and management. Levels and types of managers. Knowledge and skills of managers. Management careers.			
<u>Development of management thought:</u> Previous contributions to development of management thought. Classical theory. Theory of interpersonal relations. Development of behavioral trends. Quantitative theory and development of management sciences. Systems approach to management. Situational approach.			
<u>Contemporary management:</u> Interdisciplinary character. Main trends in region. Globalization and management. Social responsibility and ethics. New challenges for managers. Appearance of new concepts. Total quality management (TQM).			
<u>Management process/planning:</u> Concept and scope of planning. Types of planning. Planning and decision-making. Managerial decisions.			
<u>Goals:</u> Different ways of understanding business goals. Classification of goals. Formulation of goals. Management through goal setting.			
<u>Strategy:</u> Concept and importance of strategy. Types of strategies. Strategy formulation. Strategic management.			
<u>Organizing:</u> The concept of organization. Organizational structure. Centralization – Decentralization. Lifecycle of an organization. Initiating organizational changes. Diagnosing the state of an organization and causes of changes. Creating the vision and planning a new organization. Planning and organizing the process of changes. Motivation for changes. Implementing changes.			
<u>Leadership:</u> Leadership – management. Groups and teams. Motivation. Communication. Conflicts.			
<u>Control:</u> Necessity and importance of control. Control process. Types of control. Information system and control.			
Practical instruction:			
A student, as a member of a group (team), publicly and orally presents and defends his/her part of the theme (or the whole theme) through discussion with other students (“the audience”).			
Literature:			
Mandatory textbooks:			
1. Milan Martinović, Menadžment, Visoka poslovno-tehnička škola strukovnih studija Užice, 2009.			
2. Dejan D. Erić, Uvod u menadžment, Ekonomski fakultet – Viša škola za sportske trenere – Čigoja štampa, Beograd, 2000.			
Additional literature:			
1. DŽ. Stoner, R. Friman, D. Gilbert, Menadžment, Želnid, Beograd, 2000.			
Number of active teaching classes: 75			Other classes:
Lectures: 3x15=45	Practical classes: 2x15=30	Other forms of instruction:	
Research study:			
Teaching methods: Dialogue.			

Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Class attendance	Up to 20	Written exam	Up to 30
Colloquia	Up to 50	Oral exam	

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Market Research			
Teacher: Zorica M. Sagić, Teaching Assistant: Janković M. Ana			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Providing students with the market research knowledge and skills required in order to successfully integrate an organization with its market using the information on which decision making in management is based.			
Course outcomes: Providing students with scientific and professional knowledge and skills necessary for creative participation in the management of market research projects, ad hoc evaluation and continuous research projects, as well as for the analysis and design of marketing information systems.			
Syllabus:			
Theoretical instruction: Market research defining. Multidisciplinary market research. Organizing market research. Market research process. Identifying research problems and objectives. Determining sources of information. Developing sampling strategies. Choosing data collection methods. Attitude measurement. Creating questionnaires and carrying out primary data collection. Data analysis. Reporting research findings. Marketing environment analysis. Determining market and sales potential. Fundamental dimensions of marketing information systems.			
Practical instruction: Measures of central tendency and their use in market research. Index numbers. An example of the use of the semantic differential and the Staple scale in a business profile analysis. Using the Likert scale in image research. Ordinal scale measurement using multidimensional scaling. Practical tasks using market research examples of domestic and foreign companies. The concept of a creative sales analysis. The environmental scanning – case tudies..			
Literature: Mandatory textbook: 1. Hanić, H., <i>Istraživanje tržišta i marketing informacioni sistme</i> Beograd, Ekonomski fakultet, 2005. Additional literature: 2. Salai, S.i Božidarević, D., <i>Marketing istraživanje</i> , Beograd, Savremena administracija, 2001.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	
Research study:			
Teaching methods:: Ex cathedra, case study, discussion about selected topics, individual and group presentations, simulations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Activity during lectures	10	Written exam	50
Practical classes	10	Oral exam	-
Colloquia	30		
Seminar papers	-		
Examination: students take an oral examination.			

