**Programme objectives**

The main objective of the study programme is to provide students with knowledge, skills and competencies in the field of modern management drawing on multidisciplinarity 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.

**Programme outcomes**

**General outcomes:**
- 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.

**Specific outcomes:**
- 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:**

**Practical instruction:**

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:**

**Number of active teaching classes:** 75

<table>
<thead>
<tr>
<th>Lectures:</th>
<th>Practical classes:</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
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<tbody>
<tr>
<td>30</td>
<td>45</td>
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</table>

**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)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points: 50</th>
<th>Final exam</th>
<th>Points: 50</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Written exam</td>
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<td>Practical classes</td>
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<td>Colloquia</td>
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<tr>
<td>Seminar papers</td>
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</tbody>
</table>
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:


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:

Number of active teaching classes: 60
Lectures: 15x2=30
Practical classes: 15x2=30


Knowledge evaluation (maximum number of points: 100)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
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</thead>
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<td>Colloquium</td>
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<tr>
<td>Seminar paper</td>
<td>Up to 15</td>
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</tbody>
</table>
**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 interest and position, 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:**  

<table>
<thead>
<tr>
<th>Number of active teaching classes: 60</th>
<th>Other classes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures:</td>
<td>Practical classes:</td>
</tr>
<tr>
<td>2x15=30</td>
<td>2x15=30</td>
</tr>
<tr>
<td>Other forms of teaching:</td>
<td>Research study:</td>
</tr>
</tbody>
</table>

**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)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
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<th>Points</th>
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<tr>
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<tr>
<td>Seminar paper</td>
<td>15</td>
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</tbody>
</table>
**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:**  

**Practical instruction:**  

**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:**  
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<td>Colloquia</td>
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</table>
### 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:
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:

#### Additional literature:

### Number of active teaching classes: 75

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Practical classes</th>
<th>Other forms of instruction</th>
<th>Research study</th>
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<tr>
<td>45</td>
<td>30</td>
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</table>

### Other classes:

#### 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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points: 50</th>
<th>Final exam</th>
<th>Points: 50</th>
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</table>
**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:**

**Practical instruction:**
- Students do the tasks related to theoretical instruction – they apply theoretical knowledge to solving practical problems and tasks.

**Literature:**

**Number of active teaching classes:** 75

<table>
<thead>
<tr>
<th>Lectures: 2x15=30</th>
<th>Practical classes: 3x15=45</th>
<th>Other forms of teaching:</th>
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</thead>
</table>

**Other classes:**
- Research study:

**Teaching methods:** Ex cathedra, group work, teacher-student interaction

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<tr>
<th>Knowledge (maximum number of points: 100)</th>
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<table>
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<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
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<tbody>
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<td>Class attendance</td>
<td>Up to 20</td>
<td>Written exam</td>
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</table>
| 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:

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:

Number of active teaching classes: 60

<table>
<thead>
<tr>
<th>Lectures: 30</th>
<th>Practical classes: 30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

Teaching methods: ex cathedra, colloquia and seminar papers

Knowledge evaluation (maximum number of points: 100)

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<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
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<tr>
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<td>Written exam</td>
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<tr>
<td>Seminar paper(s)</td>
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</table>
**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:**  

**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:**

**Number of active teaching classes:** 75

<table>
<thead>
<tr>
<th>Lectures: 15x3=45</th>
<th>Practical classes: 15x2=30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

**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)**

<table>
<thead>
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<th>Pre-exam obligations</th>
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<th>Final exam</th>
<th>Points: 30</th>
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<td>Seminar paper</td>
<td>0-20</td>
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</table>
**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:**

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.


**Number of active teaching classes:** 60

**Other classes:**

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Practical classes</th>
<th>Other forms of instruction</th>
<th>Research study</th>
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<tbody>
<tr>
<td>2x15=30</td>
<td>2x15=30</td>
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</table>

**Teaching methods:** Monologue, dialogue, combined teaching methods.

**Knowledge evaluation (maximum number of points: 100)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points:</th>
<th>Final exam</th>
<th>Points:</th>
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<tr>
<td>Seminar papers</td>
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</table>

| Points: | 100 |
**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:**  
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.


