Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Creation and implementation of a business plan

Professor: prof. Milena V. Marjanović, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The aim of the course is to acquaint students with the basic tools of modern business planning and to enable them to apply the basic techniques of creating and updating a business plan in the conditions of a modern market economy.

Course outcomes:

After successfully completing the course, the student will be able to: thoroughly know business planning processes and adequately demonstrate a business plan as a global tool of modern market-oriented companies in competitive conditions, i.e. they will be able to independently create and implement a business plan.

Content of the course:

Theoretical lectures

The concept of small business; Planning in business; Potential business; Provision of financial resources; Content and definition of the business plan; Activity analysis; Job description; Production plan; Marketing plan; Organizational plan; Financial plan; Risk assessment; Conclusion of the business plan; Concretization of the business plan by example; Concretization of the business plan on an example.

Practical course work

Concept of small business; Planning in business. Business as an organizational system.; Potential business; Financing from different sources of financing; Justification of the choice of activity; Evaluation of the convenience of the location; Basic information about the organization; Initial costs; Degree of confidentiality of the plan; Future expectations; Competition analysis; Market segmentation. Forecasts related to the further development of the branch (activity); Type of activity; Business size; Equipment and human resources; Manufacturing Process; Production facility; Machinery and equipment; Raw materials and materials; Prices; Distribution channels; Logistics; Promotion; Forecast of future expectations; Control; Form of ownership; Management and way of making decisions; Financial reports; SWOT analysis Business plan conclusion; Concretization of the business plan on an example.

Literature:

1. Марјановић, М. *Бизнис план као основа за реализацију менаџмент стратегије*, монографија, Економика Ниш, 1999.
2. Пауновић, Б., Пословни план: водич за израду, Економски факултет, Београд, 2008.
3. Лутовац, М., Тошић, Д., *Бизнис план за електронско пословање*, Висока школа електротехнике и рачунарства струковних студија, Београд, 2016.
4. Група аутора, *Стратешки бизнис план*, МЦБ Едукација, Београд, 2015.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45

Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: E-marketing and social media

Professor: prof. Mira R. Avramović, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to the application of modern information and communication technologies in marketing. Students will get to know the characteristics, advantages, and disadvantages of e-marketing, the importance of using websites in marketing, types of electronic marketing media, the process of creating a social media campaign, measuring the effects of using social media, social media instruments, the importance of social media in global marketing.

Course outcomes:

After successfully mastering the material, students will: understand the importance of applying modern information and communication technologies in marketing, understand market communication via the Internet and social media, and the importance of electronic marketing for creating value for customers in the modern market.

Content of the course:

Theoretical lectures

Characteristics of e-marketing; concept and types of electronic marketing media; advantages and disadvantages of electronic marketing; online marketing channels; web presentation; the concept of social media; defining a strategy for social media; creating a social media campaign; consumer behavior on social media; instruments based on social media (social networks, blogs, social information sites, virtual worlds); measuring the effects of social media; social media and IMK; social media and mobile technology; trends in social media; social media in global marketing.

Practical course work

Case studies of well-known companies on the domestic and international market that apply e-marketing in their business; creating value for the customer in the new market space through e-marketing; online marketing channels; case studies for creating and implementing a social media campaign; measuring the success of the internet marketing campaign; looking at the relationship between the development of social media and mobile technology; trends in social media. .

Literature:

1. David J. R., Phillip E. P., Neil. T. B., Paul W. Farris, *Метрике маркетинга*, Мате, Загреб, 2014.
2. Филиповић Ј., *Интернет маркетинг*, Економски факултет, Београд, 2016.
3. Dann S., Dann S., *E-marketing: theory and application*, MacMillan International Higher Education, 2011.
4. Stokes R., *eMarketing: The essential guide to digital marketing*, 4th edition, Quirk eMarketing Ltd., 2011.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45

Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: International business law

Professor: prof. Risto B. Rečkoski, Phd

Subject status: compulsory

ECTS: 5

Requirements: no requirements

Aim of the course:

The aim of the course is to acquire theoretical knowledge in the field of international business law, understanding the principles, principles and legal aspects of business in international trade, mediation and representation.

Course outcomes:

After successfully completing the course, students will be able to assess the complexity, contradictions and applicability of the rules of international business law in regulating the circulation of goods, services and money internationally.

Content of the course:

Theoretical lectures

Concept, development, and subject of business law; Sources of business law; Subjects of business law; Representation of subjects of business law; Connection of subjects of business law; Commercial companies; Contract business law; Business law contracts; Subject of international trade law; Concept and types of sources of international trade law; Unification of sources of international trade law; Principles of international trade law; New international trade order; Subjects of international trade law; Objects of international trade relations.

Practical course work

Types and establishment of business law entities; Types of business companies; Conclusion of contracts in the economy; Securing contracts in the economy; Changes in contracts in the economy; Fulfillment of contracts in the economy; Liability for breach of contract in the economy; Termination of contracts in the economy; Types of business law contracts; Sale contract; Agreement on commercial representation; Forwarding contract; Contract of carriage; Contract on tourist services; Forfeiting agreement.

Literature:

1. Никчевић, И. *Пословно право*, Универзитет Сингидунум, Београд, 2011.
2. Ћирић, А. *Међународно трговинско право*, Правни факултет у Нишу – Центар за публикације, Ниш, 2010.
3. Вилус, Ј. и др. *Међународно привредно прав*о, друго измењено и допуњено издање, Центар за издавачку делатност, Правни факултет у Новом Саду, 2012.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Management of small and medium enterprises

Professor: prof. Jelena V. Krstić Ranđić, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The goal of the course is to provide students with theoretical and practical knowledge that will enable them to work and manage small and medium-sized enterprises (SMEs). It will adopt clear distinctions between, on the one hand, micro, small, and medium enterprises, and on the other hand, large enterprises. They will get to know the characteristics of SMEs, their advantages and disadvantages compared to large companies, as well as their interdependencies. In this sense, students will master the procedural, instrumental, and institutional aspects of running small and medium enterprises. Therefore, the course provides the knowledge and information that managers need to turn their ideas and commitment into successful businesses.

Course outcomes:

By successfully mastering this subject, the student will be able to: thoroughly know and understand the problems of the company, acquire the ability to solve specific problems in the field of small and medium business, be able to choose the location of the company, decide on purchasing or production under its direction, or on suspending (continuing) production, will acquire the ability to connect knowledge from the fields of finance, banking and trade, marketing and other areas of economics and management; will be able to follow and apply modern business based on innovation processes in the field of small and medium-sized businesses.

Content of the course:

Theoretical lectures

Small and medium enterprises: concept, types, characteristics, role and importance; organizational forms, critical success factors, General overview of SMEs: SMEs in a free enterprise society, SMEs in countries in transition, basic trends and opportunities for SMEs in production, trade and services, Starting a new business in SMEs: researching a new business, business plan , government regulations and administration, location selection, financing, organizational planning, SME management: accounting, planning and control, analysis of financial statements, role of credit, tests of profitability and financial health, marketing, introduction of a computer system, interpersonal relations, wage and salary policy, procurement and inventory management, taxation, insurance risk management, social responsibility, Specificity of development models and strategic management in different stages of the life cycle of SMEs, Model of operational management of SMEs.

Practical course work

Defining SMEs. Organizational - legal forms of SMEs; Analysis of modern company theories - from the neoclassical theory to the entrepreneurial theory of the company; Basic market research tools in SMEs; Capacity as a starting point for cost dynamics. Quantitative cost structure and profit zone; Positioning of SME products and services; SMEs and direct marketing; Equity financing; Debt financing.

Literature:

1. Каличанин Ђ., Менаџмент вредности предузећа, Економски факултет, Београд, 2006.
2. Марковић-Радовић М., Самозапошљавање, Дигитал арт, Београд, 2006.
3. Леонард Салаи, Менаџмент малих и средњих предузећа, ВПШ, Нови Сад, 2007.
4. Дејвид Дикинс, Предузетништво и мале фирме, Датастатус, Београд, 2012..

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Methodology of research paper

Professor: prof. Pere R. Aslimoski, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The goal of the course is to acquire knowledge that is necessary for a methodological approach to research, independent research work and presentation of results using modern information and communication technologies.

Course outcomes:

After successfully mastering the subject, students will be able to understand the basic elements when defining the subject of research, perform a detailed literature review, understand the importance of identifying basic hypotheses, identify and analyze relevant primary and secondary data, develop adequate research methodology and present research results.

Content of the course:

Theoretical lectures

Concept of research methodology; Logical and technical bases of the methodology; Sources of methodological knowledge; Concept and types of research works; Basic forms of research; Ethical principles in research work; Subject and objectives of the research; Research tasks; Research hypothesis; Theoretical and operational research assumptions; Place, time and stages of research; Determining the research sample; Research instruments; Statistical data processing, analysis and presentation of results.

Practical course work

During practical classes, students will work independently or in a group and in cooperation with the teacher, works that they will present in the form of a study research paper..

Literature:

1. Баткоска, Л. *Методологија на научното истражување*, Факултет за туризам и угостителство, Охрид, 2005.
2. Миљевић, М. *Скрипта из методологије научног рада*, Филозофски факултет, Универзитет у Источном Сарајеву, 2007.
3. Група аутора, Методологија научно истраживачког рада, Факултет за пословну економију и менаџмент, Травник, 2012.
4. Кундачина М., Банђур В., Академско писање, Учитељски факултет, Ужице, 2007.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from practice, preparation and presentation of access papers, research.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Professional practice (first year)

Professor: prof. Jelena V. Krstić Ranđić, Phd

ECTS: 3

Requirements: no requirements

Aim of the course:
Acquisition of practical knowledge and skills.