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Marketing			
Teacher: Zorica M. Sagić, Teaching Assistant: Janković M. Ana			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: none			
Course aim: Students acquire knowledge and skills in the field of marketing, which represents a practice-oriented business discipline of the utmost importance for the achievement of business success in the modern conditions of the market globalization and growing competition in all aspects of business.			
Course outcomes: Mastering scientific and professional knowledge and skills, required for the successful application of the basic marketing concepts. Understanding the instruments underlying the concept of marketing, as well as different ways of using these instruments when solving specific marketing problems.			
Syllabus: Theoretical instruction: Definition of marketing. The essence of the marketing concept. The concept of social marketing. Creating value and customer satisfaction. Marketing management in a company. Marketing environment. Marketing information systems and marketing research. End user research. Business market and business buying behaviour. Segmentation, target market selection and positioning. Product. New product. Production programme. Price. Distribution. Integrated marketing communications.			
Practical instruction: Presentation and analyses of different cases from the practice of domestic and foreign companies regarding marketing. Discussion (interactive participation) about the presented theory and additional information and examples, solving problems, asking questions, searching for answers. Simulation of business situations from practice and presentation of solutions.			
Literature: Mandatory textbook: 1. Milisavljević M, Maričić B., Gligorijević M., Osnovi marketinga, Ekonomski fakultet, Beograd, 2007.			
Additional literature: 1. Sagić, Z., Osnovi marketinga, Beograd, Naučna KMD, 2016.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	
Research study:			
Teaching methods: ex cathedra, case study, discussion about selected topics, individual and team presentations, simulations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	10	Written exam	50
Practical classes	10	Oral exam	
Colloquia	30		
Seminar paper(s)			

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: New Technologies and Management			
Teacher: Ljiljana M. Trumbulović-Bujić, Teaching Assistant: Zečević Marko			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Introducing students not only to conventional materials and technologies, but also to new materials and technologies with significant advantages in certain uses.			
Course outcomes: Providing students with innovative thinking skills that will enable them to welcome new products and technologies in order to start their own businesses.			
Syllabus:			
Theoretical instruction:			
Materials science, materials technology and their correlation. Polymeric materials – development, properties, structure, types (thermoplastic, thermoreactive, elastomers). Ceramic materials - development, properties, structure, types (traditional and modern), ceramics engineering characteristics. Composite materials - development, properties, structure, types (particle-reinforced, fibre-reinforced, laminates). Biomaterials. Electronic materials.			
The importance and goals of new technologies. Component technologies. Designing new processes. The classification and structure of new technologies. Technological systems –metal and alloy production, rubber production, cellulose production, ceramics and glass production, fabric production. Non-manufacturing technological systems. Nanoechnology.			
Practical instruction:			
Auditory activities (New materials – their composition, structure, properties; Classification and use of new materials; Advantages of new technologies over old ones; Information and hybrid technologies; Nanotechnology. Unconventional processing. New casting technologies; Powder metallurgy technologies.)			
Preparation of two seminar papers - working with text, searching literature on the Internet, in libraries.			
Practical classes include the demonstration of practical processes – in companies.			
Literature:			
1. Ljiljana Trumbulović, Materijali, polimeri, keramika, kompoziti, Visoka poslovno-tehnička škola strukovnih studija Užice, ISBN 978-86-83573-64-6, COBISS BIHID.9809158, 2015.			
2. F. Čatović, Nauka o materijalima, Tehnički fakultet u Bihaću, ISBN 9958-604-03-5, COBISS.BIH-ID. 9809158, 2005.			
3. M. Levi Jakšić, Upravljanje tehnologijom i operacijama, Čigoja štampa, Beograd, 2000.			
4. M. Teciazić Stevanović, Osnovi tehnologije TMF Beograd, ISBN 86-7401-065-2, 2005.			
5. M.Plavšić, Polimerni materijali, Naučna knjiga, Beograd, 1996.			
6. M. Jovanović, D. Adamović, V. Lazić, N. Ratković, Mašinski materijali, Univerzitet u Kragujevcu, Mašinski fakultet u Kragujevcu, ISBN 86-80581-55-0, COBISS.SR-ID 105498380			
7. B. Cvejić, Mašinski materijali, Visoka tehnička škola Uroševac, ISBN 86-7746-029-2, COBISS.SR-ID 1182563396, 2004.			
Number of active teaching classes: 90			Other classes:
Lectures: 45	Practical classes: 45	Other forms of instruction:	
Teaching methods: Dialogue, monologue, demonstrations of practical work, work with texts, studying literature			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	5	Written exam	50
Practical classes	5	Oral exam	-