<table>
<thead>
<tr>
<th>Number of active teaching classes: 60</th>
<th>Other classes:</th>
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</thead>
<tbody>
<tr>
<td>Lectures: 30</td>
<td>Practical classes: 30</td>
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</tbody>
</table>

**Teaching methods:** Monologue, dialogue, combined teaching methods.

**Knowledge evaluation (maximum number of points: 100)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points:</th>
<th>Final exam</th>
<th>Points:</th>
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<tbody>
<tr>
<td>Activity during lectures</td>
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</tbody>
</table>
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:

Number of active teaching classes: 60

<table>
<thead>
<tr>
<th>Lectures: 2x15=30</th>
<th>Practical classes: 2x15=30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

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)

<table>
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<th>Pre-exam obligations</th>
<th>Points:</th>
<th>Final exam</th>
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</thead>
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<td>Activity during lectures and practical classes</td>
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<td>Seminar paper(s)</td>
<td>15</td>
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</table>
**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:**

**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:**
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

**Number of active teaching classes:** 60

<table>
<thead>
<tr>
<th>Lectures: 30</th>
<th>Practical classes: 30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

**Other classes:**

**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):**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td>50</td>
</tr>
<tr>
<td>Practical classes</td>
<td>10</td>
<td>Oral exam</td>
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</tr>
<tr>
<td>Colloquia</td>
<td>20</td>
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</tr>
<tr>
<td>Seminar papers</td>
<td>10</td>
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<td></td>
</tr>
</tbody>
</table>
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:

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 derivate in order to reduce investment risks.

1. F.S. Mishkin, Ekonomija novca, bankarstva i finansijska tržišta, Mate, Zagreb, 2013.

Number of active teaching classes: 60
Other classes:

<table>
<thead>
<tr>
<th>Lectures: 2x15=30</th>
<th>Practical classes: 2x15=30</th>
<th>Other forms of teaching:</th>
<th>Research study:</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
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</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
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</tr>
</thead>
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<tr>
<td>Seminar paper</td>
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</tbody>
</table>
**Study programme:** Management and Entrepreneurship

**Type and level of studies:** Undergraduate Vocational Studies

**Course title:** Industrial Management

**Teacher:** Zorica R. Tanasković, Teaching Assistant: Bogdanović Đ. 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:**

**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:**
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

<table>
<thead>
<tr>
<th>Lectures:</th>
<th>30</th>
<th>Practical classes:</th>
<th>30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

**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)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points:</th>
<th>Final exam</th>
<th>Points:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Oral exam</td>
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<tr>
<td>Practical classes</td>
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</tr>
<tr>
<td>Colloquia</td>
<td>20</td>
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</tr>
<tr>
<td>Seminar papers</td>
<td>10</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
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:

- Students will acquire advanced knowledge and will be trained to use:
  - MS Word
  - Adobe Photoshop
  - MS Excel
  - MS Power Point

Course outcomes:

- Advanced text processing techniques:
  - 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.
  - 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:

<table>
<thead>
<tr>
<th>Theoretical instruction:</th>
<th>Practical instruction:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MS Word</td>
<td>1. MS Word</td>
</tr>
<tr>
<td>2. Adobe Photoshop</td>
<td>2. Adobe Photoshop</td>
</tr>
<tr>
<td>3. MS Excel</td>
<td>3. MS Excel</td>
</tr>
<tr>
<td>4. MS Power Point</td>
<td>4. MS Power Point</td>
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</tbody>
</table>

Literature:

2. Excel 2007 Biblija, John Walkenbach, Mikro knjiga
3. Word 2016, Korak po korak, Joan Lambert, CET
4. PowerPoint 2010, Zvonko Aleksić, Kompjuter biblioteka

Number of active teaching classes: 60

<table>
<thead>
<tr>
<th>Lectures: 30</th>
<th>Practical classes: 30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

Other classes:

- 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.

<table>
<thead>
<tr>
<th>Knowledge evaluation (maximum number of points: 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-exam obligations</strong></td>
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<tr>
<td>Lecture attendance</td>
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<tr>
<td>Attendance at practical classes</td>
</tr>
<tr>
<td>Seminar paper</td>
</tr>
</tbody>
</table>
**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:**  
**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:**  
**Number of active teaching classes:** 60  
**Other classes:**  
<table>
<thead>
<tr>
<th>Lectures:</th>
<th>Practical classes:</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>30</td>
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</tbody>
</table>