Course outcomes:
Practical knowledge and skills in accordance with the outcome of the course learning process on the Business Economics and E-Business study program (module: E-Business Management; module: E-Tourism and Hotel Management)

Content of professional practice

- Application of basic techniques of creating a business plan; concretization of the business plan on a practical example; participation in the development of a business plan
- Acquaintance with project management techniques, planning and organization of project tasks, and team approach to solving problems; practical application of project management techniques; organizing teamwork in practice;
- Analysis of critical success factors of small and medium enterprises; familiarizing students with starting a new business in small and medium-sized enterprises, including researching a new business, creating a business plan, getting familiar with state regulations and administration, choosing a location and financing method; solving specific practical problems in small and medium enterprises; connecting knowledge from different areas of business economics and management in solving practical problems; training for the use of modern information and communication technologies in the business of small and medium-sized enterprises; monitoring the development of new technologies and innovations and their possible application in the business of small and medium-sized enterprises;
- Application of modern information and communication technologies in marketing; market communication via the Internet and social media; e-marketing and social media; the process of creating a social media campaign; measuring the effects of social media implementation; analysis of the environment, consumers and competition; analysis of capabilities, key competencies and competitive strengths of the organization;
- Change management in conditions of new challenges and uncertainty; assessment of the impact of innovations on the creation and improvement of competitive advantage;
- Application of market research methods and techniques; identifying drivers of competitiveness; practical implementation of the market research process; electronic data collection; practical drafting of questionnaires and design of interviews as a research tool; analysis of obtained results and achievement of competitive advantage through continuous improvement of quality;
- Acquaintance with new technologies and their role in realizing a project of sustainable, long-term oriented development; the impact of different technologies on the environment and the elimination of side effects;
- Familiarity with the preparation and presentation of financial reports, relevant international and national accounting regulations, and the application of modern information technologies in accounting and financial reporting;
- Application of basic principles of financial management; selection and application of different methods of evaluation of investment projects; familiarization with practical

budgeting problems and methods for efficient management of working capital; assessment of the necessary working capital in the company; identification and comparison of funding sources; creating an optimal capital structure;

- Getting to know the specifics of marketing in the service sector and marketing mix instruments in the service sector; management of relations with consumers in the practice of the service sector; practical research of the service market and consumer and customer stratification;
- Practical introduction to the spatial, technical-technological, organizational, process, and economic specificities of hotel management as an economic activity; acquiring knowledge for performing business functions and business operations in a hotel company; familiarization with human resource management in a hotel company.

Number of hours, if specified

Teaching methods:

Professional practice of students is realized in private and public companies/organizations with which the School has signed a Contract on the realization of practical teaching or an Agreement on business cooperation. Realization of professional practice implies the independent work of the student under the supervision of professional practice teachers and professional practice mentors in the company - organization. In this way, students become familiar with current problems and changes, as well as with business activities in planning, organizing, managing, and controlling the overall business of the company, with a special emphasis on the e-business segment, within private and public companies, organizations and institutions, companies tourist industry and hotel companies.

Knowledge assessment (maximum number of points 100)
Knowledge assessment is done on the basis of completed and submitted professional practice jurnal

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Professional practice (second year)

Professor: prof. Predrag D. Stamenković, Phd, prof. Dragan J. Stojanović, Phd

ECTS: 3

Requirements: no requirements

Aim of the course:
Acquisition of practical knowledge and skills.

Course outcomes:
Practical knowledge and skills in accordance with the outcome of the course learning process on the Business Economics and E-Business study program (module: E-Business Management; module: E-Tourism and Hotel Management)

Content of professional practice

- Familiarity with modern information and communication technologies and their role in the transformation of modern organizations and their operations, with a special emphasis on the transformation of banking operations and payment transactions, as well as the use of electronic technologies in tourist management and their impact on the operations of travel agencies and tour operators;
- Getting to know the process of commercialization of public computer networks, the rise of the digital economy, the concept of electronic business and electronic payment systems as the backbone of the development of electronic business and the rise of the digital economy;
- Analysis of the information technology infrastructure of e-business and technologies to support e-business and the selection of technologies suitable for the specific organization/institution;
- Getting to know the most important segments of e-business;
- Analysis of e-business business models and selection of the most suitable model for a specific organization/institution;
- Getting to know the most important payment and accounting systems and transaction mechanisms in the B2B and B2C segments of e-business;
- Analysis of the risks, advantages, and disadvantages of individual electronic payment systems and transaction mechanisms and the choice of the system that is most suitable for the existing business model of e-business;
- Familiarity with e-tourism, its impact on the tourist offer, and the threat to the position of classic travel agencies;
- Practical use of modern information and communication technologies in the hotel industry, travel agencies, and tour operator business;
- Practical application of central reservation systems, global distribution systems, and geographic information systems in tourism;
- Getting to know logistics, the importance of electronic business and coordination in the supply chain, and the concept of customer relationship management;
- Practical tasks in the field of supply chain management, solving coordination problems in the supply chain and managing customer relations;
- Analysis, identification, quantification, control, and management of risks in e-business and electronic payment systems;
- Getting to know the basic elements of investing; financial instruments; securities markets; the most important postulates of contemporary portfolio theory; analysis and evaluation of securities; financial derivatives markets and investment strategies;
- Getting to know the principles and methods of partial and complex valorization of tourist potential;
- Acquaintance with research activities in the field of evaluation, activation, and implementation of elements, phenomena, and processes in space that are in the function of development and improvement of tourism;

- Getting to know the role of tourism in local economic development;
- Getting to know the importance of tourism in the sustainable development of local communities;
- Acquiring knowledge about the instruments and techniques of integrating tourism into the general concept of the development of wider local units;
- Training for the practical application of accounting information and relevant information from the environment in strategic management, as well as for the application of tools and techniques of strategic management accounting for the needs of managing products, customers, competition, and segments;
- Understanding the importance of marketing strategy in the global economy;
- Practical familiarization with the marketing activities of the company and harmonizing one's potential with the needs of the market by applying appropriate marketing strategies.

Number of hours, if specified

Teaching methods:

Professional practice of students is realized in private and public companies/organizations with which the School has signed a Contract on the realization of practical teaching or an Agreement on business cooperation. Realization of professional practice implies the independent work of the student under the supervision of professional practice teachers and professional practice mentors in the company - organization. In this way, students become familiar with current problems and changes, as well as with business activities in planning, organizing, managing, and controlling the overall business of the company, with a special emphasis on the e-business segment, within private and public companies, organizations and institutions, companies tourist industry and hotel companies.

Knowledge assessment (maximum number of points 100)
Knowledge assessment is done on the basis of completed and submitted professional practice jurnal

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Project management and teamwork

Professor: prof. Jelena V. Krstić Ranđić, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to show students the importance of applying project and teamwork to modern business processes because the modern manager is less and less the boss and more and more the team leader in the spirit of the concept of project and teamwork. Also, the goal is to enable students to apply project management techniques in practice, to acquire the skills of active participation in the realization of projects, and to be able to plan and organize human resources and project tasks. Likewise, to understand the role of the terms time, costs, and risks of the project, as well as to manage them adequately.

Course outcomes:

After successfully mastering the theoretical and practical lessons from this subject, students will be able to: adopt the role of project management in modern business, apply the concept of project management in practice, and organize teamwork. Students will have the ability to implement a team approach to solving problems and, according to their characteristics, be team leaders. Also, they will be able to apply project management methods and techniques in practice.

Content of the course:

Theoretical lectures

Defining project management; Concept and types of projects; Projects and processes; Basic characteristics of the project management concept; Teams and teamwork in the project; Types of teams and their basic features; Project time management; Human Resource Management; Cost management, Project quality management, Project risk management; Project management techniques; Project control and audit.

Practical course work

Parallel: management and project management; Examples of projects and processes in practice; Project processes and interactions; Project life cycle; Differences between organization management and project management; Project way of solving concrete problems; Gantt chart and WBS technique; Management and work teams; Project simulation - work in teams; Analysis and discussion after project simulation; Analysis of project success and failure factors; Project report; Application of knowledge and skills for successful project implementation.

Literature:

1. Ноукс С., *Управљање пројектима,* Клио, Београд, 2005.
2. Ђуричић М., Ђуричић М., Антонијевић М., Управљање пројектима, Висока пословно-техничка школа струковних студија, Ужице, 2015.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, case studies, preparation and presentation of access papers, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Applied research paper

Professor: All teachers from the study program and the selected module within the groups of professional and professional-applied subjects.

Subject status: compulsory

ECTS: 13

Requirements: All exams passed from the study program Business Economics and e-business on the appropriate modules (module: e-business management; module: e-tourism and hotel management) and completed professional practice by the professional practice program in the first and second year of study at the study program Business Economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry).

Aim of the course:

The practical research work should fully prepare the student for the preparation of the final paper. It takes place through familiarization with the methodology of solving specific practical problems and tasks in the field of business economics, management, and electronic business, based on which the appropriate approach paper is prepared, which precedes the preparation of the final paper thesis, with a topic that should be coordinated with the subject of the final dissertation. The goal of this activity is to provide the student with a comprehensive overview of practical problems and tasks in the chosen narrow field and facilitate the definition of research goals and the specific content of the final paper.

Course outcomes:

Completion of an introductory paper on a topic from the selected narrow field of e-business management or e-tourism and hotel management, which includes an overview and presentation of the methodology for solving potential practical problems, based on which the student can clearly and precisely formulate the subject and objectives of the research and the topic of the final paper; training students for independent use of literature, application of appropriate methodology, identification, analysis and research of problems, and formulation of recommendations for the solution of specific problems based on the results of analysis and research.