Colloquia	30		-
Seminar papers	10		

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Business Communication				
Teacher: Vojko B. Radomirović, Teaching Assistant: Pavlović B. Vladimir				
Course status: Compulsory				
Number of ECTS: 6				
Prerequisites: Taking part in discussions during lectures and practical classes.				
Course aim: Introducing students to basic forms of organizational behavior, factors determining human behavior and rules of conduct within groups and organisations, as well as to scientific approaches to the study of human behavior within organisations.				
Course outcomes: Students will be able to identify and understand behaviour problems in organisations and to find proper solutions. They will develop teamwork skills.				
Syllabus:				
Theoretical instruction:				
1. General and applied psychology of groups and organisations.				
2. The structure and dynamics of groups and organisations.				
3. The concept and characteristics of organisations as specific groups.				
4. Labour division, coordinations of activities, relationships and functions within an organisation.				
5. Organisational theories.				
6. Interpersonal communication and teamwork in organisations.				
7. Leadership and its significance in an organisation.				
8. Decision-making in groups and organisations.				
9. Individuals and their behaviour in groups and organisations.				
10. Social perceptiveness, motivation, attitudes and job satisfaction.				
11. Conflicts and stress in organisational behaviour.				
Practical instruction:				
Students are required to attend classes regularly, take parts in debates and work in teams, as well as to write essays and find solutions to problems of organisational behaviour working both individually and in teams.				
Literature:				
1. Nebojša Janišijević, Organizaciono ponašanje, Data status, Beograd, 2008.				
2. Nikola Rot, Psihologija malih grupa i organizacija, Zavod za izdavanje užbenika, Beograd, 2006.				
3. Piter Sengi, Umeće i praksa organizacije koja uči, Adizes MC, Novi Sad, 2003.				
Number of active teaching classes: 60				Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of teaching:	Research study:	
Teaching methods: Verbal (lectures are held using a computer, overhead projector and presentations, problem-based learning, analogy methods, group discussions, etc.), visual (the analyses of graphical and written documentation, analyses of characteristic cases), instructional consultation, presentation of seminar papers and group analyses, textual and graphical methods using video presentations.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations	Points	Final exam	Points	
Activity during lectures	10	Written exam	50	
Practical classes	10	Oral exam	0	
Colloquia	20			
Seminar paper	10			

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Organising Training			
Teacher: Zorica R. Tanasković, Teaching Assistant: Bogdanović D. Marija			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Acquiring knowledge and developing skills needed for the organization of training programmes in an organization.			
Course outcomes: Students acquire fundamental knowledge and develop skills for applying the acquired knowledge in practice.			
Syllabus:			
Theoretical instruction:			
Main determinants of training and training management. Training management in a company. Educational standards in a company. Developing and designing training programmes. Training processes in a company. Identifying educational needs. Specific nature of identifying educational needs in a company, educational needs of managers, a scheme for identifying educational needs in a company. The process of planning and programming training courses. Reasons for programming and programming phases. The elements of a training programme. Checking and evaluating a programme. Programming the education of managers. Organising and carrying out a training. Training evaluation process. The evaluation of education in a company. The evaluation of education and collective agreement. The evaluation of the education of managers. The evaluation of training processes.			
Practical instruction:			
The units taught during lectures are accompanied by practical classes, with special emphasis placed on the development of managerial skills which are necessary for the organisation of training programmes in a company.			
Literature:			
1. Gordana Milosavljević, Organizacija treninga, FON, Beograd, 1998.			
2. P. Nick Blanchard, James W. Thacker, Effective training, Pearson, 2004.			
3. Gordana Milosavljević, Trening i razvoj, FON, Beograd, 2010.			
Number of active teaching classes: 90			Other classes:
Lectures: 45	Practical classes: 45	Other forms of instruction: Research study:	
Teaching methods: Exchanging ideas and knowledge through group discussions, learning from examples - case study, mentorship and team work on the preparation of seminar papers about the agreed topic, presentation.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points 50	Final exam	Points 50
Activity during lectures	10	Written exam	50
Practical classes	10	Oral exam	
Colloquium	20		
Seminar papers	10		

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Quality Management				
Teacher: Milutin R. Đuričić, Teaching Assistant: Mičić D. Dragiša				
Course status: Compulsory				
Number of ECTS: 6				
Prerequisites: None				
Course aim: The course is aimed at providing students with the necessary knowledge on the synchronization and continuous improvement of all the activities within a business system, regarding both time and space.				
Course outcomes: Mastering the knowledge on the quality management in order to ensure that the services and products entirely meet and, if possible, exceed the expectations of clients-buyers.				
Syllabus:				
Theoretical instruction:				
Introduction to quality. Product – the generator of all activities within a business system. Product quality – a new paradigm of successful business. Quality dimensions. How to prove that a product can be used safely? CE mark. The basis of quality management development. The evolution of approaches to creating a culture of quality. Deming's , Juran's and Crosby's contribution to quality development. Quality management principles. The role of quality in a business system. Quality management system. The process approach. Process engineering. The integrated management system – an important stage towards the achievement of business excellence and TQM. The economic dimension of quality: quality costs vs. non-quality costs. Optimizing quality costs. Monitoring quality costs. Reducing quality costs. An approach to the organisation of a quality management system in a business system. Factors affecting the quality of products. Statistical methods of quality control. Product quality improvement methods. Continuous quality improvement methods. Basic quality improvement tools (flow charts, data collection checklists, histograms, Pareto chart, Ishikawa diagram, correlation diagrams, control cards, etc.). Computer aided quality assurance.				
Practical instruction:				
Auditory exercises (explanations and examples from the practice of business systems related to the theoretical instruction). Preparing seminar papers. The defense of the conclusions made during exercises and of seminar papers is mandatory.				
Literature:				
Textbook:				
1. Đuričić R. M., Đuričić M. M., Menadžment kvalitetom, Autori, Užice, 2015.				
Additional literature:				
1. Đuričić R. M., Đuričić M. M. Aćimović-Pavlović Z., Savremeni integrisani menadžment sistem, IR-MIR, Užice, 2011.				
2. M.Žižić, M.Lovrić, D.Pavličić, Metod statističke analize-zbirka rešenih zadataka, Ekonomski fakultet, Beograd, 2006.				
3. Juran J.M., Oblikovanjem do kvaliteta, PS GRMEČ, Beograd, 1997 i 2. Standardi: SRBS ISO 9001/2008, ISO 14001/2004, JUS A.A2.021, JUS A.A2.022, JUS N.NO.029				
Number of active teaching classes: 75				Other classes:
Lectures: 45	Practical classes: 30	Other forms of instruction:	Research study:	
Teaching methods: Oral presentation (monologue), conversation (dialogue), individual and group presentations, simulation, work with texts. Examples from practice, brochures, instructions and other demonstrating material.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations	Points 70	Final exam	Points 30	
Activity during lectures	10	Written exam	30	
Practical classes	10	Oral exam	-	
Colloquia	2x20		-	

Seminar papers	10		-
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Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Russian 1			
Teacher: Terzić V. Svetlana			
Course status: Elective			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Teaching students how to use specialized literature related to a specific vocational area; developing students' language skills (reading, translation, conversation); combining lexical and grammatical structures. Increasing public awareness of the importance of management through discipline-related texts.			
Course outcomes: Providing continuous foreign language education upon high school completion. Developing communication skills and the skills that will enable students to cooperate with the immediate social and international environment.			
Syllabus: Theoretical instruction: Airport – parts of speech that decline; Customs – nouns (three types); Phone conversation – adjectives (hard and soft declension); At the post office – the comparative degree; Commercial letters; Hotel – the superlative degree; At the restaurant – verbs of motion; International fairs and exhibitions – adverbs of manner; The theatre life of Moscow – the imperative mood. Practical instruction: Grammar revision. Practicing conversation in unfamiliar situations.			
Literature: <ol style="list-style-type: none"> 1. Marojević M., 1996, <i>Ruski poslovní jezik</i>, Beograd, Srpski leksikograf 2. Aleksić B., 2000, <i>Ruski jezik za ekonomiste</i>, Beograd, Ekonomski fakultet 3. Marojević R., 1983, <i>Gramatika ruskog jezika</i>, Beograd, Zavod za udžbenike i nastavna sredstva 4. Terzić S., 2006, <i>Odabrani tekstovi iz ruskog jezika struke</i>, VPTŠ Užice 			
Number of active teaching classes: 30			Other classes:
Lectures: 30	Practical classes: 0	Other forms of instruction:	
Research study:			
Teaching methods: Monologue and dialogue-based methods.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points: 70	Final exam	Points: 30
Activity during lectures	10	-	-
Practical classes	-	Oral exam	30
Colloquia	60	-	-
Seminar papers	-	-	-

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Russian 2				
Teacher: Terzić V. Svetlana				
Course status: Elective				
Number of ECTS: 6				
Prerequisites: Passed examination in Russian 1.				
Course aim: Teaching students how to use specialized literature related to a specific discipline; developing students' language skills (reading, translation, conversation); combining lexical and grammatical structures. Increasing public awareness of the importance of management through specialised texts.				
Course outcomes: Students can use the foreign language on their own. They will develop communication skills that will enable them to cooperate with the immediate social and international environment.				
Syllabus:				
Theoretical instruction:				
Joint ventures – present participles. Advertisements – past participles. Commercial and industrial palaces – definite pronouns. Conversation in a Moscow bank – adverbs of reason, adverbs of purpose. Tourism – active present and past participles. World tourism congress – passive present and past participles. Management – imperative. Marketing- indefinite pronouns.				
Practical classes:				
Listening exercises to practise coping with unfamiliar business situations, using specific management-related terminology.				
Literature:				
1. Marojević M., 1996, <i>Ruski poslovni jezik</i> , Beograd, Srpski leksikograf				
2. Aleksić B., 2000, <i>Ruski jezik za ekonomiste</i> , Beograd, Ekonomski fakultet				
3. Marojević R., 1983, <i>Gramatika ruskog jezika</i> , Beograd, Zavod za udžbenike i nastavna sredstva				
1. Terzić S., 2006, <i>Odabrani tekstovi iz ruskog jezika struke</i> , VPTŠ Užice				
Number of active teaching classes: 60				Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research study:	
Teaching methods: Monologue and dialogue-based methods.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations		Points: 70	Final exam	Points: 30
Active participation during lectures		10		-
Practical classes			Oral exam	30
Colloquia		60	-	-
Seminar papers			-	-

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: SME Management			
Teacher: Radomir R. Stojanović, Teaching Assistant: Bogdanović D. Marija			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: none			
Course aim: Acquiring knowledge and skills in the field of business activities of micro, small and medium-sized enterprises, with special emphasis on specific characteristics of these legal entities.			
Course outcomes: Theoretical, practical and applicable knowledge and skills that would enable entrepreneurs and managers of micro, small and medium-sized enterprises to successfully manage the growth and development of these businesses. They should be able to identify risks posing threats to their every-day operations, as well as to chose the proper mechanisms to overcome such obstacles in the most efficient manner.			
Syllabus:			
Theoretical instruction: The history of micro, small and medium-sized enterprises (SMEs); their importance, position and role in domestic and international economy; basic characteristics and specificities of the SME sector; modern organisational forms of SMEs; the importance of institutional support to SMEs at the country, regional and local level (institutions and instruments); SME development indicators. Introducing students to modern sources of financial support for the SME sector development; the necessity of using information and communication technologies in business operations within the SME sector; risks and risk management in the SME sector; specificities of family businesses as an important SME segment.			
Practical instruction: Case studies, visiting characteristic micro, small and medium-sized enterprises in manufacturing and service sectors.			
Literature:			
1. Stojanović, R., Velimirović, D., Menadžment malih i srednjih preduzeća (udžbenik za istoimeni predmet), Visoka poslovna škola strukovnih studija – Čačak, Beograd, ISBN 978-86-7860-113-2, 2012.			
2. Avlijaš, R., Preduzetništvo i menadžment MSP, Univerzitet Singidunum, 2008.			
3. Đurić, Z., Menadžment malih I srednjih preduzeća, BPŠ; Beograd, 2005.			
Number of active teaching classes: 60			Other classes:
Lectures: 2x15=30	Practical classes: 2x15=30	Other forms of teaching: Research study:	
Teaching methods: Verbal (lectures are held using a computer, overhead projector and presentations, problem-based learning, analogy methods, group discussions, etc.), visual (the analyses of graphical and written documentation, analyses of characteristic cases), instructional consultation, presentation of seminar papers and group analyses, textual and graphical methods using video presentations.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Class attendance	15	Written exam	50
Colloquia	20		
Seminar paper	15		

Study programme: Management and Entrepreneurship
Type and level of studies: Undergraduate Vocational Studies
Course title: Sociology
Teacher: Vesna Vasović
Course status: Compulsory
Number of ECTS: 6
Prerequisites: Students must be enrolled in the first year of study
Course aim: Developing social skills, as well as critical and independent thinking about environmental protection issues.
Course outcomes: Teaching students about what is specifically human, about everything that is the result of human activities, as well as promoting the awareness of the importance of social and working environment.
<p>Syllabus:</p> <p>Theoretical instruction:</p> <p>Science and truth, development of sociology – its position among other sciences – the role and classification of theories – classical theories – modern and postmodern theories – the system in general and social system – the global social system – society and nature – human energy – types of social action – social relations and their types – the concepts of <i>institution</i> and <i>organization</i> and their types – social groups and their importance in the global social system – the classification of social groups – the concept of <i>nation</i> and its development throughout history, the model of nations, the characteristics of a nation – castes, social classes, professions, intelligence – bureaucracy and technocracy – the concept, characteristics and models of <i>elite</i> – social power as common energy – power, government, authority – the importance of social power in the global social development – environmental problems – the importance of ecological culture – the necessity for sustainable development, ecological awareness and education, basic approaches to ecological problems and how to solve them – the national environmental policy – the EU environmental policy – the concept of <i>settlement</i> and its types – the concept and types of <i>marriage</i> and its accompanying institutions – the concept of <i>family</i>, its functions and accompanying institutions – population – the consequences of human reproduction – the concept of <i>economy</i> as a social category – job insecurity – the importance of safety and health at work – state – law – forms of political government – political subjects – the power of the ecology movement – the concept, types and cultures of <i>culture</i> – the culture of symbolic communication (language and signs) – the concept of <i>meaning</i> and its functions – cognitive and experiential culture – reasonable knowledge – the concept of <i>science</i> and its types – the concept and types of <i>mythology</i> – the concept, types and functions of <i>religion</i> – the concept, types and functions of <i>art</i> – normative culture (the concept, essence, nature, types) – traditional culture – everyday life culture – cultural values – cultural needs – <i>personality</i>, the concept and social character – the concept and types of <i>socialization</i> and <i>personalization</i> – old and new concepts of changes – the appearance of the unique world system – stratification – the division of the world (center, periphery, third world, transition zone).</p> <p>Practical instruction:</p> <p>Development of the sociological view of the world – research methods in sociology – the founder of sociology – Auguste Comte – the approaches to an individual and society in Emile Durkheim's work – the nature and causes of social changes in Max Weber's work – premodern world and industrial society – organizations and modern world and a ten-minute test – nation, national identity and globalization – the future of bureaucracy – the criticism of the logic of growth and urban “dinosaurs” – the ecological criticism of modern society – greening the world of life and work, ecological parties and movements – demographic transition and population dynamics – the analysis of unemployment, job insecurity – new social movements and political parties – new religious movements – identity, kitsch and trash – popular culture and cultural imperialism – poverty, social exclusion under the conditions of new divisions. 10-minute test.</p> <p>Literature:</p> <ol style="list-style-type: none"> 1. Vesna Vasović, Društvo Etika ekologije, VPTŠ, Užice, 2014. 2. E.Gidens Sociologija, Ekonomski fakultet, Beograd, 2007. 3. M.Pečujlić, V.Milić, Sociologija, 2011.

<div>4. O. Kont, Kurs pozitivne filozofije, Nikšić: Univerzitetska riječ, 1989.</div> <div>5. R. Merton, O teorijskoj sociologiji, Plato, Beograd, 1998.</div> <div>6. Bek, Urih, Rizično društvo, Filip Višnjić, Beograd, 2001.</div> <div>7. Dirkem, Emil, O podeli društvenog rada, Prosveta, Beograd, 1972.</div> <div>8. Keel, Robert, What is Sociological Theory? Retrieved 29 February 2012.</div>			
Number of active teaching classes: 60			Other classes:
Lectures: 2x15	Practical classes: 2x15	Other forms of instruction: Research study:	
Teaching methods: Workshops, auditory activities, colloquia, consultations, demonstrations and video presentations, examples from practice, brochures, instructions, documents and other demonstration materials.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	10	Written exam or as agreed with students	50
Practical classes	10	Oral exam	The same as above
Colloquia	20		
Seminar papers	10		

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Strategic Management			
Teacher: Zorica R. Tanasković, Teaching Assistant: Janković M. Ana			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Mastering the knowledge of the strategic and development management. Selection of such strategies that will ensure long-term advantages.			
Course outcomes: Students will be able to design strategies that will make an organistaion able to respond sucessfully to challenges and changes in the environment.			
Syllabus:			
Theoretical instruction:			
Definition of strategic management and development. Management processes, from management to strategic management. Strategic management contents and logic. Strategy formulation. Strategic planning and strategic issue management. Concepts, methods and techniques of strategic management. Strategic management finances. Analyzing organizational environment. Directing an organization, the vision, mission and goals. Strategy formulation. Strategy implementation. Strategic control. Concept of life cycle. Techniques for increasing creativity. Innovations and development of companies. Business development process: development, company growth, development factors and phases, development goals and directions. Key areas of business development. Business development management. Information system for business development management. Business development planning. Development decision-making.			
Definition of intellectual property and international system of the protection of intellectual and industrial property.			
Practical instruction:			
Consultions with students, defining and monitoring their work on seminar papers. Students are expected to prepare two seminar papers on their own, which can be used in a real company.			
Literature:			
1. Dess, Lumpkin, Eisner: Strategijski menadžment, Data status, Beograd, 2007.			
2. Đuričin D., Janošević S., Menadžment i strategija, Ekonomski fakultet, Beograd 2005.			
3. Jovanović P., Upravljanje razvojem, FON; Beograd, 2002.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	
Teaching methods: auditory, consultations, colloquial, demonstrating and other methods.			
Using video presentations, examples from practice, brochures, instructions, documents and other demonstrating materials.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points	Final exam	Points
Activity during lectures	10	Written exam	50
Practical classes	10	Oral exam	
Colloquia	20		
Seminar papers	10		

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate Vocational Studies				
Course title: Trade Management				
Teacher: Đorđe Ćuzović, Teaching Assistant: Bogdanović D. Marija, Vukić N. Branka				
Course status: Compulsory				
Number of ECTS: 6				
Prerequisites: None				
Course aim: The aim of the course is to provide students with necessary knowledge about trade management, basic trends in contemporary trade, retail and wholesale processes, trade policy, innovations in the trading sector and practices of developed countries. Furthermore, students will learn about different ways of using the available marketing mix instruments and about resource management of trading companies.				
Course outcomes: This course will provide students with theoretical and practical knowledge that can be used in trading companies, for retail and wholesale activities, logistics practice, as well as for business operations in domestic and international markets. Students will be able to explain the importance and role of trade in modern economies, to evaluate and analyse the influence of marketing mix elements on the growing competitiveness of trading companies. Students will be able to recognise the importance of innovations and their influence on trade and trading companies.				
Syllabus:				
Theoretical instruction:				
The origins and development of trade management. Trade management theories and concepts. Modern forms of trade and trading companies. Types of trade management. The origins and development of trade marks. Trademark management. The management of trading companies. The origins and development of electronic business. Rules of successful trading. Retail management practices.				
Practical instruction:				
Case study.				
Literature:				
1. Simić, J., Trgovinski menadžment, Visoka poslovna škola strukovnih studija, Novi Sad, 2012.				
2. Lovreta, S., Trgovinski menadžment, Ekonomski fakultet, Beograd, 2015.				
3. Ćuzović, S., Ivanović, P., Inovacije u trgovinskom menadžmentu, drugo izmenjeno i dopunjeno izdanje, Ekonomski fakultet, Niš, 2010.				
4. Ćuzović, S., Trgovina (struktura, principi, razvoj), Ekonomski fakultet, Niš, 2013.				
Number of active teaching classes: 75				Other classes:
Lectures: 3x15=45	Practical classes: 2x15=30	Other forms of instruction:	Research study:	
Teaching methods: Lectures, interactive activities, consultations, discussions.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations	Points	Final exam	Points	
Class attendance	10	Written exam	50	
Colloquia	30	Oral exam	-	
Other activities during lectures and practical classes	10		-	

Study programme: Management and Entrepreneurship				
Type and level of studies: Undergraduate vocational studies				
Course title: Web Design				
Lecturer: Radosavljević D. Damnjan, Teaching Assistant: Jordović-Pavlović I. Miroslava				
Course status: Compulsory				
Number of ECTS: 6				
Prerequisites: Students must complete homework and project assignments and pass the colloquium.				
Course aim: The course is aimed at providing students with theoretical and practical knowledge in the field of web design and development.				
Course outcomes: Students will be able to design commercial websites on their own.				
Syllabus:				
Theoretical instruction:				
Introduction: Contents, technology, visual elements and cost-effectiveness in web design.				
Elements of a good design. DESigning a web location: defining the problem, elaborating on ideas, analyzing clients' demands, creating and testing prototype designs, integration and system testing, publishing, functioning and maintenance. Web conventions: static and dynamic web pages. Types of web pages and their organization.				
Introduction. Home page. Interactive pages. FAQ pages. Descriptive pages. Printable pages. TLB pages, Orphaned pages. Copyright pages. Navigation system: where should it be placed – advantages and disadvantages? Primary and secondary navigation systems. Frames – pros and cons. Bookmark pages with texts. Links, icons and graphics. Link maintenance significance. Website organization and navigation. Depth measurement. Graphic landmarks. Reporting websites to browsers. Significance of targets – tags. Local browser and sitemaps.				
Text – the basic form of expression: system fonts and fonts from the Internet.				
Tables as WEB page formatting tools (floating tables). Graphical environment.				
Colours and their meaning: bitmap and vector images supported by web browsers.				
Animation and sound: formats supported by web browsers.				
Website delivery and maintenance: choosing a domain name, choosing a web hosting service. Web content management; website updating, web traffic analysis. Significance of web traffic monitoring. Web design theory.				
Practical instruction:				
Web design using FrontPage.				
Web design using Dreamweaver.				
Web design using Flash.				
Using the SWiSH Max and SWF Quicker.				
Colloquia and seminar paper.				
Literature:				
1. Radosavljević, D., Mladenović, V., Veb dizajn, Knjiga, VPTŠ, Udice, 2014.				
2. T. Powell, WEB DIZAJN, Mikroknjiga, Beograd, 2001.				
3. P. Staletović, WEB DIZAJN - praktikum, Kompjuter Biblioteka, Čačak, 2005.				
4. N. Desimirović, M. Randelović, WEB DIZAJN, PC Knjiga, Čačak, 2005.				
5. M.Brković, D.Milošević, Praktikum za razvoj Web aplikacija, Tehnički fakultet, Čačak, Univerzitet u Kragujevcu, 2004.				
6. A. Moller, M. Schwartzbach, An Introduction to XML i WEB Technologies, Addison Wesley, Pearson Education Limited, 2006.				
Number of active teaching classes: 60				Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	Research study:	
Teaching methods: Using computers and an overhead projector.				
Knowledge evaluation (maximum number of points: 100)				
Pre-exam obligations		Points	Final exam	Points

Activity during lectures	10	Written exam	20
Practical classes	10	Oral exam	20
Colloquia	20		
Seminar papers	20		
Assessment methods: The exam is computer-based and students use the FrontPage, Dreamweaver and Flash programmes.			

Study programme: Management and Entrepreneurship			
Type and level of studies: Undergraduate Vocational Studies			
Course title: Work Organization			
Teacher: Zorica R. Tanasković, Teaching Associate: Bodanović D. Marija			
Course status: Compulsory			
Number of ECTS: 6			
Prerequisites: None			
Course aim: Providing students with the knowledge on organization development, organizational structures, the causes and consequences of human behaviour in an organization, human resource management, as well as management of organizational changes.			
Course outcomes: Students acquire knowledge about the causes and nature of organization-related events, the management of organization and people by undertaking different activities and responsibilities in order to create an organization and improve both the organization and people in it..			
Syllabus:			
Theoretical instruction:			
Organization theory – its objectives, tasks and development. Classical organization theories. Henry Fayol, Frederick Taylor, Henry Ford. Neoclassical organization theories. Modern organization theory. Team organization. Types of companies. The organization of a company, the structure of a company, founding a company. Workforce development. Human working and living environment. Rights and duties of a company's bodies and individuals regarding the protection at work. Planning. Methods and techniques for determining capacity utilization. Operational planning methods. Product development and study. Fundamental product development principles and tasks. Rapid product development.			
Research and development. Research tasks, development tasks, research and development organization. Production types. Computer integrated manufacturing (CIM) and preparation. Operational production planning. Time management. Product quality control. Machine maintenance. Internal transport, organizing storage services, preparing and providing production tools. Organizing management. Marketing - the definition and organization. Business aimed at stimulating new businesses.			
Practical instruction:			
Determining the system of capacity utilization.			
Seminar papers: Topics for seminar papers (determining topics, consultations during the work, checking and defending seminar papers).			
Literature:			
1. M.Martinović, Organizacija preduzeća, VPTŠ, Užice, 2014			
2. J. Ondrej, M. Čudnov, Osnovi organizacije i menadžmenta, FON, Beograd, 2013.			
3. Students are encouraged to use other sources of knowledge about organization: other books, articles in national journals that are available in the library of the Business and Technical College of Applied Sciences in Užice (such as: Business Politics, The Economics of Enterprises, Technique, etc.) and in international journals, documentation of companies, the Internet, practical experience.			
Number of active teaching classes: 60			Other classes:
Lectures: 30	Practical classes: 30	Other forms of instruction:	
Research study:			
Teaching methods:			
Auditory exercises, consultations, colloquia, demonstrating and other methods. Video presentations, examples from practice, instructions, brochures, documents and other demonstrating materials.			
Knowledge evaluation (maximum number of points: 100)			
Pre-exam obligations	Points:	Final exam	Points:
Activity during lectures	10	Oral exam	50
Practical classes	10	-	-
Colloquia	20	-	-
Seminar papers	10	-	-