**Teaching methods:** ex cathedra, case study, discussion about selected topics, individual and group presentations, simulations  
**Knowledge evaluation (maximum number of points: 100)**  
<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points 50</th>
<th>Final exam</th>
<th>Points 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td></td>
</tr>
<tr>
<td>Practical classes</td>
<td>10</td>
<td>Oral exam</td>
<td>50</td>
</tr>
<tr>
<td>Colloquia</td>
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</tr>
<tr>
<td>Seminar paper(s)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
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:
Additional literature
Number of active teaching classes: 60
<table>
<thead>
<tr>
<th>Lectures: 30</th>
<th>Practical classes: 30</th>
<th>Other forms of instruction</th>
<th>Research study:</th>
</tr>
</thead>
</table>
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)
<table>
<thead>
<tr>
<th>Lecture attendance</th>
<th>up to 10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td></td>
</tr>
<tr>
<td>Practical classes</td>
<td>up to 10 points</td>
</tr>
<tr>
<td>Seminar papers</td>
<td>up to 10 points</td>
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<tr>
<td>Colloquia</td>
<td>up to 40 points</td>
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<tr>
<td>Written exam</td>
<td>up to 30 points</td>
</tr>
<tr>
<td>Study programme:</td>
<td>Management and Entrepreneurship</td>
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<tr>
<td>------------------</td>
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<td>Type and level of studies:</td>
<td>Undergraduate Vocational Studies</td>
</tr>
<tr>
<td>Course title:</td>
<td>Management</td>
</tr>
<tr>
<td>Teacher:</td>
<td>Miroslav P. Radojičić, Teaching Assistant: Bogdanović D. Marija</td>
</tr>
<tr>
<td>Course status:</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Number of ECTS:</td>
<td>6</td>
</tr>
</tbody>
</table>

**Prerequisites:** Active participation in discussions during lectures and practical classes.

**Course aims:** 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:**
- **Essence of management:** Socio-economic dimensions of management. Different views on management. Definition of management. Types of management. Phases of management process.
- **Management process/planning:** Concept and scope of planning. Types of planning. Planning and decision-making. Managerial decisions.
- **Goals:** Different ways of understanding business goals. Classification of goals. Formulation of goals. Management through goal setting.
- **Strategy:** Concept and importance of strategy. Types of strategies. Strategy formulation. Strategic management. **Organizing:** 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.
- **Control:** 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:**

**Additional literature:**

<table>
<thead>
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<th>Number of active teaching classes:</th>
<th>75</th>
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</thead>
<tbody>
<tr>
<td>Lectures: 3x15=45</td>
<td>Practical classes: 2x15=30</td>
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</table>

**Teaching methods:** Dialogue.
<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance</td>
<td>Up to 20</td>
<td>Written exam</td>
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<tr>
<td>Colloquia</td>
<td>Up to 50</td>
<td>Oral exam</td>
<td></td>
</tr>
</tbody>
</table>
**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:**  

**Practical instruction:**  

**Literature:**  
Mandatory textbook:  
Additional literature:  

**Number of active teaching classes:** 60  
**Lectures:** 30  
**Practical classes:** 30  
**Other forms of instruction:**  
**Research study:**  
**Other classes:**  
**Teaching methods:**  
Ex cathedra, case study, discussion about selected topics, individual and group presentations, simulations.  

**Knowledge evaluation (maximum number of points: 100)**  
<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points:</th>
<th>Final exam</th>
<th>Points:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td>50</td>
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<tr>
<td>Practical classes</td>
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<td>Oral exam</td>
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<tr>
<td>Colloquium</td>
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</tr>
<tr>
<td>Seminar papers</td>
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</tr>
<tr>
<td>Examination: students take an oral examination.</td>
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</table>
**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:**

**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:**

**Additional literature:**

**Number of active teaching classes:** 60

<table>
<thead>
<tr>
<th>Lectures: 30</th>
<th>Practical classes: 30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
</table>

**Teaching methods:** ex cathedra, case study, discussion about selected topics, individual and team presentations, simulations.