Content of the course:

The student, in cooperation with the teacher (mentor), visits the appropriate institution (institution) or company that deals with business in the field that is the subject of research, and in cooperation with their experts, identifies potential practical problems, the solution of which can be the subject of the final paper. Based on that, the student prepares an approach paper on the chosen topic, which contains a review of the literature from the chosen field, an identification of the problem to be solved, a description of methods for solving the problem, conclusions, and a proposal for the content of the final paper. Depending on the topic, part of the applied research work can be done in the field: in public companies and institutions, local self-government bodies, companies, local and state agencies, other organizations and institutions, tourist organizations and agencies, hotel, and restaurant companies, etc.

Literature:

Scientific and professional monographs, textbook literature, scientific and professional journals, proceedings from conferences, project documentation, studies and other materials related to the subject of research

Total number of active teaching classes:	**Applied research work: 20 hours per week**

Teaching methods:

Independent work of the student on the preparation of the approach paper with regular consultations with the selected teacher (mentor). The teacher gives instructions to the student, directs him to certain literature, and directs him to produce a quality essay. In addition to consultations with the teacher, the student also consults with experts from institutions and companies that deal with issues related to the topic of the final paper. If necessary, part of the activity is carried out in the field. The student

submits the completed introductory work to the teacher for review and evaluation. Upon successful completion of the applied research work, the student submits a final paper with a proposed topic.			
Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Applied research work and preparation of the approach paper	55	oral exam (oral defense of entrance thesis)	45

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Final (master) thesis

Professor:

Subject status:

ECTS: 14

Requirements: Passed all exams from the study program Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry); realized professional practice in accordance with the program of professional practice on the Business Economics and e-business study program (module: Management of e-business; module: Management of e-tourism and hotel industry); implemented applied research work on the Business Economics and E-Business study program (module: E-Business Management; module: E-Tourism and Hotel Management)

Aim of the course:

Determining the existing problem (or setting initial hypotheses) in accordance with the topic of the final paper, which was formulated through an applied research paper and an approach paper prepared from a corresponding narrow field; formulation of research objectives; description of the research methodology; research, presentation and discussion of research results.

Course outcomes:

The final paper on the set topic that was accepted, positively evaluated and publicly defended (and that was done in accordance with the technical instructions, generally accepted standards for the second cycle of higher vocational education, recommendations of mentors and members of the committee and in compliance with the principles of academic integrity).

Content of the course:

After completing the research, the student prepares a final paper in the form that contains:

- front page,
- abstract with keywords (in Serbian and English),
- a list of pictures, graphics, tables, used abbreviations, etc. (optionally),
- the content,
- introduction,
- theoretical part;
- practical (experimental, analytical, research) part with the presentation of the used methodology,
- results and discussion,
- conclusion,
- list of references i
- Attachments (if needed)

The abstract of the paper is written in Serbian and English and contains keywords. The introduction presents the aim, subject, and importance of the work, the practical problem (hypotheses) that will be considered, and a brief description of the parts. In the theoretical part of the work, a short theoretical overview of the subject of research and previous research in that area is given. In the practical (experimental, analytical, research) part of the work, the student deals with a practical problem and finds ways to solve it, that is, confirms or rejects the set hypotheses, using the appropriate methodology. Then the results of the practical part of the work are presented, along with their discussion. The conclusion contains a brief presentation of the most significant results as well as proposals for measures to solve the problem, i.e. improving the operations of the specific company/institution and/or a proposal for further research in the given area. The list of references contains all the bibliographic sources used during the preparation of the final paper. If the final paper must contain appropriate attachments, they are attached at the end of the final paper. The school provides students with detailed technical instructions for preparing the final paper, and mentors and committee members make sure that the work is done by the technical instructions, generally accepted

standards for the second cycle of higher vocational education, and with respect for the principle of academic integrity.		
Literature:		
Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30
Teaching methods: The preparation and creation of the final paper implies continuous cooperation with mentors from the company whose business is the subject of research, as well as with the mentor-subject teacher. Students independently collect the necessary literature extracts and necessary data, carry out appropriate research in consultation with mentors, and prepare a final paper. The last stage of realization involves the technical preparation of the final work, including the PowerPoint presentation of the work. A public oral defense of the final master's thesis before an officially designated committee is mandatory.		
Evaluation (maximum points 100) **Grade (maximum number of points 100)** **Assessment of knowledge is done based on the written part of the final paper and the basis of the oral defense of the same**		

Study program: Business economics and e-business (module: Management of e-business)

Course name: Change and innovation management

Professor: prof. Ivan Ž. Mihailović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to familiarize students with the importance of change management in conditions of new challenges and uncertainty, as well as with the key elements that determine the success of changes in companies, and with the basic theoretical and practical factors of the competitiveness of companies, with the most significant dimensions of the management process from the point of view of creating and improving competitive advantages, with the problems of the efficiency of the change management process itself in the company, and with the importance and impact of innovation and technology on the company's competitive advantage.

Course outcomes:

By mastering the material of this course, students will be able to apply theoretical knowledge and practical skills in the function of successfully managing changes that lead to the creation and improvement of competitive advantage, to identify characteristic activities and cause-and-effect relationships that correspond to the proactive search for new ways of working, behavior, beliefs and implementation of new strategies, they will be able to independently formulate and implement a strategy as a process of change.

Content of the course:

Theoretical lectures

Characteristics and contexts of change management in modern conditions; Change management process; Concept of competitiveness, microeconomic and macroeconomic competitiveness; The nature and evolution of the concept of competitive advantage; Drivers of competitiveness, Learning, and knowledge as a prerequisite for initiating and implementing changes; Strategic changes and competitive advantage; Knowledge, learning and innovation of enterprises; Innovation and competitive advantage; Technological change and enterprise; Technology and competitive advantage; Innovation management.

Practical course work

Perspectives and theories of change management; Perspective of company development; The perspective of enterprise transformation; Perspective of organizational studies; Assessment of perspectives; Models of change and innovation management.

Literature:

- Адижес, И. *Управљање променама*, ACEE, Нови Сад, 2006.
- Милисављевић, М., *Савремени стратегијски менаџмент,* Институт економских наука, Београд, 2002.
- Портер, П. *Конкурентска предност*, ACEE, Нови Сад, 2007.

Костић, В. *Како да будете бољи од конкуренције: ситцање конкурентске предности развојем и унапређењем услуга*, Hesperia, 2010..

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45

Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Corporate finance

Professor: prof. Tanja S. Janaćković, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course introduces students to modern corporate finance, the basic principles of financial management and their application in the decision-making process; the organization of business entities, the role of the financial manager and the financial markets in which the financial manager operates; functions of financial markets and institutions; the principles and operation of the dimension of the time value of money; characteristics and valuation of bonds and shares; investment decisions of companies; cost of capital; financing decisions; analysis of financial reports and financial planning; international financial management.

Course outcomes:

After successfully mastering the material, students will: be able to identify and explain the problems of corporate finance; understand how financial markets and institutions channel savings into corporate finance; be able to analyze and interpret the information contained in the balance sheet, profit, and loss account and cash flow statement; be able to assess risk and return and explain the difference between risk and return; be familiar with the general principles of valuation of bonds and shares; be able to correctly distinguish and apply different methods of evaluation of investment projects and to choose the best option; understand the practical problems of capital budgeting in large companies; master the methods used by companies for efficient working capital management and evaluate the necessary working capital in the company; be able to identify and compare funding sources, create an optimal capital structure and make an optimal decision on dividends.

Content of the course:

Theoretical lectures

Basics of corporate finance; organization of business entities and the role of the financial manager; functions of financial markets and institutions; time value of money; determining the value of bonds; valuation of shares; investment decision-making; risk, return on investment, and cost of capital; capital budgeting; introduction to corporate finance and management; debt and shareholder payout policy; financial reports and financial analysis; financial planning; management of net working capital; international financial management.

Practical course work

Analysis and interpretation of data from financial reports; valuation of shares; determining the value of bonds; analysis of project cash flows based on standard financial statements; creation of a financial planning model; preparation of the company's short-term financial plan; management of net working capital; corporate finance in practice (examples of companies from developed countries).

Literature:

1. Brili, R. A.; Majers, S. K.; Markus, A. Dž., *Osnovi korporativnih finansija*, MATE d.o.o., Beograd, 2007.
2. Damodaran, A., *Korporativne finansije – teorija i praksa*, MODUS – Centar za statistička istraživanja i prognoze, Podgorica, 2007.
3. Van Horne J. C.; Wachowicz, JR., J. M., *Osnovi finansijskog menadžmenta*, DATA STATUS, Beograd, 2007.
4. Станчић, П., *Савремено управљање финансијама предузећа*, Економски факултет Универзитета у Крагујевцу, Крагујевац, 2006.
5. Малинић, Д. *Политика добити корпоративног предузећа*, Економски факултет Универзитета у Београду, Београд, 2007.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.			
Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: e-business management)

Course name: E-business and insurance

Professor: prof. Dragan J. Stojanović, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to modern information and communication technologies, the development of the international infrastructure of public computer networks and the rise of the digital economy; organizational changes in the digital enterprise; basic concepts and information technology infrastructure of e-business; the most significant e-business models; the most important technologies to support e-business; the most important segments of e-business with special emphasis on e-insurance; risks in e-business; m-business.

Course outcomes:

After successfully mastering the material, students will: be able to critically assess the role of modern information and communication technologies in the emergence of a new technological revolution and the rise of the digital economy; be familiar with the most important sectors of the digital economy; understand the new role of information systems and organizational changes in a modern company; master the basic concepts of e-business and e-insurance; to be familiar with basic e-business models and the most significant segments of e-business, with an emphasis on e-insurance; understand risks in e-business; master the basics of m-business.

Content of the course:

Theoretical lectures

Defining e-business and e-insurance; The most significant trends in the development of information and communication technologies; Development of the international infrastructure of public computer networks; The concept, origin and rise of the digital economy; The most important sectors of the digital economy; New role of information systems in the company; Organizational changes in the digital enterprise; Basic concepts of electronic business; Information technology infrastructure of e-business; Basic models of e-business (B2B, B2C, C2C, B2G, etc.); Internet technologies to support e-business; E-insurance; Risks in e-business; Security of e-business; M-business.

Practical course work

Analysis of indicators on the rise of the most important sectors of the digital economy; Analysis of modern e-business models; Analysis and practical work on e-business systems, with emphasis on e-insurance; e-business in practice (examples of companies from developed countries).

Literature:

1. Станкић, Р., *Електронско пословање*, Економски факултет у Београду, 2009.
2. Радовановић, П., *Информационо–комуникационе технологије и успон дигиталне економије*, Висока пословна школа, Лесковац, 2009.
3. Радовановић, П., Ћосић, Д.; *Електронско пословање и електронско банкарство,* Београдска пословна школа, Београд, 2010.
4. Стојановић Д., Крстић М., Јањић Бадули Љ., Управљање ризиком и осигурање, Висока пословна школа струковних студија, Лесковац, 2016.

Moore, M., *e-Insurance: Taking the insurance industry online,* Financial Times Prentice Hall, 2001.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**

Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: E-learning

Professor: prof. Miljana K. Stojković -Trajković, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course aims to acquaint the student with the approaches, types, and components of e-learning as well as with the appropriate systems and platforms used in e-learning. Also one of the objectives of the course is to show the student how to create an e-course..

Course outcomes:

After successfully mastering the subject, the student will be able to apply certain strategies to choose the system and platform that he will use for e-learning in his organization, as well as to independently create e-courses and interactive content.

Content of the course:

Theoretical lectures

History of e-learning; Reasons for implementing e-learning in an organization; e-learning - approaches and components; the difference between e-learning, distance learning, online learning, and hybrid learning; models of technology acceptance and learning; synchronous and asynchronous e-learning; learning management systems and educational content management systems, platforms (Edmodo, Moodle, Blackboard); System and platform selection strategies, preparation of e-learning courses; creating interactive content.

Practical course work

Analysis of approaches and components in e-learning and hybrid learning; Using models (Tam, Utaut) to examine the acceptance of technology in learning; Practicing the use of WEB 2.0 tools; Using certain software and strategies, choose the appropriate system and platform for preparing an e-course for an organization; Design a short e-learning course for an organization following the ADDIE model and taking into account content, team, necessary technology, course delivery and evaluation; Course creation and implementation of interactive content; Presentation of created courses and mutual comparison of platforms.

Literature:

1. Glušac, D., *Elektronsko učenje*, Technical faculty Mihajlo Pupin, Zrenjanin, 2012.
2. Ghirardini, B., *E-learning methodologies: A guide for designing and developing e-learning courses*, Food and Agriculture Organization of the United Nations, 2011.

3. Epignosis L.L.C., *E-learning concepts*, trends, applications, 2014.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Hybrid teaching with individual approach, work in teams and pairs.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	15		
Study work	20		
Presentation	10		

Study program: Business economics and e-business (module: e-business management)

Course name: Electronic payment systems in e-business

Professor: prof. Predrag D. Radovanović, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to modern information and communication technologies and their application in banking and payment transactions. The chronological development of electronic payment systems and transaction mechanisms in the B2B and B2C segments of e-business is monitored. The most significant electronic payment and accounting systems in the B2B segment of e-business are treated on practical examples and through case studies, and the development of electronic payment systems in the B2C segment of e-business is studied (systems based on traditional payment cards, smart cards, electronic checks, electronic and digital money). The development of payment systems intended for micropayments and mobile commerce is especially monitored. At the end, a brief overview of the European Union regulations in the field of electronic banking and electronic payment systems is given.

Course outcomes:

After successfully mastering the material, students will: understand the architecture and functioning of modern payment systems and transaction mechanisms and their role in the rise of the digital economy; demonstrate an understanding of the role and importance of certain technologies and transaction mechanisms in the design of the most significant payment and accounting systems in the B2B and B2C segment of e-business; to be familiar with the current situation in the development of payment systems intended for micropayments and mobile e-commerce, as well as with the European Union regulations in this area.

Content of the course:

Theoretical lectures

Development of modern information and communication technologies and their application in the field of banking and payment transactions; the concept, origin, and development of electronic and digital money; development of electronic payment and accounting systems in the B2B and B2C segment of e-business; introduction to traditional payment systems; basic data protection techniques in electronic payment systems; payment systems based on traditional payment cards and smart cards; payment systems based on electronic checks; payment systems based on electronic and digital money; micropayments; mobile payment systems; a brief overview of European Union regulations in the field of electronic banking and electronic payment systems.

Practical course work

Case studies of the most important electronic payment and settlement systems in the B2B segment of e-business (FFS, NSS, CHIPS, CLS, SWIFT, TARGET 1 and 2 ...); case studies of the most significant payment systems and transaction mechanisms in the B2C segment of e-business (payment and smart cards, electronic/digital money; digital coins; digital wallets; electronic/digital checks; digital money in the form of cash coupons; digital money in e-mail ...); systems for micropayments and mobile payments.

Literature:

1. Радовановић, П., *Електронско банкарство као окосница дигиталне економије*, Висока пословна школа, Лесковац, 2009.
2. Радовановић, П*., Технологизација банкарства,* Студентски издавачко-информативни центар Универзитета у Нишу, Ниш, 2002.
3. O'Mahony, D.; Peirce, M.; Tewari, H.; *Electronic Payment Systems for E–Commerce,* Artech House, London, 2001.
4. Васковић, В., Системи плаћања у електронском пословању, Факултет организационих наука, Београд, 2007.
5. Gkoutzinis, A., *Internet Banking and the Law in Europe: Regulation, Financial Integration and Electronic Commerce,* Cambridge University Press, 2006.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30	
Teaching methods: Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.			
Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: E-logistics and customer relationship management in e-business

Professor: prof. Mira R. Avramović, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to the importance of electronic business in the supply chain and the concept of customer relationship management. In the modern knowledge-based economy, competitive advantage is increasingly achieved by establishing, developing, and improving client relationships. Relationship marketing is essential to improving the business performance of an organization. The course aims to train students, by acquiring appropriate knowledge and skills, for effective management of the supply chain and marketing relations with relevant organizations.

Course outcomes:

After successfully mastering the material, students will: understand the essence of logistics and the concept of supply chain management; understand the importance of supply chain coordination; coordination problems; development of strategic partnerships within the supply chain; understand the importance of applying different forms of electronic business in supply chains; be familiar with the concept of client relationship management and understand the importance of applying modern technology for the development of client relationship management.

Content of the course:

Theoretical lectures

Concept and definition of logistics (supply chain); supply chain management concept; supply chain coordination; building strategic partnerships and trust within the supply chain; the role of electronic business in the supply chain; impact of electronic business on supply chain performance; concept of logistics information systems; quality in logistics; international logistics; partnership between business entities; characteristics of the concept of customer relationship management; development factors of relational marketing; effects of applying the concept of customer relationship management; technology in the function of development of client relations management.

Practical course work

Case studies of well-known companies that apply electronic business in the supply chain; case studies for building partnerships in supply chains - integration and cooperation processes; case studies of the development of good coordination in the supply chain; analysis of the application of the concept of client relationship management in practice (case study).

Literature:

1. Ловрета С., *Менаџмент односа са купцима*, Економски факултет, Београд, 2010.
2. Божић В., Аћимовић С., *Маркетинг логистика*, Економски факултет, Београд, 2019.
3. Нада Барац, *Стратегијски менаџмент логистике*, СКЦ, Ниш, 2006.
4. Chopra S., Meindl, P., *Supply Chain Management: Strategy, Planning, and Operation*, 6 th edition, Essex, NE: Pearson Education, 2016.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-

Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Internet financial reporting

Professor: prof. Dragana S. Ranđelović, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course aims to acquaint students with theoretical-methodological foundations of preparation and presentation of financial reports; relevant international and national accounting regulations; application of modern information technologies in accounting and financial reporting; and internet financial reporting.

Course outcomes:

After successfully mastering the material, students will: be able to prepare financial reports, respecting the requirements of the relevant international, European, and national accounting regulations; be familiar with the concept of non-financial and integrated reporting; understand the place and role of the accounting information system in the company's information system; to be familiar with the application of information technologies in accounting and the potential of accounting software based on Internet technology; be familiar with international standards and other regulations in the field of electronic collection, processing and distribution of information, understand the concept of XBRL standards for the needs of business reporting.

Content of the course:

Theoretical lectures

Financial reporting and information needs of internal and external users; Transparency of financial reporting and corporate governance; Internationalization of business and financial reporting; Normative framework of financial reporting; Professional accounting regulation; Normative framework of financial reporting of the European Union, Accounting integrated reporting; Accounting information system and financial reporting information system; Information technologies in financial reporting; Cloud accounting and financial reporting; XML and XBRL standard, Control of the financial reporting system when implementing the XBRL standard; Accounting software and cloud technologies;.

Practical course work

Financial reporting process; Harmonization of financial reporting; Legal accounting regulations; Conceptual framework of financial reporting; Global accounting standards - application of the IFRS/IAS framework; National accounting regulations; Regulation in the field of non-financial reporting; Subsystems of the accounting information system; Regulatory framework of financial reporting on the Internet; XBRL reporting process; Characteristics of accounting software;

Literature:

1. Петровић З., Кнежевић Г., Милојевић М., *Рачуноводствени информациони системи*, Универзитет Сингидунум, Београд, 2016.
2. Петровић З., *Финансијско извештавање*, Универзитет Сингидунум, Београд, 2017.
3. Nobes, C., Parker, R., *Comparative International Accounting*, 10th edition, Prentice Hall, 2008.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**

Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: e-business management)

Course name: Investment management

Professor: prof. Predrag D. Radovanović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The goal of the course is to familiarize students with the basic elements of investing; financial instruments; securities markets; the most significant postulates of contemporary portfolio theory; analysis and valuation of securities; financial derivatives markets; and investment strategies.

Course outcomes:

After successfully mastering the material, students will be familiar with the basic elements of investing and the basic postulates of modern portfolio theory; will demonstrate a high level of knowledge of financial instruments and securities markets, including financial derivatives markets; and be able to independently analyze and evaluate individual securities, perform efficient diversification and choose the optimal investment strategy.

Content of the course:

Theoretical lectures

Elements of investment; financial instruments; value chain markets; investment funds; portfolio theory - risk and return; efficient diversification; capital asset valuation model; market efficiency hypothesis; debt securities - bond prices and yields; portfolio management; securities analysis; stock valuation; financial derivatives markets; option markets; futures markets; investment management and investment strategies.

Practical course work

Exercises, Other forms of teaching, Study research work

Discussion, case studies, examples from practice, and preparation of practical tasks in the area of risk and return; efficient diversification; capital asset valuation model; bond prices and yields; portfolio management; stock valuation; valuation of options; performance evaluation and active portfolio management.

Literature:

1. Bodie, Z.; Kane, A.; Marcus, A. (2009), *Основи инвестиција*, Дата Статус, Београд.
2. Fabozzi, F.; Markowitz, H. (2011), *The Theory and Practice of Investment Management: Asset Allocation, Valuation, Portfolio Construction, and Strategies*, John Wiley & Sons.
3. Pike, R., Neale, B., Linsley, P.; (2015), *Corporate Finance and Investment: Decisions and Strategies*, Pearson Education.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business)

Course name: Market and competition research

Professor: prof. Mira R. Avramović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to show students the importance of market research in modern market operations. The course covers research techniques in detail - sources of data, ways of collecting, analyzing, and processing data, points out the importance of research, and answers the question of how to research and supervise a research project. Research activity has become global in modern business conditions and is imperative for all companies whose goal is to increase market share, continuously improve product quality, and achieve a competitive advantage.

Course outcomes:

After successfully mastering the material, students will have theoretical knowledge about market research, research methods and techniques, and their application in practice. Modern business conditions require decision-makers to have accurate, reliable, and timely information at their disposal at all times so that by mastering the material, students will be able to identify data sources, define a research plan, and analyze the obtained results.

Content of the course:

Theoretical lectures

Origin and development of marketing research; marketing research process; online marketing research; organizing market research activities; market attractiveness research; marketing market research to forecast demand and sales; marketing research for sales analysis; market segmentation; consumer segmentation; consumer value analysis; market research as a function of marketing mix instruments (product, price, sales channels, promotion); competition analysis; market research to define competitive strategies; specificity of international market research; international market research process; MIS in International Marketing Research.

Practical course work

Case studies of well-known companies for analyzing the market research process; creating a survey questionnaire for managers for market research purposes; creating a survey questionnaire for buyers/consumers for market research purposes; case studies of well-known companies for analysis of competitive strategies.

Literature:

1. Станковић Љ., Аврамовић М., Маркетинг истраживања, Економски факултет, Ниш, 2007.
2. Aaker D., Kumar V., Dej Dž., Marketinško istraživanje, Ekonomski fakultet, Beograd, 2008.
3. Хасан Ханић, Истраживање тржишта, ВЕШ, Ваљево, 1997.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: New technologies and sustainable development

Professor: prof. Cvetko J. Andreeski, Phd, prof. Tatjana M. Đekić, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course introduces students to new technologies for sustainable development that prove to be a tool for all spheres of development that can help innovate business processes and operations and enable their faster integration into business systems. Focused on sustainability, the course addresses strategic approaches to address a range of climate, environmental, cyber-security threats, and other global risks, and aims to promote prosperity and economic growth.
In addition, it explores how the adoption of new technologies and collective action based on strategic theory can be applied when responding to a specific set of conditions that allow proposed strategies to cope with risks.

Course outcomes:

After successfully mastering the material, students will be able to participate in the implementation of projects of sustainable, long-term-oriented development based on new and safe technologies at different levels of companies, regions, and the national economy. Students will be able to recognize some direct and indirect impacts of existing and new technologies on the environment and people, and they will be able to present the possibility of reducing or eliminating unwanted effects.
Likewise, they will be able to identify the advantages and disadvantages of new technologies for sustainable life planning, as well as their impact on the further development of society.

Content of the course:

Theoretical lectures

A brief history of sustainable development, critical materials, energy, sustainable development assessment, steps, supply chain risk, introduction to the case study, scaling biopolymer production, use of new technologies in sustainable development, creating technological innovations for sustainable development, understanding innovation as a complex adaptive system, development of the social-technical nature of innovation systems, familiarization with institutional changes of innovation systems

Practical course work

Case studies of non-linear changes in innovation systems, the problem of not following sequences in innovation phases, innovation system interventions, non-linear changes in new technologies, case studies of socio-technical characteristics that can diagnose obstacles to innovation, and the presence of positive network externalities. Socio-technical characteristics that facilitate learning through new technologies, a case study of how new technologies involve many actors working at different stages and scales, and how actors can change institutions to reorient new technologies towards sustainable development.

Literature:

1. Миленковић, Б., Привреда и животна средина: економска и еколошка међузависност, Факултет заштите на раду, Ниш, 1999.
2. Анђелковић, Б., Технолошки процеси и животна средина, Југословенски савез друштва инжењера и техничара, 2002.
3. Јакшић, Л., Маринковић С., Менаџмент одрживог развоја, ФОН, Београд, 2012.
4. Ђукановић М., Животна средина и одрживи развој, Елит, Београд, 1996.
5. Леви-Јакшић, М., Управљање технолошким развојем, Научна књига, Београд, 1990.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, group work...

Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: e-business management)

Course name: Risk management in the digital economy

Professor: prof. Dragan J. Stojanović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to familiarize students with the modern theory of risk management in the digital economy and e-business, which can be used to optimize processes for identifying, analyzing, and managing risks, as well as methods for quantifying risks. Students become familiar with the regulatory framework of risk management in e-business, as well as the place and role of using modern software tools in risk quantification and management.

Course outcomes:

Knowledge from this subject should enable students to identify potential risks in the digital economy and e-business, quantify them, observe the consequences of risks, and undertake adequate risk control procedures. Students will be familiar with the extended concept of risk management and with examples of modern information technologies used for these purposes. In this way, students acquire the ability to manage risks in an intelligent way that contributes to the creation of new value.

Content of the course:

Theoretical lectures

Concept of digital economy; Types, significance and characteristics of risks in the digital economy and e-business; Concept and process of risk management; Objectives and necessity of the risk management process in the digital economy and e-business; The importance of risk management in e-business; Definition and management of market risks; Definition and management of credit risk; Concept and management of operational risk in financial business; Management of liquidity risk, interest rate risk and foreign exchange risk in financial operations; Concept and types of VaR methods; Management of the portfolio of securities to minimize risk; Risk management regulatory framework; Risk management in the operations of depository financial institutions; Risk management in the business of non-depository financial institutions; The role and importance of the application of modern software packages for risk management.

Practical course work

Defining the term digital economy; Concept and characteristics of interest rate risk, liquidity risk, and country risk; Concept and characteristics of reputation risk, legal risk, and compliance risk; Phases of the risk management process in e-business; Classification of risk management objectives; The importance of risk management in the financial operations of various financial institutions; Market risk, and ways of measuring it; Models for quantifying credit risk; Concepts of operational risk measurement in financial business; Liquidity risk, forms and components of interest rate risk and types of foreign exchange risk; Quantitative risk measurement methods used within the VaR method; Selection of the optimal portfolio of securities using modern approaches in risk measurement; Risk management regulatory framework; Specifics of risk management in the business of financial institutions; Risk measurement and analysis using modern software packages.

Literature:

- Цветиновић М., *Управљање ризицима у финансијском пословању*, Универзитет Сингидунум, Београд, 2008.
- Станишић М., *Евалуација и ризик*, Универзитет Сингидунум, Београд, 2011.
- Стојановић Д., Крстић М., Јањић Бадули Љ., Управљање ризиком и осигурање, Висока пословна школа струковних студија, Лесковац, 2016.

Crouhy M., Galai D., Mark R., *The Essentials of Risk Management*, McGraw-Hill Companies, 2006.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, case studies, discussion, practical independent exercises, applied research work.

Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Strategic management accounting

Professor: prof. Dragana S. Ranđelović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to train students for the development and establishment of strategically oriented management accounting, to ensure the application of strategic management methods and techniques in the creation and management of the sustainable development of the company, with the monitoring and evaluation of the achieved performance, to improve the business.

Course outcomes:

After successfully mastering the material, students will: understand the information needs of strategic management; understand the role of strategic management accounting in business decision-making; be trained to apply accounting information and relevant information from the environment in strategic management; understand the application of strategic management techniques in the creation of competitive and corporate strategies; be able to apply the tools and techniques of strategic management accounting for the needs of managing products, customers, competition and segments.

Content of the course:

Theoretical lectures

Management accounting and changes in the environment; Strategic management process; The role of strategic management accounting in the company's information system; Components of enterprise performance and value creation; Strategic management accounting and business strategies; Competitive strategies and strategic management accounting, Corporate strategies, and strategic management accounting; Organizational and methodological foundations of a strategic management company.

Practical course work

Accounting information for business decision-making; Value creation, competitive advantage, and information needs of strategic management; Management accounting and strategic management accounting; Strategic analysis of costs, Strategic analysis of company performance; Organizational and methodological foundations of a strategic management company.

Literature:

1. Милићевић, В., *Стратегијско управљако рачуноводство*, Економски факултет, Београд, 2016.
2. Малинић, Д., Милићевић В., Стевановић Н., *Управљачко рачуноводоство*, Економски факултет, Београд, 2015.
3. Drury C., *Management and Cost Accounting*, 7th edition, South-Western Cengage Learning, 2008.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		

Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Strategic marketing management

Professor: prof. Mira R. Avramović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to the marketing activities of companies to align their potential with the needs of the market by applying appropriate marketing strategies. Marketing strategy is a central issue of marketing management. Decisions in strategic marketing have long-term consequences on the company's strategic position. Therefore, the main goal of the course is to acquaint students with the importance and types of marketing strategies that the company applies in its operations.

Course outcomes:

After successfully mastering the material, students will: understand the purpose and content of marketing strategy; be familiar with different marketing strategies of the company; understand the importance of marketing strategy in the global economy; and understand the purpose of control and audit of marketing activities.

Content of the course:

Theoretical lectures

Market orientation of the company; purpose and content of marketing strategy; implementation of marketing strategy; marketing strategies for adapting the company's offer to the needs of the market; marketing strategy and competitive advantage; marketing strategy of new product development; brand and marketing strategy; strategic approach to price formation; marketing strategy for maintaining and increasing market share; marketing strategy of market segmentation; marketing strategy of differentiating the offer; marketing strategy of product positioning; marketing strategies in the global economy; marketing strategy and organizational structure of the company; control of marketing activities; audit of marketing activities.

Practical course work

Analysis of the success of applying marketing strategies (case study); analysis of the success of the application of new product development strategies (case study); analysis of the strategy of creation, measurement, and monitoring of brand value (case study); analysis of product positioning strategy (case study); analysis of the success of marketing strategies in the global economy (case study).

Literature:

1. Милисављевић М., Стратегијски маркетинг, Економски факултет, Београд, 2010.
2. Colin Gilligan, Richard M.S. Wilson, Strategic Marketing Planning, 2nd Edition, Taylor & Francis, 2009.
3. Pol Fajfild, Strategije u marketingu, Clio, Beograd, 2003.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Corporate finance

Professor: prof. Tanja S. Janaćković, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course introduces students to modern corporate finance, the basic principles of financial management and their application in the decision-making process; the organization of business entities, the role of the financial manager and the financial markets in which the financial manager operates; functions of financial markets and institutions; the principles and operation of the dimension of the time value of money; characteristics and valuation of bonds and shares; investment decisions of companies; cost of capital; financing decisions; analysis of financial reports and financial planning; international financial management.

Course outcomes:

After successfully mastering the material, students will: be able to identify and explain the problems of corporate finance; understand how financial markets and institutions channel savings into corporate finance; be able to analyze and interpret the information contained in the balance sheet, profit, and loss account and cash flow statement; be able to assess risk and return and explain the difference between risk and return; be familiar with the general principles of valuation of bonds and shares; be able to correctly distinguish and apply different methods of evaluation of investment projects and to choose the best option; understand the practical problems of capital budgeting in large companies; master the methods used by companies for efficient working capital management and evaluate the necessary working capital in the company; be able to identify and compare funding sources, create an optimal capital structure and make an optimal decision on dividends.

Content of the course:

Theoretical lectures

Basics of corporate finance; organization of business entities and the role of the financial manager; functions of financial markets and institutions; time value of money; determining the value of bonds; valuation of shares; investment decision-making; risk, return on investment, and cost of capital; capital budgeting; introduction to corporate finance and management; debt and shareholder payout policy; financial reports and financial analysis; financial planning; management of net working capital; international financial management.

Practical course work

Analysis and interpretation of data from financial reports; valuation of shares; determining the value of bonds; analysis of project cash flows based on standard financial statements; creation of a financial planning model; preparation of the company's short-term financial plan; management of net working capital; corporate finance in practice (examples of companies from developed countries).

Literature:

1. Brili, R. A.; Majers, S. K.; Markus, A. Dž., *Osnovi korporativnih finansija*, MATE d.o.o., Beograd, 2007.
2. Damodaran, A., *Korporativne finansije – teorija i praksa*, MODUS – Centar za statistička istraživanja i prognoze, Podgorica, 2007.
3. Van Horne J. C.; Wachowicz, JR., J. M., *Osnovi finansijskog menadžmenta*, DATA STATUS, Beograd, 2007.
4. Станчић, П., *Савремено управљање финансијама предузећа*, Економски факултет Универзитета у Крагујевцу, Крагујевац, 2006.
5. Малинић, Д. *Политика добити корпоративног предузећа*, Економски факултет Универзитета у Београду, Београд, 2007.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.			
Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Valorization of tourist potential

Professor: prof. Lidija D. Simončeska, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The goal of the course is for students to acquire theoretical knowledge about tourism valorization as one of the most important and complex issues in tourism theory and practice, as well as to master the techniques and methods of partial and complex valorization of tourist potential.

Course outcomes:

After successfully mastering the subject, students will adopt a conceptual framework for the analysis and assessment of tourism potential and will be trained for research activities in the field of evaluation, activation, and implementation of elements, phenomena, and processes in space that enable the development and improvement of tourism development.

Content of the course:

Theoretical lectures

Space and tourism; Properties and classification of tourist resources; Introduction to the valorization of tourist potential; Valorization process in tourism; Principles of tourism potential valorization; Methodological approach to the valorization of tourist potential; Analysis of spatial components as special values; Resources and natural environment; Resource types and resource consumption; Principles of valuation of natural potential; Methods of valuation of natural potential; Principles of evaluation of anthropogenic potential; Methods of evaluating anthropogenic potential; Models of tourism valorization; Stakeholder approach to tourism valorization.

Practical course work

Concept and elements of tourism valorization; Basic dimensions of attractiveness; Evaluation of the attractiveness of natural resources; Evaluation of the attractiveness of anthropogenic resources; Types and valorization of natural tourist resources; Types and valorization of anthropogenic tourism resources; Use, organization, and protection of space; The role of attractiveness and arrangement of space in the development of tourism; Concept and components of carrying capacity of tourist area; Degree of the utilization of tourist space; The concept of protected natural assets; The concept of protected cultural goods; Model of tourism valorization of the World Tourism Organization; The Hilary du Cros model for evaluating the tourist potential of cultural assets; Application of tourism valorization methods on the examples of specific tourist destinations.

Literature:

1. Максин, М. *Туризам и простор*, Универзитет Сингидунум, Београд, 2012.
2. Јовановић, В. *Туризам и простор*, Универзитет Сингидунум, Београд, 2017.
3. Вуконић Б., Туризам и развој: појам, начела, поступци, Микрорад, Загреб, 2001.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		

Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: E-learning

Professor: prof. Miljana K. Stojković -Trajković, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course aims to acquaint the student with the approaches, types, and components of e-learning as well as with the appropriate systems and platforms used in e-learning. Also one of the objectives of the course is to show the student how to create an e-course..

Course outcomes:

After successfully mastering the subject, the student will be able to apply certain strategies to choose the system and platform that he will use for e-learning in his organization, as well as to independently create e-courses and interactive content.

Content of the course:

Theoretical lectures

History of e-learning; Reasons for implementing e-learning in an organization; e-learning - approaches and components; the difference between e-learning, distance learning, online learning, and hybrid learning; models of technology acceptance and learning; synchronous and asynchronous e-learning; learning management systems and educational content management systems, platforms (Edmodo, Moodle, Blackboard); System and platform selection strategies, preparation of e-learning courses; creating interactive content.

Practical course work

Analysis of approaches and components in e-learning and hybrid learning; Using models (Tam, Utaut) to examine the acceptance of technology in learning; Practicing the use of WEB 2.0 tools; Using certain software and strategies, choose the appropriate system and platform for preparing an e-course for an organization; Design a short e-learning course for an organization following the ADDIE model and taking into account content, team, necessary technology, course delivery and evaluation; Course creation and implementation of interactive content; Presentation of created courses and mutual comparison of platforms.

Literature:

1. Glušac, D., *Elektronsko učenje*, Technical faculty Mihajlo Pupin, Zrenjanin, 2012.
2. Ghirardini, B., *E-learning methodologies: A guide for designing and developing e-learning courses*, Food and Agriculture Organization of the United Nations, 2011.

3. Epignosis L.L.C., *E-learning concepts*, trends, applications, 2014.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Hybrid teaching with individual approach, work in teams and pairs.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	15		
Study work	20		
Presentation	10		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Electronic distribution systems in tourism

Professor: prof. Predrag D. Stamenković, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to acquaint students with the application of the most important information and communication technologies in tourism. Special attention is devoted to the study of the Internet, central reservation systems, as well as the application of global distribution systems (GDS) in tourism.

Course outcomes:

The course is designed to provide students with an understanding of the key concepts of GDS, tools, and theories used in modern tourism business. At the end of the course, students will be able to use the most important information and communication technologies in tourism.

Content of the course:

Theoretical lectures

Concept and way of functioning of global distribution systems (GDS); computer reservation systems (CRS) and their development; transition from CRS to GDS; global distribution systems today; GDS inventory management and display system; GDS pricing system; map generator and other GDS components; report generator from the GDS database; leading global distribution systems in the world; GDS - Amadeus; GDS - Galileo; GDS - Sabre; GDS - Worldspan; other GDS systems and applications; Intranet and Extranet.

Practical course work

Evolutionary development of computer reservation systems to date; global distribution systems today; Amadeus distribution network; AIS – Amadeus information system; Amadeus companion applications; history of Galileo; basic functions of Galileo; Saber functions; Saber passenger network; Saber Aviation Solutions; Travelocity; WorldTracer - system for handling lost luggage; Extranet in-flight catering system; the cost of using global distribution systems; legal regulation of global distribution systems.

Literature:

- Његуш, А. Информациони системи у туристичком пословању. Универзитет Сингидунум, 2010.

Јовановић, В., Ђурђев, Б., Срдић, З. Станков, У. *Географски информациони системи*. Универзитет у Новом Саду, Природно-математички факултет, 2012.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: E-logistics and customer relationship management in e-business

Professor: prof. Mira R. Avramović, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to the importance of electronic business in the supply chain and the concept of customer relationship management. In the modern knowledge-based economy, competitive advantage is increasingly achieved by establishing, developing, and improving client relationships. Relationship marketing is essential to improving the business performance of an organization. The course aims to train students, by acquiring appropriate knowledge and skills, for effective management of the supply chain and marketing relations with relevant organizations.

Course outcomes:

After successfully mastering the material, students will: understand the essence of logistics and the concept of supply chain management; understand the importance of supply chain coordination; coordination problems; development of strategic partnerships within the supply chain; understand the importance of applying different forms of electronic business in supply chains; be familiar with the concept of client relationship management and understand the importance of applying modern technology for the development of client relationship management.

Content of the course:

Theoretical lectures

Concept and definition of logistics (supply chain); supply chain management concept; supply chain coordination; building strategic partnerships and trust within the supply chain; the role of electronic business in the supply chain; impact of electronic business on supply chain performance; concept of logistics information systems; quality in logistics; international logistics; partnership between business entities; characteristics of the concept of customer relationship management; development factors of relational marketing; effects of applying the concept of customer relationship management; technology in the function of development of client relations management.

Practical course work

Case studies of well-known companies that apply electronic business in the supply chain; case studies for building partnerships in supply chains - integration and cooperation processes; case studies of the development of good coordination in the supply chain; analysis of the application of the concept of client relationship management in practice (case study).

Literature:

1. Ловрета С., *Менаџмент односа са купцима*, Економски факултет, Београд, 2010.
2. Божић В., Аћимовић С., *Маркетинг логистика*, Економски факултет, Београд, 2019.
3. Нада Барац, *Стратегијски менаџмент логистике*, СКЦ, Ниш, 2006.
4. Chopra S., Meindl, P., *Supply Chain Management: Strategy, Planning, and Operation*, 6 th edition, Essex, NE: Pearson Education, 2016.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-

Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Hotel management

Professor: prof. Predrag D. Stamenković, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The aim of the course is to acquaint students with modern management trends in the hotel industry, while forming attitudes towards the hotel industry as an activity of key importance for the development of tourism and the tourism industry, as well as understanding the importance of the hotel industry for the overall social and economic development of the economy of certain territories (towns, regions, countries).

Course outcomes:

After successfully mastering the material, students will: acquire knowledge about the spatial, technical-technological, organizational process and economic specificities of hotel management as an economic activity; understand the market dimension of the hotel industry and the necessity of different forms of its manifestation in practice; understand and manage business instruments in the hotel industry.

Content of the course:

Theoretical lectures

contemporary trends in service activities; conceptual basics of hotel management; business orientation of hotel companies; strategic management in a hotel company; planning as a phase of the management process in a hotel company; organizing as a phase of the management process in a hotel company; leadership as a phase of the management process in a hotel company; control as a phase of the management process in the hotel company; human resources management in a hotel company; hotel units and premises; reception business technique; hotel business with agencies; growth and development of international hotel chains; business connection of hotel companies; strategic adaptation of hotel services to market trends in the coming years.

Practical course work

the most important characteristics of the hotel and tourist market; defining and importance of hotel industry for the development of tourism; hotel companies and business globalization; management of business operations and finances in a hotel company; basics of planning in a hotel company; the basics of the process of organizing in a hotel company; basics of leadership in the hotel business; the basics of the control process in the hotel company; formation and functioning of the work team in the hotel; management of the organizational structure of the hotel company; hotel reservation, hotel diary and other documentation; contracts between hospitality companies and travel agencies and settlements with agencies; basic methods of growth and development of catering chains; forms of connecting hotel companies; ways of adapting hotel companies to market requirements.

Literature:

- Чачић, К. *Пословање хотелских предузећа*, Универзитет Сингидунум, Београд, 2014.
- Станишић, М., Николић, Д.. *Контрола и ревизија хотелског пословања*, Универзитет Сингидунум, Београд, 2009.

Лончар, М. *Менаџмент у хотелијерству*, Висока хотелијерска школа струковних студија, Београд, 2008.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**

Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Internet financial reporting

Professor: prof. Dragana S. Ranđelović, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course aims to acquaint students with theoretical-methodological foundations of preparation and presentation of financial reports; relevant international and national accounting regulations; application of modern information technologies in accounting and financial reporting; and internet financial reporting.

Course outcomes:

After successfully mastering the material, students will: be able to prepare financial reports, respecting the requirements of the relevant international, European, and national accounting regulations; be familiar with the concept of non-financial and integrated reporting; understand the place and role of the accounting information system in the company's information system; to be familiar with the application of information technologies in accounting and the potential of accounting software based on Internet technology; be familiar with international standards and other regulations in the field of electronic collection, processing and distribution of information, understand the concept of XBRL standards for the needs of business reporting.

Content of the course:

Theoretical lectures

Financial reporting and information needs of internal and external users; Transparency of financial reporting and corporate governance; Internationalization of business and financial reporting; Normative framework of financial reporting; Professional accounting regulation; Normative framework of financial reporting of the European Union, Accounting integrated reporting; Accounting information system and financial reporting information system; Information technologies in financial reporting; Cloud accounting and financial reporting; XML and XBRL standard, Control of the financial reporting system when implementing the XBRL standard; Accounting software and cloud technologies;.

Practical course work

Financial reporting process; Harmonization of financial reporting; Legal accounting regulations; Conceptual framework of financial reporting; Global accounting standards - application of the IFRS/IAS framework; National accounting regulations; Regulation in the field of non-financial reporting; Subsystems of the accounting information system; Regulatory framework of financial reporting on the Internet; XBRL reporting process; Characteristics of accounting software;

Literature:

1. Петровић З., Кнежевић Г., Милојевић М., *Рачуноводствени информациони системи*, Универзитет Сингидунум, Београд, 2016.
2. Петровић З., *Финансијско извештавање*, Универзитет Сингидунум, Београд, 2017.
3. Nobes, C., Parker, R., *Comparative International Accounting*, 10th edition, Prentice Hall, 2008.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer cabinet, group work, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**

Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Management of e-tourism

Professor: prof. Predrag D. Stamenković, Phd

Subject status: compulsory

ECTS: 6

Requirements: no requirements

Aim of the course:

The aim of the course is to acquaint students with contemporary issues of the use of electronic technologies in tourism management. Special emphasis is placed on familiarizing students with e-tourism and its impact on the business of travel agencies and tour operators.

Course outcomes:

After successfully mastering the material, students will acquire competencies within the framework of theoretical and practical knowledge of e-business, e-commerce, transactions and systems for the realization of e-business and management.

Content of the course:

Theoretical lectures

The concept of e-tourism and its impact on the business of travel agencies and tour operators; the development path of the application of information technologies in tourism; application of information technologies in tourism enterprises; advantages and limitations of the Internet and ICT; tourist market, consumers and use of ICT; e-tourism and its impact on the tourist offer; application of ICT in air traffic; the impact of online sales on jeopardizing the position of classic travel agencies; application of ICT in hospitality (e-hospitality); application of ICT in the business of travel organizers (e-tour operators); application of ICT in travel agencies (e-travel agencies); application of ICT in destination management (e-destinations); e-tourism and future intermediaries (eMEDIARIES).

Practical course work

Electronic business in tourism; regulation of electronic business; electronic technologies in business (electronic information systems, electronic data exchange, electronic data numbering, internet, mobile technologies); electronic business activities (electronic trade, electronic retail, mobile trade, electronic foreign trade, electronic production, and distribution); protection and security of transactions; electronic business in tourism in Serbia; Development directions of electronic business..

Literature:

1. Његуш, А. *Информациони системи у туристичком пословању*. Универзитет Сингидунум, 2010.
2. Черовић, С. *Менаџмент у туризму*, Природно-математички факултет Нови Сад, 2003.
3. Шапић, Д. *Пословање преко Интернета*, Даниел Принт, Нови Сад, 2004.
4. Buhalis, D. *eTourism Information Technology for Strategic Tourism Management*, FT, Prentice Hall, London, 2003.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45

Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Marketing management services

Professor: prof. Mira R. Avramović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to the characteristics of services and the importance of services for the development of the economy and society. Students will get to know the characteristics of marketing in the service sector through: consumer analysis; management of relations with consumers in the service sector; instruments of the marketing mix of services.

Course outcomes:

After successfully mastering the material, students will understand the characteristics of services; understand the importance of services for the development of the economy and society; be familiar with marketing mix instruments in the service sector; understand consumer behavior in the process of purchasing services; be familiar with the concept of customer relationship management in the service sector.

Content of the course:

Theoretical lectures

Characteristics and types of services; the importance of services for the development of the economy and society; characteristics of marketing in the service sector; consumer behavior in the process of purchasing services; satisfaction and loyalty of service consumers; service market research; the strategy of developing long-term relations with consumers; service company strategy in situations of consumer dissatisfaction; creating a service product; branding and positioning in the service sector; service process management; service environment as an element of the marketing mix; the influence of the human factor on the service offer; service distribution channels; price as an instrument of service marketing mix; integrated marketing communications of service organizations.

Practical course work

analysis of the development of services in the world; analysis of the development of services in the Republic of Serbia; case studies of service organizations.

Literature:

1. Вељковић С., Маркетинг услуга, Економски факултет, Београд, 2009.
2. Bateson J., Hoffman D., Маркетинг услуга, Дата статус, Београд, 2013.
3. Филип Котлер, Маркетинг менаџмент, Датастатус, Београд, 2006.
4. Чедомир Љубојевић, Менаџмент маркетинг услуга, Стилос, Нови Сад, 1998.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: New technologies and sustainable development

Professor: prof. Cvetko J. Andreeski, Phd, prof. Tatjana M. Đekić, Phd

Subject status: elective course

ECTS: 8

Requirements: no requirements

Aim of the course:

The course introduces students to new technologies for sustainable development that prove to be a tool for all spheres of development that can help innovate business processes and operations and enable their faster integration into business systems. Focused on sustainability, the course addresses strategic approaches to address a range of climate, environmental, cyber-security threats, and other global risks, and aims to promote prosperity and economic growth.
In addition, it explores how the adoption of new technologies and collective action based on strategic theory can be applied when responding to a specific set of conditions that allow proposed strategies to cope with risks.

Course outcomes:

After successfully mastering the material, students will be able to participate in the implementation of projects of sustainable, long-term-oriented development based on new and safe technologies at different levels of companies, regions, and the national economy. Students will be able to recognize some direct and indirect impacts of existing and new technologies on the environment and people, and they will be able to present the possibility of reducing or eliminating unwanted effects.
Likewise, they will be able to identify the advantages and disadvantages of new technologies for sustainable life planning, as well as their impact on the further development of society.

Content of the course:

Theoretical lectures

A brief history of sustainable development, critical materials, energy, sustainable development assessment, steps, supply chain risk, introduction to the case study, scaling biopolymer production, use of new technologies in sustainable development, creating technological innovations for sustainable development, understanding innovation as a complex adaptive system, development of the social-technical nature of innovation systems, familiarization with institutional changes of innovation systems

Practical course work

Case studies of non-linear changes in innovation systems, the problem of not following sequences in innovation phases, innovation system interventions, non-linear changes in new technologies, case studies of socio-technical characteristics that can diagnose obstacles to innovation, and the presence of positive network externalities. Socio-technical characteristics that facilitate learning through new technologies, a case study of how new technologies involve many actors working at different stages and scales, and how actors can change institutions to reorient new technologies towards sustainable development.

Literature:

1. Миленковић, Б., Привреда и животна средина: економска и еколошка међузависност, Факултет заштите на раду, Ниш, 1999.
2. Анђелковић, Б., Технолошки процеси и животна средина, Југословенски савез друштва инжењера и техничара, 2002.
3. Јакшић, Л., Маринковић С., Менаџмент одрживог развоја, ФОН, Београд, 2012.
4. Ђукановић М., Животна средина и одрживи развој, Елит, Београд, 1996.
5. Леви-Јакшић, М., Управљање технолошким развојем, Научна књига, Београд, 1990.

Total number of active teaching classes:	**Lectures:** 45	**Practical course work:** 45

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, group work...

Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Strategic management accounting

Professor: prof. Dragana S. Ranđelović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course aims to train students for the development and establishment of strategically oriented management accounting, to ensure the application of strategic management methods and techniques in the creation and management of the sustainable development of the company, with the monitoring and evaluation of the achieved performance, to improve the business.

Course outcomes:

After successfully mastering the material, students will: understand the information needs of strategic management; understand the role of strategic management accounting in business decision-making; be trained to apply accounting information and relevant information from the environment in strategic management; understand the application of strategic management techniques in the creation of competitive and corporate strategies; be able to apply the tools and techniques of strategic management accounting for the needs of managing products, customers, competition and segments.

Content of the course:

Theoretical lectures

Management accounting and changes in the environment; Strategic management process; The role of strategic management accounting in the company's information system; Components of enterprise performance and value creation; Strategic management accounting and business strategies; Competitive strategies and strategic management accounting, Corporate strategies, and strategic management accounting; Organizational and methodological foundations of a strategic management company.

Practical course work

Accounting information for business decision-making; Value creation, competitive advantage, and information needs of strategic management; Management accounting and strategic management accounting; Strategic analysis of costs, Strategic analysis of company performance; Organizational and methodological foundations of a strategic management company.

Literature:

1. Милићевић, В., *Стратегијско управљако рачуноводство*, Економски факултет, Београд, 2016.
2. Малинић, Д., Милићевић В., Стевановић Н., *Управљачко рачуноводоство*, Економски факултет, Београд, 2015.
3. Drury C., *Management and Cost Accounting*, 7th edition, South-Western Cengage Learning, 2008.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		

Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-business; module: Management of e-tourism and hotel industry)

Course name: Strategic marketing management

Professor: prof. Mira R. Avramović, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The course introduces students to the marketing activities of companies to align their potential with the needs of the market by applying appropriate marketing strategies. Marketing strategy is a central issue of marketing management. Decisions in strategic marketing have long-term consequences on the company's strategic position. Therefore, the main goal of the course is to acquaint students with the importance and types of marketing strategies that the company applies in its operations.

Course outcomes:

After successfully mastering the material, students will: understand the purpose and content of marketing strategy; be familiar with different marketing strategies of the company; understand the importance of marketing strategy in the global economy; and understand the purpose of control and audit of marketing activities.

Content of the course:

Theoretical lectures

Market orientation of the company; purpose and content of marketing strategy; implementation of marketing strategy; marketing strategies for adapting the company's offer to the needs of the market; marketing strategy and competitive advantage; marketing strategy of new product development; brand and marketing strategy; strategic approach to price formation; marketing strategy for maintaining and increasing market share; marketing strategy of market segmentation; marketing strategy of differentiating the offer; marketing strategy of product positioning; marketing strategies in the global economy; marketing strategy and organizational structure of the company; control of marketing activities; audit of marketing activities.

Practical course work

Analysis of the success of applying marketing strategies (case study); analysis of the success of the application of new product development strategies (case study); analysis of the strategy of creation, measurement, and monitoring of brand value (case study); analysis of product positioning strategy (case study); analysis of the success of marketing strategies in the global economy (case study).

Literature:

1. Милисављевић М., Стратегијски маркетинг, Економски факултет, Београд, 2010.
2. Colin Gilligan, Richard M.S. Wilson, Strategic Marketing Planning, 2nd Edition, Taylor & Francis, 2009.
3. Pol Fajfild, Strategije u marketingu, Clio, Beograd, 2003.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, and applied research work.

Evaluation (maximum points 100)

Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		

Study program: Business economics and e-business (module: Management of e-tourism and hotel industry)

Course name: Tourism and local economic development

Professor: prof. Predrag D. Stamenković, Phd

Subject status: elective course

ECTS: 6

Requirements: no requirements

Aim of the course:

The aim of the course is to acquaint students with the basics of local and balanced regional development of tourism, as well as to acquire knowledge about theoretical concepts of regional development, past and future local and regional development of Serbia and local and regional development within the European Union.

Course outcomes:

Acquiring knowledge about the instruments and techniques of integrating tourism into the general concept of the development of wider local entities through its spatial and functional integration; building competencies for determining local and regional priorities of tourism development in Serbia and the European Union; mastering the skills for harmonizing the development of tourism with other activities..

Content of the course:

Theoretical lectures

The regional economy as a scientific discipline; the concept and essence of local and regional development; theoretical conceptions of local and regional development; definition and typology of economic regions; regionalization - the process of forming regions; basic characteristics of local and balanced regional development of Serbia; local and regional development of agriculture and industry in Serbia; local and regional development of Serbian tourism; the scale of local and regional disproportions in Serbia; factors and conditions of local and regional development of Serbia; regionalization of the Republic of Serbia; Economic and systemic basis of local and regional development of Serbia; institutional assumptions of local and regional development in Serbia; local and regional development in the European Union; determination and assessment of local and regional differences in Serbia; determination and assessment of local and regional differences in the European Union.

Practical course work

Interdependence of local economic development and tourism; conceptions and models of local and regional development; tourism in concepts of local development; tourism as an economic activity; contribution of tourism to the generation of gross domestic and gross national product, foreign trade balance, increase in employment, changes in the economic structure and balanced regional development; direct, indirect and induced effects; TSA (Tourist Satellite Accounts); tourist multipliers; elasticity of tourist demand; participation of tourism in the GDP of different regions and local governments; tourism development as a factor of local and regional differentiation; tourism as a factor of geospace homogenization; tourist regions - instruments of spatial development; the role of tourism in the development of economically underdeveloped local areas.

Literature:

- Унковић, С. Зечевић, Б., *Економика туризма*, Економски факултет, Београд, 2007.
- *Стратегија развоја туризма Републике Србије*, Министарство трговине, туризма, телекомуникација, Влада РС, 2016.
- Аранђеловић, З., Глигоријевић, Ж., *Регионална економија*, СВЕН, Ниш, 2010.
  Глигоријевић, Ж., *Туризам - карактеристике и перспективе развоја*, СВЕН, Ниш, 2012.

Total number of active teaching classes:	**Lectures:** 30	**Practical course work:** 30

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work, and applied research work.

Evaluation (maximum points 100)			
Pre-exam activities	**Points**	**Final exam**	**Points**
Active participation in lecture classes	5	Written exam	-
Active participation in practical course work	5	Oral exam	45
Colloquium	30		
Seminar paper	15		