**Knowledge evaluation (maximum number of points: 100)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
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<tbody>
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<tr>
<td>Seminar paper(s)</td>
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</tbody>
</table>
**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:

#### 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:

### Number of active teaching classes: 90

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Practical classes</th>
<th>Other forms of instruction</th>
<th>Research study</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
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</tbody>
</table>

**Teaching methods:** Dialogue, monologue, demonstrations of practical work, work with texts, studying literature

**Knowledge evaluation (maximum number of points: 100)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
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<tr>
<td>Seminar papers</td>
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</tr>
</tbody>
</table>
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:

Number of active teaching classes: 60

<table>
<thead>
<tr>
<th>Lectures: 2x15=30</th>
<th>Practical classes: 2x15=30</th>
<th>Other forms of teaching</th>
<th>Research study</th>
</tr>
</thead>
</table>

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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td>50</td>
</tr>
<tr>
<td>Practical classes</td>
<td>10</td>
<td>Oral exam</td>
<td>0</td>
</tr>
<tr>
<td>Colloquia</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminar paper</td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**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:**  

**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:**  

**Number of active teaching classes:** 90  
<table>
<thead>
<tr>
<th>Lectures: 45</th>
<th>Practical classes: 45</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
<th>Other classes:</th>
</tr>
</thead>
</table>

**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)**  
<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points 50</th>
<th>Final exam</th>
<th>Points 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td>50</td>
</tr>
<tr>
<td>Practical classes</td>
<td>10</td>
<td>Oral exam</td>
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</tr>
<tr>
<td>Colloquium</td>
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<tr>
<td>Seminar papers</td>
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</tr>
</tbody>
</table>
Study programme: Management and Entrepreneurship

Type and level of studies: Undergraduate Vocational Studies

Course title: Quality Management

Teacher: Milutin R. Đuričić, Teaching Assistant: Mićić 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:

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:

Additional literature:

Number of active teaching classes: 75

Lectures: 45  Practical classes: 30  Other forms of instruction:  

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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points 70</th>
<th>Final exam</th>
<th>Points 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td>30</td>
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<td>Practical classes</td>
<td>10</td>
<td>Oral exam</td>
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</tr>
<tr>
<td>Colloquia</td>
<td>2x20</td>
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<tr>
<td>Seminar papers</td>
<td>10</td>
<td>-</td>
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</tr>
</tbody>
</table>
**Study programme:** Management and Entrepreneurship  
**Type and level of studies:** Undergraduate Vocational Studies  
**Course title:** Russian  
**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:**  

**Number of active teaching classes:** 30  

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Practical classes</th>
<th>Other forms of instruction</th>
<th>Research study</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>0</td>
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</tbody>
</table>

**Teaching methods:** Monologue and dialogue-based methods.  

**Knowledge evaluation (maximum number of points: 100)**  

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points: 70</th>
<th>Final exam</th>
<th>Points: 30</th>
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<tbody>
<tr>
<td>Activity during lectures</td>
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<td>Practical classes</td>
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<td>Colloquia</td>
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<td>Seminar papers</td>
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</table>
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:

Practical classes:
Listening exercises to practise coping with unfamiliar business situations, using specific management-related terminology.

Literature:
4. Terzić S., 2006, Odabrani tekstovi iz ruskog jezika struke, VPTŠ Užice

Number of active teaching classes: 60

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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points: 70</th>
<th>Final exam</th>
<th>Points: 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active participation during lectures</td>
<td>10</td>
<td>-</td>
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<tr>
<td>Practical classes</td>
<td>Oral exam</td>
<td>30</td>
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<td>Colloquia</td>
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</tr>
<tr>
<td>Seminar papers</td>
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</tbody>
</table>
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 choose 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:
3. Đurić, Z., Menadžment malih i srednjih preduzeća, BPŠ; Beograd, 2005.

Number of active teaching classes: 60

<table>
<thead>
<tr>
<th>Lectures: 2x15=30</th>
<th>Practical classes: 2x15=30</th>
<th>Other forms of teaching:</th>
<th>Research study:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other classes:</td>
<td></td>
<td></td>
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</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance</td>
<td>15</td>
<td>Written exam</td>
<td>50</td>
</tr>
<tr>
<td>Colloquia</td>
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</tr>
<tr>
<td>Seminar paper</td>
<td>15</td>
<td></td>
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</tr>
<tr>
<td>Study programme:</td>
<td>Management and Entrepreneurship</td>
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<tr>
<td>Type and level of studies:</td>
<td>Undergraduate Vocational Studies</td>
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<td></td>
</tr>
<tr>
<td>Course title:</td>
<td>Sociology</td>
<td></td>
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</tr>
<tr>
<td>Teacher:</td>
<td>Vesna Vasović</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course status:</td>
<td>Compulsory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of ECTS:</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prerequisites:</td>
<td>Students must be enrolled in the first year of study</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course aim:</td>
<td>Developing social skills, as well as critical and independent thinking about environmental protection issues.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course outcomes:</td>
<td>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.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Syllabus:**

### Theoretical instruction:

- 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 institution and organization and their types – social groups and their importance in the global social system – the classification of social groups – the concept of nation 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 elite - 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 settlement and its types – the concept and types of marriage and its accompanying institutions – the concept of family, its functions and accompanying institutions– population – the consequences of human reproduction – the concept of economy 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 culture – the culture of symbolic communication (language and signs) – the concept of meaning and its functions – cognitive and experiential culture – reasonable knowledge – the concept of science and its types – the concept and types of mythology – the concept, types and functions of religion – the concept, types and functions of art – normative culture (the concept, essence, nature, types) – traditional culture – everyday life culture – cultural values – cultural needs – personality, the concept and social character – the concept and types of socialization and personalization – 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).  

### Practical instruction:


**Literature:**


<table>
<thead>
<tr>
<th>Number of active teaching classes: 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures: 2x15</td>
</tr>
<tr>
<td>Teaching methods:</td>
</tr>
<tr>
<td>Workshops, auditory activities, colloquia, consultations, demonstrations and video presentations, examples from practice, brochures, instructions, documents and other demonstration materials.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Knowledge evaluation (maximum number of points: 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-exam obligations</td>
</tr>
<tr>
<td>Activity during lectures</td>
</tr>
<tr>
<td>Practical classes</td>
</tr>
<tr>
<td>Colloquia</td>
</tr>
<tr>
<td>Seminar papers</td>
</tr>
</tbody>
</table>
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 organisation able to respond successfully to challenges and changes in the environment.

Syllabus:

Theoretical instruction:

Practical instruction:
Consultations 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:
2. Đuričin D., Janošević S., Menadžment i strategija, Ekonomski fakultet, Beograd 2005.

Number of active teaching classes: 60

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Practical classes</th>
<th>Other forms of instruction</th>
<th>Research study</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>30</td>
<td></td>
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</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Written exam</td>
<td>50</td>
</tr>
<tr>
<td>Practical classes</td>
<td>10</td>
<td>Oral exam</td>
<td></td>
</tr>
<tr>
<td>Colloquia</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Seminar papers</td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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:

Practical instruction:
Case study.

Literature:

Number of active teaching classes: 75

<table>
<thead>
<tr>
<th>Lectures: 3x15=45</th>
<th>Practical classes: 2x15=30</th>
<th>Other forms of instruction:</th>
<th>Research study:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other classes:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Teaching methods: Lectures, interactive activities, consultations, discussions.

Knowledge evaluation (maximum number of points: 100)

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance</td>
<td>10</td>
<td>Written exam</td>
<td>50</td>
</tr>
<tr>
<td>Colloquia</td>
<td>30</td>
<td>Oral exam</td>
<td>-</td>
</tr>
<tr>
<td>Other activities during lectures and practical classes</td>
<td>10</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
**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.  

<p>| Syllabus: |<br />
|---|---|---|---|
| <strong>Theoretical instruction:</strong> |<br />
| <strong>Practical instruction:</strong> |<br />
| <strong>Literature:</strong> |<br />
| <strong>Number of active teaching classes:</strong> 60 |<br />
| Lectures: 30 | Practical classes: 30 | Other forms of instruction: | Research study: |<br />
| <strong>Teaching methods:</strong> Using computers and an overhead projector. |<br />
| <strong>Knowledge evaluation (maximum number of points: 100)</strong> |<br />
| Pre-exam obligations | Points | Final exam | Points |</p>
<table>
<thead>
<tr>
<th>Activity during lectures</th>
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<tr>
<td>Practical classes</td>
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<td>Oral exam</td>
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<tr>
<td>Colloquia</td>
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</tr>
<tr>
<td>Seminar papers</td>
<td>20</td>
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</tbody>
</table>

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 Đ. 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:**  

**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  
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  
**Lectures:** 30  
**Practical classes:** 30  
**Other forms of instruction:**  
**Research study:**

**Other classes:**

**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)**

<table>
<thead>
<tr>
<th>Pre-exam obligations</th>
<th>Points:</th>
<th>Final exam</th>
<th>Points:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity during lectures</td>
<td>10</td>
<td>Oral exam</td>
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</tr>
<tr>
<td>Practical classes</td>
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</tr>
<tr>
<td>Seminar papers</td>
<td>10</td>
<td>-</td>
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</table>

Number of active teaching classes: 60  
Other classes: