

Study program: Tourism and Catering (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: BUSINESS ECONOMICS			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 8			
Prerequisite: Enrolled in the first semester			
Aim of the course Getting acquainted with economic laws and all factors that significantly affect the efficiency of growth and development of the company as a subject of market economy, and its adaptation to the domestic and world environment.			
Outcome of the course After passing the exam, the student knows the basic features of the company, understands the management of business results and can demonstrate the ability to interpret the efficiency of the company.			
Course content Theoretical classes: The emergence and development of economics as a science, the basics of entrepreneurship, the characteristics of a company, the types of companies by size, organization, activities and ownership. Company as a subject of market economy, management of company assets, cost management, business results management and profit distribution in the company. Business efficiency of the company, growth and development, as well as the basics of operational and strategic management. Practical teaching: Introducing students to specific examples from practice in organizing, doing business and managing on the spot in companies and other business entities in the immediate environment. Realization of a practical seminar work on the topic: Business efficiency of a specific company. Consultations during the preparation, presentation and defence of theoretical seminar papers. Evaluation and analysis of realized teaching. Preparation and implementation of the Preliminary exam and preparation for the exam.			
Literature: Basic literature 1. Karavidić S., Ivković D., Radosavljević, K., 2015, Business Economics, PEP, Belgrade. Supplementary literature 2. Vujović S: Business Economics, FPE, Belgrade, 2009.			
Number of hours of active teaching			Other classes
Classes: <b>3</b>	Practise: <b>3</b>	Other forms of teaching:	
Study research:			
Teaching methods: Lectures are auditory and are accompanied by a presentation of teaching content. Exercises are realized in the following way: - classroom, where topics from lectures are updated, students' knowledge is checked, seminar papers and instructions are issued and successfully solved examples from the course content are presented, - consultative, where consultations are made about seminar papers by student; -demonstrative, where seminar papers are presented and defended.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	<b>points</b>	<b>Final exam</b>	<b>points</b>
Preparation for classes and attendance	<b>20</b>	<b>Written exam</b>	<b>50</b>
Practical seminar work	<b>15</b>	Oral exam	
Preliminary exam	<b>15</b>	practical	
Preparation for presentation and defence of the paper			

Study program: Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: SOCIOLOGY			
A teacher:			
Course status: required			
Number of ECTS credits: 7			
Prerequisite: Enrolled in the second semester, attended classes in the subject and realized pre-examination obligations			
Aim of the course Transferring practical skills and knowledge to the student through acquaintance with social-humanistic contents and determinants of modern global society in order to understand basic particular and global social processes, as well as mastering elementary methodological knowledge for collecting relevant social facts.			
Outcome of the course After passing the exam, the student mastered the fundamental socio-humanistic knowledge of modern society, as well as the initial training for sociometric and survey research of public opinion using the methods of referrals and interviews.			
Course content Theoretical classes: Subject of sociology. Sociological research methodology. Scientific explanation, laws and theories. Sociological schools and directions. Society and the individual. Social groups. Reference groups. Family and marriage. Cyber groups and virtual communities. Non-reference groups. Social stratification. Social mobility. Social control. Equality and inequality. Power, power, authority. The ruling and middle classes. Cyber stratification. Social communities. Country. Law, legal order, rule of law. Freedom and human rights. Democracy. Political structure of society. Social communities. Country. Law, legal order, rule of law. Freedom and human rights. Democracy. Political structure of society. Civil society. An open society. Welfare state. A citizen. Non-governmental organizations. Culture. Tradition. Custom. Morality. Mass media, multimedia, media globalization, Internet. Religion. Contemporary typology of global societies. Social values and a view of the future. Practical teaching: A closer explanation of some of the topics covered in the lectures. Application and practice of sociometric methods through training of students for survey and sociometric research. Preparation of preliminary exams and exams. Evaluation of realized teaching and analysis of its results.			
Literature: [1]. Pantelić-Vujančić S., (2014), Sociology, College of Business Economics and Entrepreneurship, Belgrade.			
Number of classes of active teaching	Theoretical classes: 2	Practical classes: 2	
Teaching methods Lectures are auditory and are accompanied by a presentation of teaching content. Exercises are realized in the following way: - classroom, where topics from lectures are updated, students' knowledge is checked, seminar papers and instructions are issued and successfully solved examples from the course content are presented, - consultative, where consultations are made about seminar papers by student; -demonstrative, where seminar papers are presented and defended.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	<b>Points</b>	<b>Final Exam</b>	<b>Points</b>
activity during the lecture	<b>20</b>	<b>Oral Exam</b>	<b>50</b>
Preliminary exam- the first	<b>15</b>		
Preliminary exam <b>-the second</b>	<b>15</b>		

Study program: Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - the FIRST LEVEL			
Course title: BUSINESS INFORMATICS			
Teacher:			
Course status: required			
Number of ECTS credits: 8			
Prerequisite: Enrolled in the first semester, completed the course and successfully completed pre-examination obligations			
Aim of the course Introducing students to the basic computer concepts, technological components of computers and the relationship between computer hardware and software through the study of the principles of computer technology and modern information technology, computer architecture concepts and basic functional parts of the operating system, through computer network architectures, protocols and Internet services as well as with classical data organization and basic database design techniques in IS.			
Outcome of the course After passing the exam, the student has basic theoretical and practical knowledge in the field of computer architecture and organization, understands the basic concepts of operating systems, knows the basic concepts, computer networks, the possibility of using Internet / Intranet services and network protocols.			
Course content Theoretical classes: Fundamentals of systems theory. Cybernetics and systems management. Informatics and computing. Business application of computers. Business Informatics. Computer systems (development, categories, structure, components, input and output units, data storage units, mathematical and logical bases of computers). Computer software (concept and division, operating systems - OS, OS characteristics for certain types of processing; graphic OS, programming languages, application software, application programming) Computer networks (concept and purpose, types, passive and active network equipment, computer interfaces, computer communication and communication protocols, topology, possible attacks and protection of computer networks, internet, intranet and extranet). Data organization (organizational data units, file size and volume, basic forms of processing, organization and search method). Databases (classic data processing system and database-based approach). Practical classes: Identification of personal computer components, computer architecture and organization, processor, memory and computer networks. Introduction to the operating system. Working with internet explorer and getting acquainted with internet services. Preparation of preliminary exams and exams. Evaluation of realized teaching and analysis of its results.			
Literature: [1]. Živadinović J., Medić Z., Skorup, A., (2016), Business Informatics, College of Business Economics and Entrepreneurship Belgrade [2]. Mikarić, B., 2010, Computer technologies, practicum, Kruševac, ICIM			
Number of hours of active teaching	Theoretical classes: 3		Practical classes: 3
Teaching methods Lectures are auditory, fully supported by video slides and demonstrations of work in computer programs, and are performed with the help of video projectors and computers with Internet access with all students. Exercises are performed in groups in a computer laboratory with a video projector and Internet access, as: 1) laboratory, for practical work in the MS Windows operating system and MS Word; 2) discussion, which takes place through questions and answers, 3) demonstration, for the presentation and defence of four independent tasks for independent work.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	<b>Points</b>	<b>Final Exam</b>	<b>Points</b>
Preparation for classes and attendance	<b>20</b>	Written Exam	
Two practical tasks for independent work	<b>30</b>	Oral exam	
Preliminary exam		<b>Practice</b>	<b>50</b>
Preparation for presentation and defence of the paper			

Study program : Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: BASICS OF MARKETING			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 7			
Prerequisite: enrolled in the first semester			
Aim of the course The goal is to master the necessary knowledge about the role of marketing in the context of achieving customer satisfaction.			
Outcome of the course After passing the exam, the student knows the function of marketing in achieving the goals of the business-production system, understands the relationship between marketing and development, i.e. production, and can demonstrate the ability to define the advantages of a particular product over the competition.			
Course content Theoretical classes: Concept and definition of marketing, Origin and development of marketing concept, Marketing concept. Marketing system. The role of products in meeting customer needs, Opportunities and limitations in meeting customer needs, The importance of quality, price and delivery times of products, Cooperation of marketing, development and production in improving placements, Locating potential customers, Offer information system, Competition information, Product distribution channels , Pricing, Customer support systems during the use of products, Monitoring the results of placements and analysis of messages from the realization. Practical teaching: Renewal of topics from lectures, checking students' knowledge on certain topics. Case study from practice, with discussion. Visit to business organizations regarding the perception of marketing performance. Realization of practical seminar work in Pilot factory. Consultations during the preparation, presentation and defence of seminar papers. Evaluation and analysis of realized teaching. Preparation and implementation of the Preliminary exam and preparation for the exam.			
Literature Basic literature 1. Lukić, Lj., Fundamentals of Marketing, 2015, Kruševac, ICIM. 2. Dimitrijević, Lj., Cogoljević, M., Marketing, 2016, PEP, Belgrade. Supplementary literature 1. Bojović, P., Janjić S., and others, Business Marketing and Advertising, ŽIG, Zemun, 2009. 2. Kotler, P., 2003. Marketing, glossary from A to Z, Adizes, Novi Sad 3. Hanić, H., 2002. Marketing research and marketing information system, third edition, Faculty of Economics in Belgrade, Belgrade			
Number of hours of active teaching (distance learning consultations)			Other classes
Lectures:2	Practise: 2	Other forms classes: Study research Work:	
Teaching methods Lectures are auditory and are accompanied by a presentation of teaching content. Exercises are realized in the following way: - classroom, where topics from lectures are updated, students' knowledge is checked, seminar papers and instructions are issued, - consultative, where consultations are performed and related to the preparation of seminar papers by students on specific tasks; - demonstrative, where seminar papers are presented and defended.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points	Final Exam	Points
Preparation for classes and attendance	20	Written Exam	50
Practical seminar work	15	Oral Exam	
Preliminary exam	15	Practical	
Preparation for presentation and defence of the paper			

Study program: Economics in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: MACROECONOMICS			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 8			
Prerequisite: Enrolled in the second semester			
Aim of the course Introducing students to the basic laws of macroeconomics and macroeconomic relations according to which modern economies function.			
Outcome of the course After passing the exam, the student knows the basics of macroeconomics, understands the functioning of the economic system, the importance of determining and implementing current economic policy and can demonstrate the ability to see the importance of determining and implementing development strategies for both national and regional development strategies.			
Course content Theoretical classes: Economics, microeconomics and macroeconomics. Social production and its general characteristics. Economic growth and economic development. Indicators and factors of economic growth and development. Aggregate terms of production. Basic mechanisms of economic functioning and development management: economic system and economic policy. International macro management - macroeconomic categories (balance of payments, investments, sustainable economic development, living standards, etc.). Macroeconomic equilibrium. Demand and cost inflation. Labour market and unemployment. Economic cycles and the role of the state. The transition of macroeconomics. Practical teaching: Renewal of topics from lectures, checking students' knowledge on certain topics. Case study from practice, with discussion. Realization of two theoretical seminar papers on topics from the framework of the material covered in lectures. Consultations during the preparation, presentation and defence of theoretical seminar papers. Evaluation and analysis of realized teaching. Preparation and implementation of the Preliminary exam and preparation for the exam.			
Literature: Basic literature 1. Momirović, D., Cogoljević, D., Macroeconomics, PEP, Belgrade, 2015. Supplementary literature 2. Prof. dr Bogdan Ilić, Macroeconomics, VPŠ, Čačak, 2006.			
Number of hours of active teaching			Other classes
Classes: 3	Practise: 3	Other forms of teaching:	
Teaching methods: Lectures are auditory, performed with all students and accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. auditory, where cases from practice are analysed, with discussion, instructions are given for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	<b>points</b>	<b>Final Exam</b>	<b>Points</b>
Preparation for classes and attendance	<b>20</b>	<b>Written Exam</b>	<b>50</b>
Theoretical seminar paper	<b>15</b>	Oral Exam	
Preliminary exam	<b>15</b>	Practise	
Preparation for presentation and defence of the paper			

Study program: Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: BASICS OF MANAGEMENT			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 8			
Prerequisite: enrolled in the second semester			
Aim of the course The goal is to master the elements of the management process, especially the operational aspect.			
Outcome of the course After passing the exam, the student knows what management is (about the contents of the elements of managerial processes, the decision-making process, motivation, the importance and ways of basic communication), understands the functioning of business-production system, relations of parts and wholes, the role of middle managers in achieving goals. The importance of communication, organizing as one of the key means of using resources in achieving goals, and can demonstrate the ability to solve operational problems and achieve bilateral and group communication.			
Course content Theoretical classes: Management development, multidisciplinary character of management, management and entrepreneurship, efficiency and effectiveness, management process, system of goals and sub-goals, planning as a choice of way to achieve goals, organization to ensure activation of human resources, control in conjunction with planning - planning-control cycle, preventive and corrective control, subjective support in the context of the management process, leadership, motivation and decision making. Practical teaching: Tour of business systems from the environment. Publishing and preparation of a practical seminar work on the topic of planning and control cycle in the business system. Giving instructions, consultations and defence of practical seminar work. Evaluation and analysis of teaching realization. Preparation and implementation of the Preliminary exam and preparation for the exam.			
Literature Basic literature 1. Karavidić, S. et al., 2016, Management, PEP, Belgrade 2. Bulat, V., 2008, Management, ICIM +, Krusevac Supplementary literature 1. Djordjevic B., Management, V edition, ICIM +, Krusevac, 2005. 2. Živković, Ž., Et al., Fundamentals of Management, DŠIR - Bakar, Bor, 2002. 3. Wren D., and Voich D., Management, Process, Structure and Behaviour, translation, Grmeč - Economic Review, Belgrade, 2001.			
Number of hours of active teaching (distance learning consultations)			Other classes
Classes: 3	Practise: 3	Other forms of classes: Study research Work:	
Teaching methods The lectures are auditory and are realized with the help of a video presentation. Exercises are: 1. classroom, where seminar papers are published and instructions for their implementation are given; 2. demonstration, where students get acquainted with management in specific business systems. 3. consultative, where consultations are performed during the preparation of seminar papers; 4. demonstrative, where seminar papers are presented and publicly defended.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points	Final exam	points
Preparation for classes and attendance	20	Written exam	50
Practical seminar work	15	Oral exam	
Preliminary exam	15	Practise	
Preparation for presentation and defence of the paper			

Study program : Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: BUSINESS STATISTICS			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 7			
Prerequisite: enrolled in the second semester			
Aim of the course The aim is to master the knowledge of quantitative methods, especially of a stochastic nature, for use in solving problems in professional work.			
Outcome of the course After passing the exam, the student knows the basic concepts of mathematical statistics and methods based on it, understands which quantitative methods are used to solve appropriate problem models and can demonstrate ability to apply certain quantitative methods in solving specific professional problems.			
Course content Theoretical classes: Basic concepts of probability, random variable type of probability, statistics and sets, variation, types of means, standard deviations, sampling, verification of statistical hypotheses, regression and correlation for computer application, basics of linear algebra, linear programming - application of appropriate software. Nonlinear programming, dynamic programming, basics of financial mathematics, factor analysis. Practical teaching: Making assignments that belong to the topic that was done in the lectures. Practical training of students for the use of computers in thematic tasks with the use of available software for the areas studied in this course - software for statistical problem analysis (Excel and available on the Internet), for linear programming, for transport problem and scheduling model, as well as for multicriteria optimization methods. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.			
Literature Basic literature 1. Kvrđić, G., Economic Statistics, 2016. PEP, Belgrade Supplementary literature 1. Simonović, V., Tadić, D., Milanović, D., Quantitative methods, ICIM plus, Kruševac, 2005. 2. Tadić, D. and group of authors, Operational Research, ICIM plus, Kruševac, 2005. 3. Simonović, V. et al., Quantitative methods - a collection of solved problems, ICIM plus, Kruševac, 2006. 4. Petrić, J., et al., Operational Research, Scientific Book, Belgrade, 1989. 5. Jovanović, T., Quantitative methods, Faculty of Mechanical Engineering, Belgrade, 1996.			
Number of hours of active teaching (distance learning consultations)			Other classes
Classes: 2	Practise: 2	Other forms of classes: Study research Work:	
Teaching methods Lectures are performed in an auditorium and each thematic unit is explained theoretically and through illustrative examples. Exercises are auditive and laboratory. Illustrative examples are made in auditory exercises. Laboratory exercises in the computer classroom solve problems with the help of available software packages. Students are divided into smaller groups (up to 5 students in a group) and have the obligation to draft and publicly present four assignments for independent work.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
Preparation for classes and attendance	<b>20</b>	<b>Written exam</b>	<b>50</b>
Assignment for independent work	<b>15</b>	Oral exam	
<b>Preliminary exam</b>	<b>15</b>	Practise	
Preparation for presentation and defence of the paper			

Study program : Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)				
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL				
Course title: BUSINESS ENGLISH LANGUAGE I				
Teacher (Surname, middle initial, name):				
Course status: required				
Number of ECTS credits: 7				
Prerequisite: enrolled in the second semester				
Aim of the course Acquiring knowledge of the basics of English grammar necessary for mastering business English. Adoption of business vocabulary necessary for the realization of basic oral business communication. Enabling students to conduct interviews in specific business situations. Developing communication skills and business culture.				
Outcome of the course After passing the exam, the student knows how to adequately apply the grammatical material and rules of conducting business conversation, understands the interlocutor within the mentioned topics, newspaper advertisements in English, text on the processed topic, and can demonstrate competence in the following way: yes to give general information about himself, his job, the place where he lives and works, the company, the product, to have a conversation within the mentioned topics, to write a short autobiography, to make a chart analysis.				
Course content Vocabulary on topics: introduction, place where the student lives, works (country, city, apartment, office), working day, appointment, telephone, autobiography, providing information about the company, planning activities, analysis of activities performed, jobs and responsibilities, factory visit , characteristics of a leader, basic concepts in the field of economics, informatics, mathematics, production and service processes, the key to successful communication (proxemics), at a fair, on a business trip, in a hotel, restaurant, city orientation, shopping and complaints, presentation and advertising products, weather conditions. English grammar: nouns, pronouns, adjectives, article, construction There is / are, modal verbs (can, may, must), verb tenses (Present Simple / Continuous / Perfect / Perfect Continuous), numbers, quantifiers (much / many, little / few), adverbs, word construction, words of opposite meaning, question sentences (yes / no questions, special, tag-questions), passive, conditional sentences (3 types), sequence of tenses.				
Literature Basic literature 1. Milojević, V., 2016, Business English with correspondence, PEP, Belgrade 2. Ilić, G., 2011, Ready for Business I, ICIM, Kruševac Supplementary literature 1. Stojilovic., M. , 1999, Business English I, ICIM, Kruševac 2. Stojilović., M., 1998, Practice Your English, ICIM, Kruševac 3. Stojilović., M., 1996, English Practice Tests, ICIM, Kruševac				
Number of hours of active teaching (distance learning consultations)				
Classes: 2	Practise: 2	Other forms of classes	Study research work	Other classes
Teaching methods Lectures are performed in the auditory way with the presentation of teaching contents. Exercises are performed in the form of language exercises in which students practice all relevant elements of the English language such as pronunciation, grammar and spelling, develop all language skills - speaking, reading and writing.				
Knowledge assessment (maximum number of points 100)				
Pre-exam obligations	points	Final exam	Points	
Preparation for classes and attendance	20	Written exam		
Task for independent work	15	Oral exam	50	
<b>Preliminary exam</b>	15	practise		
Preparation for presentation and defence of the paper				



Study program : Economics in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)				
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL				
Course title: BASICS OF ACCOUNTING				
Teacher (Surname, middle initial, name):				
Course status: required				
Number of ECTS credits: 8				
Prerequisite: Enrolled in the third semester				
Aim of the course: Acquiring knowledge in the field of accounting in economic financial institutions, as well as at other levels of the organization through the study of the theory, organization and methodology of accounting.				
Outcome of the course: After passing the exam, the student knows the accounting principles and principles of accounting, understands the organizational structure of accounting and can demonstrate the ability to create a balance sheet of a small business.				
Course content Theoretical classes: The concept, role and importance of accounting, historical aspects of accounting development, organizational structure of accounting, accounting principles and principles, operational records, company assets, sources of funds, sources of non-operating funds, income and expenses, calculation of costs and effects in production, balance sheet and income statement, systematic and chronological records, accounting treatment of fixed assets, chart of accounts and chart of accounts, specifics of accounting of manufacturing companies, specifics of accounting of trade companies, bookkeeping of foreign economic exchange, fund accounting and public sector accounting Practical teaching: Closer explanation of topics from lectures and checking students' knowledge on certain topics. Realization of practical seminar work on the topic: Balance sheet and income statement of a specific company. Consultations during the preparation, presentation and defence of seminar papers. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
Literature: Basic literature 1. Kljenak-Vojteški D., Pavlović M., Financial Accounting, PEP, Belgrade, 2016. Supplementary literature 1. Mrdović B., Accounting Management, VPS, Čačak, 2006				
Number of hours of active teaching				Other classes
Classes: 3	Practise: 3	Other forms of classes	Study research work	
Teaching methods Lectures are auditory, performed with all students in the amphitheatre, with the help of a video presentation. Exercises are performed in groups of students in the auditorium, of the following type: 1. classroom, where certain topics from the lecture are explained, instructions are given for the preparation of a seminar paper; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.				
Knowledge assessment (maximum number of points 100)				
Pre-exam obligations	<b>Points</b>	<b>Final exam</b>	<b>points</b>	
Preparation and attendance of classes	<b>20</b>	<b>Written exam</b>	<b>50</b>	
Practical seminar work	<b>15</b>	Oral exam		
<b>Preliminary exam</b>	<b>15</b>	practise		
Preparation for presentation and defence of the paper				

Study program: Tourism and Catering (180 ECTS);			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: BASICS OF TOURISM AND CATERING			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 7			
Prerequisite: enrolled in the third semester			
<p><b>Aim of the course</b></p> <p>The aim of the course is for the student to learn the basic concepts of Tourism and Catering, the concept and historical conditionality of tourism and Catering and changes in them, as well as to get acquainted with the basic factors and manifestations of modern trends in tourism and Catering in the world and our country. The task of the course is for the student to master the basic elements of the functioning of tourism and Catering in the country and abroad, to determine the principles on the basis of which tourism and Catering operate.</p>			
<p><b>Outcome of the courses</b></p> <p>The expected outcome of the course is for the student to get to know and master the basic principles of the functioning of tourism and Catering in the area, and to be able to critically conclude about the way of doing business. To recognize causal intermediary connections in tourism and Catering, to recognize tourism and Catering in space, to create an image of modern tendencies in tourism and Catering and to be able to apply them. To be ready to follow other subjects from tourism and Catering, to develop the ability to follow and use literature and other sources of information with the aim of their application on specific problems related to tourism and Catering.</p>			
<p><b>Course content</b></p> <p>Theoretical classes: Concept and basic processes in tourism and Catering; Tourists' need for tourism and Catering; Factors influencing the development of tourism and Catering; Statistics and information databases in tourism and Catering - design of tourism and Catering in space; Tourism product creation - distribution and marketing; Valorisation of tourist space and improvement of Catering - sustainable development; Methods of work in tourism and Catering and codes of ethics in tourism and Catering; Contemporary tendencies in world tourism and tourism in Serbia.</p> <p>Practical classes: Exercises. Through case studies, students process, learn and recognize phenomena in tourism and Catering, classify them into categories and use them comparatively. Visiting successful businessmen and experts in tourism and Catering contributes to the fact that students, through direct communication with tourism actors, get acquainted with modern events in order to create and find their own idea of working in tourism.</p> <p>Organized visits to tourist companies, destinations and contacts with people contribute to training students to notice phenomena directly in space.</p> <p>Students do seminar work in order to present the pros and cons of tourism development of the selected destination, do research of tourists, and choose a topic from the wider literature that they present orally in class. Presentation of work with the use of modern technologies, inclusion of the Internet and a creative approach to the development of tourism and Catering.</p>			
<p><b>Literature</b></p> <p>Basic literature</p> <ol style="list-style-type: none"> <li>O. Bakić: Basics of tourism with the basics of Catering, Čigoja, Belgrade</li> <li>L. Lazić: Introduction to Tourism, Faculty of Science, Novi Sad, 2005.</li> <li>Jovicic, Z, Jovicic, D, Ivanovic, V. Basics of tourism Plana tours, Belgrade 2005</li> </ol> <p>Supplementary literature</p> <ol style="list-style-type: none"> <li>Cooer, C, Fletcher, J, Gilbert, D, Wanhill, S. Tourism, Principles and Practice Longman 2000</li> <li>Jovicic, Zh. Phenomenology of Tourism Narodna knjiga, Belgrade 1992</li> <li>Vukonic B, Cavlek, N. Masmedia Tourism Dictionary, Zagreb 2001</li> <li>C. Vujović: Material basis of tourism, Institute of Agricultural Economics, Belgrade</li> </ol>			
Number of hours of active teaching (distance learning consultations)			
Classes: <b>2</b>	Practise: <b>2</b>	Others forms of classes:	Study research work
			Other classes
<p><b>Teaching methods:</b></p> <p>Lectures are auditory, performed with all students and, if necessary, accompanied by video presentations. Exercises are performed in groups of students in the auditorium, as follows: 0. communication, where students communicate with guests from tourism and Catering; 1. classrooms, where cases from practice are analysed, with discussion, give instructions for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.</p>			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	<b>points</b>	<b>Final exam</b>	<b>points</b>
Preparation for classes and attendance	<b>20</b>	Written exam	
Practical seminar work	<b>15</b>	<b>Oral exam</b>	<b>50</b>
<b>Preliminary exam</b>	<b>15</b>	practise	
Preparation for presentation and defence of the paper			

Study program : Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)			
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL			
Course title: BUSINESS ENGLISH II			
Teacher (Surname, middle initial, name):			
Course status: required			
Number of ECTS credits: 7			
Prerequisite: enrolled in the third semester and passed the Business English exam			
Aim of the course Enabling students to read original literature and newspaper articles in the field they are studying. Adoption of professional terminology. Developing students' habits for permanent professional development through reading foreign literature. Introducing students to the basics of business correspondence, and training for writing certain types of business letters. Developing speaking skills - professional conversation.			
Outcome of the course After passing the exam, the student knows the correct pronunciation and meaning of professional words, the set of professional nouns, the rules of writing business letters, the rules of successful negotiation, to find the necessary information from a longer text, understands texts from the field and business articles, basic types of business letters , interlocutor within the above topics and can demonstrate knowledge as follows: to translate the letter of a business partner from English into Serbian, to conduct a conversation on topics, to write a business letter (instruction, offer, order, complaint, request for a bank loan, reservation for a stand at the fair).			
Course content Theoretical classes: Vocabulary: professional terminology in the field of economics, management, business processes, location and structure of the company, e-business, marketing, public relations, statistics, time management, business correspondence, work motivation, decision making, etc. Grammar: plural of professional nouns, corrective work on grammatical categories necessary for the successful writing of business letters Practical teaching: In addition to exercises that additionally include students in the teaching process, there are oral presentations of students in the form of a presentation on the topics of founding a company, regional development, market research. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.			
Literature Basic literature 1. Milojević, V., 2016, Business English with correspondence, PEP, Belgrade Supplementary literature 2. Ilić, G., Ready for Business II, ICIM, Kruševac, 2011. 3. Stojilović, M., English Grammar through Exercises, From elementary to intermediate with key, Media print A.Đ. Krusevac, 2005 4. Nedeljkovic, D. B.E., Business English Textbook for second year students, ICIM plus, Kruševac, 2004. 5. Badger, I. Everyday Business English. Longman. Haddington, 2003. 6. Duckworth, M. Business Grammar and Practice. OUP. Oxford, 2003.			
Number of hours of active teaching (distance learning consultations)			Other classes
Classes: 2	Practise: 2	Other forms of classes	Study research work
Teaching methods Lectures are organized in accordance with the communicative and humanistic approach, with students in the centre of attention. Exercises are performed in small groups, and students are organized in groups or pairs, which increases their speaking time and develops a sense of teamwork. Exercises include a public presentation and defence by the student of four tasks for independent work within the teaching content.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	points	Final exam	points
Preparation for classes and attendance	20	Written exam	
Two assignments for independent work	20	Oral exam	50
Preliminary exam	10	practice	
Preparation for presentation and defence of the paper			

Study program: Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ECTS); Business Informatics (180 ECTS)				
Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL				
Course title: HUMAN RESOURCES MANAGEMENT				
Teacher (Surname, middle initial, name):				
Course status: elective				
Number of ECTS credits: 8				
Prerequisite: enrolled in the third semester				
Aim of the course The goal is to know the work process in cooperation in the possession of jobs, and to master the knowledge in activating associates for successful business execution.				
Outcome of the course After passing the exam, the student knows about personnel planning and the method of selection, understands the role of the human factor in achieving the goals of the organizational unit, and can demonstrate the ability to develop a plan for the necessary associates.				
Course content Theoretical classes: Introduction to the subject: basic concepts, components and tasks in the field of human resource management. Job placement process, job description and formation of criteria for selecting the right candidates, planning the necessary staff within organizational units, cooperation in the selection, introduction of new executors in the job, monitoring and evaluation of associates during the execution of work, methods of material and immaterial stimulation of executors, programming innovation of knowledge, creating conditions for improving the quality of working life. Practical teaching: Panel discussion from the managerial aspect on human resources, basic categories and processes. Creative discussion on managerial aspects of planning, recruitment, selection of human resources. Critical discussions on orientation, staff development and career planning, job evaluation, compensation, health and safety of employees, personnel information system, the role of trade unions and the importance of collective bargaining. Publishing and making practical seminar works on the topic: Human resource management in a particular company. Giving instructions and mentoring during the preparation of seminar papers. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and final preparation for the exam.				
Literature Basic literature 1. Petković V., Đokić A., 2016, Human Resources Management, PEP High School, Belgrade Supplementary literature 1. Orlić, R., Personnel Management, Zoran Damjanović and Sons, Belgrade, 2005. 2. Čukić, B., Integrative Human Resource Management, ICIM plus, Kruševac, 2004. 3. Bešić M., 2003, Basics of sociology of work - script, VTŠIM, Kruševac				
Number of hours of active teaching (distance learning consultations)				Other classes
Classes: 3	Practise: 3	Other forms of classes	Study research work	
Teaching methods Lectures are performed in the auditory way with the presentation of teaching contents. Exercises are performed: 1. discussional, for critical, creative and panel discussions; 2. consultative, for mentoring during the preparation of seminar papers, 3. demonstrative, for the presentation and defence of seminar papers.				
Knowledge assessment (maximum number of points 100)				
Pre-exam obligations		points	Final exam	points
Preparation for classes and attendance		20	written exam	50
Practical seminar work		15	oral exam	
Preliminary exam		15	practical	
Preparation for presentation and defence of the paper				

Studying programme: <b>Economics in a business-industrial system (180 ESPB); Management in the business-industrial system (180 ESPB); Tourism and Catering (180 ESPB); Business Information Technology (180 ESPB)</b>				
Kind and level of studies: <b>BASIC VOCATIONAL STUDIES - THE FIRST LEVEL</b>				
Course title: <b>COMMUNICATION TECHNOLOGIES</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>elective</b>				
Number of ECTS credits: <b>8</b>				
Prerequisite: <b>chosen elective course and enrolled in the third semester</b>				
<b>Aim of the course</b> The goal is for students to master the knowledge that enables them to convey messages to associates in a quality manner.				
<b>Outcome of the course</b> After passing the exam, the student knows about modelling and communication networks, understands the role of communication in achieving business functions, and can demonstrate verbal communication with an associate.				
<b>Course content</b> <i>Theoretical classes:</i> Communication as a transfer of information and data, man as a thinker - an actor in the communication process, basic and complex model of communication, modalities of communication - verbal and nonverbal, written and oral, communication disorders, types of communication networks, correlations between organizational structure and communication network, articulation point in the communication network, means of communication classic and electronic, tele - conferences with computer support. <i>Practical teaching:</i> Renewal of topics with Closer explanation of the content from the lectures, checking the students' knowledge on certain topics. Panel discussion on business communication topics. Realization of two seminar papers in the field covered in lectures. Consultations during the preparation, presentation and defence of seminar papers. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Nikolić, Z., 2005, Communication Technologies, ICIM +, Kruševac Supplementary literature 1. Nadrljanski., 2004, Management Information System, ICIM +, Kruševac 2. Levi, S., Media Management, Faculty of International Management, Belgrade, 2002.				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>3</b>	Practical classes: <b>3</b>	Other forms of teaching:	Study research:	
<b>Teaching methods</b> Lectures are auditory, performed with all students in the amphitheatre, and accompanied by video presentations. Exercises are performed in groups of students in the auditorium, as: 1. auditory, where certain topics from the lecture are explained, instructions are given for the preparation of a seminar paper; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>		<b>points</b>	<b>Final exam</b>	<b>points</b>
<b>Preparation for classes and attendance</b>		<b>20</b>	<b>written exam</b>	<b>50</b>
<b>Theoretical seminar paper</b>		<b>15</b>	oral exam	
<b>Preliminary exam</b>		<b>15</b>	practical	
Preparation for presentation and defence of the paper				

Studying programme: <b>Tourism and Catering (180 ESPB);</b>				
Kind and level of studies: <b>BASIC VOCATIONAL STUDIES - THE FIRST LEVEL</b>				
Course title: <b>MANAGEMENT IN TOURISM AND CATERING</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>required</b>				
Number of ECTS credits: <b>8</b>				
Prerequisite: <b>enrolled in the fourth semester and passed the exam in Marketing basics</b>				
<b>Aim of the course</b>				
Establishing basic knowledge in management processes in tourism and hospitality. Mastering basic managerial skills and competencies for identifying and solving specific problems of management in tourism as an activity at the macro level, as well as at the level of specific companies in the field of tourism and hospitality. The course is oriented towards the presentation of management as a science, practical skills and professional activities. The importance of managerial roles and skills in tourism and hospitality is emphasized.				
<b>Outcome of the course</b>				
Students will be trained for critical assessment of management theory, as well as for critical understanding and application of modern techniques in planning, organizing, leading and controlling the management process in tourism and hospitality. Students who master this course have the ability and competence to manage, make decisions and take action to achieve goals in the field of tourism and hospitality. It is essential that students gain experience in decision making and be aware of the causal relationships that may result from it.				
<b>Course content</b>				
<i>Theoretical classes:</i> Basic concepts of management: definition, relationship between organization and management, management functions, managerial knowledge and skills, levels of management. Management and environment, organizational culture and organizational behavior: "learning organization" (corporate learning), business ethics, knowledge management. Planning function: planning levels, planning methods, strategic planning. Function of organizations: organization design, process and project management, organization structures. Human resources function: change management, team management, career management, human resources selection, motivation, and communication. Leadership function: problem solving, effective and efficient leadership, conflict management. Management function - control: methods, techniques and control criteria (finance, quality), risk management and investment management.				
<i>Practical classes:</i> Case studies related to realized lectures; Work in groups of defence case studies from a selected area; Discussion-interactive participation regarding the presented theoretical classes and additional information and examples, asking questions, searching for answers; Simulation of situations from business practice and presentation of solutions				
<b>Literature</b>				
Basic literature				
1. Sagić Z., 2013, Management in tourism, Belgrade, Scientific KMD.				
2. Čerović S., 2003., Management in tourism, Novi Sad, Faculty of Science.				
3. Čačić K., Business operations in tourism, 2005, Belgrade, Faculty of Economics.				
Supplementary literature				
1. Eric, D. Introduction to Management Faculty of Economics - Čigoja, Belgrade 2000				
2. Masic, B. Strategic Management Singidunum University, Belgrade 2009				
3. Stoner, J, et al. Zelind Management, Belgrade 2000				
4. Bouman, K. Strategy in practice Prometheus, Novi Sad 2003				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>3</b>	Practical classes: <b>3</b>	Other forms of teaching:	Study research:	
<b>Teaching methods:</b>				
Lectures are auditory, performed with all students and accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. classroom, where cases from practice are analysed, with discussion, explanations are given; 2. consultative, within which additional information is provided.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>		
<b>Practical seminar work</b>		oral exam	<b>50</b>	
<b>Two preliminary exams</b>	<b>30</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Business Informatics (180 ECTS); Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>INFORMATION SYSTEMS</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>required</b>				
Number of ECTS credits: <b>7</b>				
Prerequisite: <b>enrolled in the fourth semester</b>				
<b>Aim of the course</b> The goal is to master the knowledge of information systems and in that context the use of production information system.				
<b>Outcome of the course</b> After passing the exam, the student knows the possibilities of using information and data, understands the role of the production information system (PIS) in performing business functions, and can demonstrate competence by preparing a comment on the report on the "bottleneck" in production.				
<b>Course content</b> <i>Theoretical classes:</i> Genesis of information system in correlation with the establishment of organizational structure, mass production as a challenge to constitute a production information system, information flows in production, information carriers, information and data processing technology, computer networks, INTRANET, specifics of computer support depending on the type of technological processes, report design on developments in production, adjustment of information and data according to the needs of users, protection of information and data. <i>Practical teaching:</i> Closer explaining of certain topics from lectures. Presentation of realized performances of PISG. Group development of the project task on the topic: Improving the PISG of a specific company from the environment. Mentoring during the preparation of the task, presentation and its defence. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Zivadinovic, J., Medic, Z., Management Information System, 2015, PEP, Belgrade 2. Veljović, A., Radojičić, M., Vesić, J., 2006, Management Information Systems, ICIM Kruševac Supplementary literature 1. Nadrljanski, Đ., Information Systems, second edition, ICIM plus, Kruševac, 2006. 2. Bulat, V., Gavrić, Z., Production Information System, second supplemented and amended edition, ICIM plus, Kruševac, 2005.				
<b>Number of classes of active teaching (distance learning consultations)</b>				
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching:	Study research:	Other classes
<b>Teaching methods</b> <b>Lectures are auditory with the help of MS PowerPoint presentation. The exercises are:</b> <b>1-auditory, for closer explanation topics, PISG case analysis and issuing project assignments;</b> 2-consultative, for mentoring regarding project tasks; 3-demonstrative, for the presentation and defence of project assignments by groups of students.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	<b>50</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam		
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>HOTEL INDUSTRY</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>required</b>				
Number of ECTS credits: <b>7</b>				
Prerequisite: <b>enrolled in the fourth semester</b>				
<b>Aim of the course</b>				
The aim of the course is to acquaint students with the basic principles of business of catering and hotel companies and facilities. The main task is to shape previously acquired knowledge from general theoretical subjects related to tourism, and their application in the hotel industry. This provides basic knowledge and skills that, with the practice of this subject, create the conditions for students to be involved in the work processes of catering and hotel facilities after graduation.				
<b>Outcome of the course</b>				
Training for developing business relations between hotel companies. Developing the business relationship of catering and hotel companies with other entities in the tourism business. Determining the basic characteristics of hotel facilities and their place in the tourism industry. Enabling students to work in and with hotel and catering facilities as well as to start one's own catering company.				
<b>Course content</b>				
<i>Theoretical classes:</i> General approach to catering and hotel management. Facilities in hotel and catering. Classification of facilities in the hotel industry. Categorization of hotel facilities. Hotel business. Business of food and beverage service facilities. Economic aspects of hotel business. Hotel development trends. Integration processes in catering and hotel industry. Application of modern technologies in the hotel industry. Directions of hotel development in the world. The future of hotels and catering in Serbia. Application of environmental standards in the hotel business. Hotel business standards in the field of human resources. Responsibility in the hotel industry. Insurance in the hotel industry. Strategic management of hotel products and services.				
<i>Practical classes:</i> It is realized partly in hotel and catering facilities, and partly in the classroom. Within the tour of hotel and catering facilities, the business of the reception departments, services in different process functions, production and service departments, commercial, financial - accounting business is considered. Within the work in the classroom, the business of a hotel facility with development tendencies is analysed as a case study.				
<b>Literature</b>				
Basic literature				
1. Ljiljana Kosar: Hotel industry, theory and practice; Faculty of Science, Novi Sad, 2002				
2. Slobodan Blagojević, Fundamentals of Hotel Management, Faculty of Science, Novi Sad, 2004.				
3. Ante Dulčić: Tourism Development Management, Data status, Belgrade, 2001.				
Supplementary literature				
1. Medlik S., Ingram H. Hotel business Golden market, Zagreb 2002				
2. Curuvija, M. Catering, script Faculty of Sports and Tourism, Novi Sad 2008				
3. Jagels M.G., Coltman M.M. Catering management accounting John Wiley and Sons, New Jersey 2004				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching:	Study research:	
<b>Teaching methods:</b>				
Lectures are auditory, performed with all students and accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as follows: 0. practical, where a tour of hotel and catering facilities is performed; 1. auditory, where cases from practice are analysed, with discussion, give instructions for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>		
<b>Practical seminar work</b>	<b>15</b>	oral exam	<b>50</b>	
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				



Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Business Informatics (180 ECTS); Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>PUBLIC RELATIONS</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>elective</b>				
Number of ECTS credits: <b>8</b>				
Prerequisite: <b>elective course chosen and enrolled in the fourth semester</b>				
<b>Aim of the course</b> The goal is to master the knowledge to create the basis for the presentation of the image inside and outside the company.				
<b>Outcome of the course</b> After passing the exam, the student knows what is achieved in public relations for the benefit of the company, understands the role of public relations in creating comparative advantages compared to the competition, and can demonstrate elements of identity representation to a newly hired associate.				
<b>Course content</b> <i>Theoretical classes:</i> The process of creating the identity of the business-production system, internally and externally, the purpose of identity creation, methods and techniques of identity construction, the contribution of the managerial structure in creating identity, methods and techniques of interpreting internal identity to associates, target group identification, external identity interpretation procedure realization of a system for collecting relevant information and data, which enable the creation of external and internal identity of the company, continuous monitoring and analysis of the effects in achieving the presentation of the identity of the company. <i>Practical teaching:</i> Clarification of teaching topics in more detail, especially through case studies. Organized visit to a business-industrial system and introduction of students to modern ways of public relations; Preparation of a practical seminar work based on a predefined task in an arbitrarily selected industrial company. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Lukić, Lj., Public Relations, Kruševac, 2016. 2. Cvetković, Lj., Public Relations, ICIM +, Kruševac, 2006. Supplementary literature 1. Filipović, V., and a group of authors, Public Relations, Faculty of Organizational Sciences, Belgrade, 2005. 2. Sandra O., Public Relations Strategy, Second Edition, Kogan Page Limited, Chartered Institute of Public Relations - London, UK, 2007				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: 2	Practical classes: 2	Other forms of teaching:	Study research:	
<b>Teaching methods</b> <b>Lectures are auditory with the help of MS PowerPoint presentation. The exercises are:</b> <b>1-auditory, for closer explanation topics, PISG case analysis and issuing project assignments;</b> 2-consultative, for mentoring regarding project tasks; 3-demonstrative, for the presentation and defence of project assignments by groups of students.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	<b>50</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam		
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Tourism and Catering (180 ESPB);</b>			
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>			
Course title: <b>BUSINESS LAW</b>			
Teacher:			
Course status: <b>required</b>			
Number of ECTS credits: 8			
Prerequisite: <b>Enrolled in IV semester, completed the course and passed pre-examination obligations</b>			
<b>Aim of the course</b> Adoption of the basics of civil, real and obligation law as an introduction to business law to facilitate the adoption of the basics of company law (establishment, operation and termination of businesses), as well as contracts in the economy, through special attention to detailed processing of contracts in the economy and matter securities due to the exceptional importance that these institutes have on the economic system.			
<b>Outcome of the course</b> After passing the exam, the student acquires basic knowledge that will enable involvement in the business of domestic and foreign legal entities.			
<b>Course content</b> <i>Theoretical classes:</i> Subjectivity of individuals and legal entities; Basis of real and obligation law; Establishment and operation of companies; Connecting companies; Manner of termination of companies through liquidation and bankruptcy; Commodity trade contract through which the realization of trade in goods and services, technology, industrial and intellectual property, foreign investments, as well as securities with special reference to the bill of exchange and check. <i>Practical classes:</i> Getting acquainted with the essential elements of the matter listed in the content of the subject, especially in the form of legal workshops where the founding acts of companies are presented and drafted, their changes are made, business contracts are concluded and bills of exchange are drawn up and filled out. Preparation of preliminary exams and exams. Evaluation of realized teaching and analysis of its results.			
<b>Literature:</b> [1]. Galjak I., (2016), Business Law, College of Business Economics and Entrepreneurship, Belgrade.			
<b>Number of classes of active teaching</b>	Theoretical teaching: <b>3</b>	Practical classes: <b>3</b>	
<b>Teaching methods</b> The lectures are auditory and are realized with the help of a video presentation. Exercises are: 1. auditory, where seminar papers are published and instructions for their implementation are given; 2. demonstration, where students get acquainted with management in specific business systems. 3. consultative, where consultations are performed during the preparation of seminar papers; 4. demonstrative, where seminar papers are presented and publicly defended.			
<b>Knowledge assessment (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam 50</b>	<b>points</b>
<b>activity during lectures</b>	<b>20</b>	<b>oral exam</b>	<b>50</b>
<b>Preliminary exam - first</b>	<b>15</b>		
<b>Preliminary exam - second</b>	<b>15</b>		

Study program: <b>Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>MANAGEMENT OF TOURIST DESTINATIONS</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>required</b>				
Number of ECTS credits: <b>7</b>				
Prerequisite: <b>enrolled in the 5th semester, passed the Basics of Tourism and Hotel Industry exam</b>				
<b>The aim of the course</b> It is a summary of previously acquired knowledge in the field of tourism and catering applied to tourist destinations. It aims to prepare students for networking of all entities of the tourism industry in one destination, as well as to acquire the knowledge needed to manage tourism processes, but also marketing activities related to the tourist destination.				
<b>Outcome of the course</b> The outcome of the course is the development of specific knowledge required for adequate management work in tourism and hospitality, or in tourist destinations or similar companies located in the destination. Also, it is important to consider all the problems related to tourism in one destination. As an outcome, the acquisition of the necessary knowledge for human resources management in tourism can be mentioned, as well as the maintenance and improvement of the quality of tourist services at the destination.				
<b>Course content</b> <i>Theoretical classes:</i> The concept and typology of a tourist destination. Factors of constitution and functioning of tourist destinations. Global processes and modern approach to destination tourism management. Basic characteristics of a tourist destination. Tourist destination management. Human resource management applied to a tourist destination. Quality of destination tourist services. Theory and methodology of destination tourism planning. <i>Practical classes:</i> Analysis of tourist destinations as a case study envisaged as group work. Individual analyses of tourist destinations in the world and Serbia with an emphasis on the basic elements of development and analysis of declining trends in the business of the destination. Visit to destinations and contact with regional governing bodies. Visit of experienced managers from different destinations.				
<b>Literature</b> Basic literature 1. Good R. and other Tourist destination management, script College of Tourism Management, Šibenik 2004 2. Bakic, O. Marketing management of the tourist destination Čigoja štampa, Belgrade 1995 3. Jovicic, D. Management of tourist destinations Belgrade 2002 Supplementary literature 1. Bramwell B. and others Sustainable Tourism Management-Principles and Practice Tilburg University Press, Tilburg 1998 2. Beech J., Chadwick S. The Business of Tourism Management Pearson Education Limited, Harlow 2006				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching:	Study research:	
<b>Teaching methods:</b> Lectures are auditory, performed with all students and accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. classroom, where cases from practice are analysed, with discussion, instructions are given for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students, 4. demonstration, for the presentation of selected destinations.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>		
<b>Practical seminar work</b>	<b>10</b>	oral exam	<b>50</b>	
<b>Preliminary exam</b>	<b>20</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Business Informatics (180 ECTS); Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>ELECTRONIC BUSINESS</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>elective</b>				
Number of ECTS credits: <b>8</b>				
Prerequisite: <b>Elective course chosen, enrolled in 5th semester and Passed exam of the course Information Systems</b>				
<b>The aim of the course</b> The goal is to master the knowledge of using the INTERNET to improve the elements of business.				
<b>Outcome of the course</b> After passing the exam, the student knows how to make contact with a partner via the INTERNET, understands the nature of the changed conditions for doing business via the INTERNET, and can demonstrate finding a supplier of goods / services via the INTERNET.				
<b>Course content</b> <i>Theoretical classes:</i> Possibilities of using the INTERNET in current business, INTERNET services, computer connection, e-mail, Internet search, telnet - interactive distance communication, remote conferences, multimedia support, Websites as a basis for mutual acquaintance of partners, virtual traffic of goods and service, virtual banking, electronic coin, internet marketing, legal aspects of doing business via the INTERNET, data protection, virus protection. <i>Practical teaching:</i> Exercises - Payment cards and electronic payment transactions. Internet banking. E-business security. Digital signature and certificate. Electronic money and electronic payment systems. Smart cards. M-commerce services and applications. Internet business models. Opening a store on the Web. Opening a bank account for online trading. Laboratory exercises - Practical examples on auditory exercises of processed material. Independent elaboration and defence of the task for independent work on the mentioned topics from the auditory exercises. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Živadinović, J., Radovanović, S., Medić, Z., Electronic business, PEP Belgrade, 2015. Supplementary literature 1. Randić, S., Skorup, A., Doing business over the Internet, ICIM plus, Kruševac, 2008 2. Čekerevac, Z, Internet technologies and Internet business, ICIM plus, Kruševac, 2009 3. Anucojić D, Internet and electronic business, USEE, Prometej, Novi Sad, 2008.				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching:	Study research:	
<b>Teaching methods</b> Lectures are auditory, and are performed with the help of video projectors and computers with Internet access, in the amphitheatre with all students. Exercises are performed in small groups in a computer laboratory with a video projector and Internet access, as: 1) demonstration, to present the infrastructure and systems of Internet business; 2) practical, making four tasks of independent work on a computer in the laboratory, from the processed areas.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>		
<b>Tasks for independent work</b>	<b>15</b>	oral exam		
<b>Preliminary exam</b>	<b>15</b>	practical	<b>50</b>	
Preparation for presentation and defence of the paper				

Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Business Informatics (180 ECTS); Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>COMPANY ORGANIZATION</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>elective</b>				
Number of ECTS credits: 8				
Prerequisite: <b>enrolled in the fifth semester</b>				
<b>The aim of the course</b> The goal is to master the knowledge about the development of thoughts about organizing and consequently in the constitution of business functions within the business-production system.				
<b>Outcome of the course</b> After passing the exam, the student <i>knows</i> the basic concepts of the status and organization of the company, <i>understands</i> the purposefulness of the division into business functions and their contribution to achieving goals, and <i>can demonstrate</i> the ability to create organization charts of the company.				
<b>Course content</b> <i>Theoretical classes:</i> Basic concepts, presentation of the theory of organization - classical, neoclassical, modern and contingent, economic entities, normative regulations of production companies, forms of production companies - related to limited liability, functional structuring - business and managerial functions, characteristic business functions, development and research, marketing, production, procurement, sales, finance, accounting, personnel, forms of organization - sector, service, etc. <i>Practical teaching:</i> Publishing seminar papers for students' independent work. Preparation of a practical seminar work on the topic: Macro and micro organizational schemes of companies from the environment and a description of their functions. Consultations during the preparation, presentation and defence of seminar papers. Visit to Pilot Factories. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Stevanović, M., Lukić, Lj., Gajić, A., Organization of the company, ICIM, Kruševac, 2015. Supplementary literature 1. Petković, M., Janićijević, N., Bogićević, M, B., Organization, Faculty of Economics, Belgrade, 2009. 2. Stanković R., Bojković R., Radojević Z., Organizational design, PEP, Belgrade 2011. 3. Bulat, V., Bojković, R., Organization of the company, ICIM plus, Kruševac, 2008.				
<b>Number of classes of active teaching (distance learning consultations)</b>				
Lectures: <b>3</b>	Practical classes: <b>3</b>	Other forms of teaching:	Study research:	Other classes
<b>Teaching methods</b> Lectures are auditory, performed with all students in the amphitheatre, and accompanied by video presentations. Exercises are performed in groups of students in the auditorium as: 1. classroom, where certain topics from the lecture are explained, instructions are given for the preparation of a seminar paper; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students; 4. demonstration, to present the business of Pilot Factory.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	<b>50</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam		
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>PROMOTIONAL ACTIVITIES IN TOURISM</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>required</b>				
Number of ECTS credits: 8				
Prerequisite: <b>enrolled in the fifth semester</b>				
<b>The aim of the course</b> Acquisition of knowledge and skills in the field of marketing in tourism, necessary for understanding marketing as a business philosophy in the context of the tourism industry. In this course, students are introduced to marketing, which is an integral part of tourism and hospitality and the goal is to master the basic marketing techniques and tools, and to have the knowledge to apply them in tourism and hospitality.				
<b>Outcome of the course</b> Mastering the scientific, professional knowledge and skills necessary for the creative synthesis of the tourism sector, tourism market and marketing, for critical analysis of various instruments of tourism marketing, as well as for the application of the process of strategic and tactical marketing planning in tourism.				
<b>Course content</b> <i>Theoretical classes:</i> Mastering the basic elements of marketing; Marketing in tourism at micro and macro level; Development of tourism theory and influence on marketing; Characteristics of the tourist market; Marketing at the level of a tourist destination (conceptual model); Levels and organization of marketing planning in tourism; Tourism market segmentation strategy; General approach to the application of integrated marketing in tourism; Global changes in the tourism industry. <i>Practical classes:</i> Exercises are realized with groups of students and aim to analyse case studies from practice with highlighting good and bad business moves and effects. Training for team or individual marketing campaign planning and selection of communication instruments.				
<b>Literature</b> Basic literature 1. Bakić O., Marketing in Tourism, Faculty of Economics. Belgrade, 2005 2. Popescu J., Marketing in Tourism, Faculty of Economics. Belgrade, 2002 Supplementary literature 1. Smith, P. Marketing Communications Clio, Belgrade 2001 2. Jefkins, F. Advertising Clio, Belgrade 2004 3. Марковић М. Business communication Clio, Belgrade 2003 4. Begen F. Marketing Psychology Clio 2004				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching:	Study research:	
<b>Teaching methods:</b> Lectures are auditory, performed with all students and accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. classroom, where cases from practice are analysed, with discussion; 2. consultative, within which clarifications are given regarding the marketing campaign; 3. demonstrative, for the presentation of the mastered material by the student.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>		
<b>Practical seminar work</b>	<b>15</b>	oral exam	<b>50</b>	
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Business Informatics (180 ECTS); Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>ECOLOGICAL MANAGEMENT</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>elective</b>				
Number of ECTS credits: <b>7</b>				
Prerequisite: <b>chosen elective course and enrolled in the 5th semester</b>				
<b>The aim of the course</b> The goal is to master the knowledge related to ensuring environmental protection during production.				
<b>Outcome of the course</b> After passing the exam, the student knows the basic elements of human pollution, understands the severity of the consequences of insufficient protection of the human environment, and can demonstrate competence on the example of reacting to the disorder in relation to the standard of human pollution.				
<b>Course content</b> <i>Theoretical classes:</i> Basic pollutants, environmental monitoring systems, basic standard values for relevant pollutants, measuring instruments, preventive and corrective measures to eliminate harmful effects, organizing systematic monitoring of pollution in the company, the responsibility of managers to take protective measures, economic consequences insufficient protection. <i>Practical teaching:</i> Examples on which the current problems of business and environmental conditions are analysed. Deeper elaboration of the content of the lectures, which refers to the identification of the basic environmental problem, determining the possible consequences for the environment and defining measures to minimize environmental risk. Introduction to ways and tools of environmental risk management. Preparation of a practical seminar work on the topic of Environmental Impact Assessment. Individual mentoring work related to the preparation of a seminar paper. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Milanović, J., 2012, Environmental Management - Manual, ICIM, Kruševac 2. Tomić, A., 2015, Environmental Management, PEP, Belgrade Supplementary literature 1. Milosavljević, Z., Ecological management in business systems, ICIM plus, Kruševac, 2008. 2. Bell, S., Morse, S., 2003., Measuring sustainability, Learning by doing, Earthscan, Sterling VA, London Hillary, R., 2001., The CBI Environmental management handbook-challenges for business, Sterling, London				
<b>Number of classes of active teaching (distance learning consultations)</b>				
Lectures: 2	Practical classes: 2	Other forms of teaching:	Study research:	Other classes
<b>Teaching methods</b> Lectures are conducted through classroom teaching with the help of a video projector. Exercises are performed by a combination of auditory, consultative and demonstrative teaching, as follows: - classroom teaching, for the analysis of case studies, elaboration of lecture content and publication of seminar papers; - consultative, for mentoring during the preparation of the seminar paper; - Demonstration classes, for presentation and defence of seminar papers.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	<b>50</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam		
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				

Study program: <b>Economics in the business-industrial system (180 ECTS); Management in the business-industrial system (180 ECTS); Business Informatics (180 ECTS); Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>INNOVATION THEORY</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>elective</b>				
Number of ECTS credits: <b>7</b>				
Prerequisite: <b>chosen elective course and enrolled in the 5th semester</b>				
<b>The aim of the course</b> The goal is for students to acquire knowledge of the basic elements of the innovation process in order to train them for the practical implementation of the same in the company.				
<b>Outcome of the course</b> After passing the exam, the student knows the basic concepts of the innovation process and successfully implemented examples of innovation, understands the differences between individual concepts of innovation, and can demonstrate competence on the example of measuring innovation in the company.				
<b>Course content</b> <i>Theoretical classes:</i> The concept and definitions of innovation. The importance of innovation for the enterprise, economy and society. Successful innovation through case studies. Basic concepts of innovation. Innovation as change. Innovation as an achievement. Innovation as a consequence of achievement. Innovation as dynamic capacity. Classification and typology of innovation. Purely technological innovation. Innovation of another kind. Innovation process. Creative process. Invention. Tools to encourage creative thinking. Realization of invention. Diffusion of innovation. Methodology for measuring innovation. Subjective and objective approach for measuring innovation. <i>Practical teaching:</i> Further elaboration and Closer explanation of topics covered in lectures. Case studies of successfully implemented innovations. Preparation of theoretical seminar papers on topics covered in lectures. Giving instructions, consultations and defence of seminar paper. Evaluation and analysis of realized teaching. Preparation and implementation of the preliminary exam and preparation for the exam.				
<b>Literature</b> Basic literature 1. Krstić M., 2015, Innovation Management, PEP, Belgrade 2. Krstić M., Skorup A., 2011, Theory of Innovation, textbook, ICIM, Kruševac Supplementary literature 1. Krstić, M., Innovations, theory and practice, textbook, ICIM plus, Kruševac, 2009. 2. Drucker P., Innovations and Entrepreneurship, Practice and Principles, II edition, Grmeč - Economic Review, Belgrade, 1996.				
<b>Number of classes of active teaching (distance learning consultations)</b>				
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching:	Study research:	Other classes
<b>Teaching methods</b> Lectures are performed in class for all students by presenting the teaching content with the help of a video projector. Exercises are performed: 1. auditory, where the analysis of case studies and issuance of seminar assignments by groups of students, 2. consultative, where mentoring takes place during the preparation of seminar papers, 4. demonstrative, for the presentation and defence of seminar papers.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>Pre-exam</b>	<b>Pre-exam</b>	<b>Pre-exam obligations</b>	
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	<b>50</b>	
<b>Theoretical seminar paper</b>	<b>15</b>	oral exam		
<b>Preliminary exam</b>	<b>15</b>	practical		
Preparation for presentation and defence of the paper				



Study program: <b>Tourism and Catering (180 ESPB);</b>			
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>			
Course title: <b>SPECIAL FORMS OF TOURISM</b>			
Teacher (Surname, middle initial, name):			
Course status: <b>elective</b>			
Number of ECTS credits: <b>8</b>			
Prerequisite: <b>enrolled in the sixth semester</b>			
<b>The aim of the course</b>			
The aim of the course is to acquaint students with different forms of tourism that occur in the area and which depend on the natural and social characteristics of the area. Students acquire knowledge about the functioning of various forms of tourism, with the greatest emphasis on special forms of tourism and their development at the destination.			
<b>Outcome of the course</b>			
Students in this course master the basic forms of tourism and get acquainted in more detail with special forms of tourism and the way of their development at the destination. Students master the knowledge to recognize, analyse and improve the basic and special forms of tourism in the destination.			
<b>Course content</b>			
<i>Theoretical classes:</i> Basic features of tourist movements, types and forms of modern tourism. Market of special forms of tourism. Products of basic and special forms of tourism. Special forms of tourism - sports and recreational tourism; excursion tourism; cultural tourism; event tourism; rural tourism, sustainable tourism, ecotourism; mountain tourism; health tourism, nautical tourism; hunting and fishing tourism, adventure tourism; transit tourism; business tourism; congress tourism; tourism of large cities; religious (pilgrimage) tourism; touring (cruises) tourism.			
<i>Practical classes:</i> In the practical part of the course, students analyse special forms of tourism and create tourist products. A case study is being done for special forms of tourism and different tourist destinations. As part of the exercises, students visit various tourism service providers and analyse their work.			
<b>Literature</b>			
Basic literature			
1. Snežana Štetić, " Special forms of tourism ", Belgrade, 2003.			
2. Eva H. Rabovski - Tomić, " Selective forms of tourism ", S. Kamenica, 2008			
Supplementary literature			
1. P. Novakovic - Kostic, "Modern types of tourism", script.			
2. Internet sites of tourist countries in the world and Europe, World Tourism Organization.			
<b>Number of classes of active teaching (distance learning consultations)</b>			Other classes
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching: Study research:	
<b>Teaching methods:</b>			
Lectures are auditory, performed with all students and, if necessary, accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. classroom, where cases from practice are analysed, with discussion, instructions are given for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students; 4. demonstrations, within which visits are made to various providers of services in tourism.			
<b>Knowledge assessment (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam	<b>50</b>
<b>Preliminary exam</b>	<b>15</b>	practical	
Preparation for presentation and defence of the paper			

<b>Study program: Tourism and Catering (180 ESPB);</b>			
<b>Type and level of studies: BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>			
<b>Course title: SERVICES IN TOURISM AND CATERING</b>			
Teacher (Surname, middle initial, name):			
Course status: <b>elective</b>			
Number of ECTS credits: 8			
Prerequisite: <b>enrolled in the sixth semester</b>			
<b>The aim of the course</b>			
The aim of the course is to acquaint students with the services offered in the field of tourism and hospitality. Within the course, students gain experience on consumer behaviour and the way of providing services in tourism and catering, the way of functioning of different types of services provided to tourists. Introduction to the characteristics of different programs, specific requirements, venues as well as the methodology of organizing programs, and the basic principles of programming services in tourism.			
<b>Outcome of the course</b>			
To gain a vision of the diversity of services in tourism and hospitality, learn how to program services and gain experience with the various services offered in tourism and hospitality. To acquire knowledge to recognize the quality of services offered to tourists, the recognition of specific requirements and ways in which certain services are placed with tourists.			
<b>Course content</b>			
<i>Theoretical classes:</i> Analysis of basic and special services in tourism and hospitality. Value chain in tourism and catering. The concept of tourist service program. The programming process. Examining the expectations and possibilities of tourists. Functioning of different types of services depending on space and demand. Tourist arrangement as a specific product-concept and definition, types and divisions. Elements and formation of arrangements. Pricing-calculation. Determining the conditions of the tourist arrangement. Registration of registered participants. Program evaluation and evaluation methods for different users. Monitoring and control of planned and implemented programs. Implementation of evaluation results and program redesign. Monitoring tourist satisfaction with travel programs. In general, about planning and programming, principles of programming, setting program goals. Analysis of environmental factors that affect the constitution of the service. Partnership and cooperation in the function of tourism services development. Functioning of different types of services provided to tourists depending on the space, demand and service providers - travel agencies, tour operators, travel guides, animators, agency representatives, rural households. Tourist arrangement as a specific product - concept and types. Elements and creation of arrangements.			
<i>Practical classes:</i> Analysis of services in tourism, with the preparation of a seminar paper in the programming of services in tourism and hospitality. Analysis of case studies of services and the way of raising the quality of services in tourism and catering. Analysis of travel arrangements and finished products.			
<b>Literature</b>			
Basic literature			
1. Popov, D. Travel industry, Stojkov, Novi Sad 1997			
2. Kotler P., Bowen J., Makens J., Marketing for Catering and Tourism Pearson Education International, New Jersey; 2006			
3. Vujović, S., (2012), Destination concept of tourism development, Institute of Agricultural Economics, Belgrade.			
4. Koprivica, M. Event Management, Prometheus, Novi Sad 2008			
5. Vujović, S., (2008), Material basis of tourism, Institute of Agricultural Economics, Belgrade.			
Supplementary literature			
1. Popov, D. Incoming travel, Faculty of Science, Novi Sad 2001			
2. Richards, G., Wilson, J. Tourism, Creativity and Development Routledge, UK 2007			
3. Mason, P. Tourism, impacts, planning and management, Elsevier, UK 2008			
4. Syrratt, G. Manual of Travel Agency Practice Elsevier, Oxford 2003			
<b>Number of classes of active teaching (distance learning consultations)</b>			Other classes
Lectures: <b>3</b>	Practical classes: <b>2</b>	Other forms of teaching:	
<b>Teaching methods:</b>			
Lectures are auditory performed with all students and, if necessary, accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. classroom, where cases from practice are analysed, with discussion, instructions are given for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.			
<b>Knowledge assessment (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>Pre-exam</b>	<b>Pre-exam</b>	<b>Pre-exam obligations</b>
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam	<b>50</b>
<b>Preliminary exam</b>	<b>15</b>	practical	
Preparation for presentation and defence of the paper			

Study program: <b>Tourism and Catering (180 ESPB);</b>			
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>			
Course title: <b>TOURISM AND SUSTAINABLE DEVELOPMENT</b>			
Teacher (Surname, middle initial, name):			
Course status: <b>required</b>			
Number of ECTS credits: <b>7</b>			
Prerequisite: <b>enrolled in the sixth semester</b>			
<b>The aim of the course</b>			
The aim of the course is for students to master the basic elements of sustainable development and create opportunities to apply it in practice. Understanding the impact of tourism and catering on the place and vice versa. The importance of sustainable development for the functioning of tourism and catering.			
<b>Outcome of the course</b>			
Students who master this course are able to: to harmonize the relationship between the realization of tourism goals and environmental protection; to succeed in establishing a balanced relationship between tourism and the environment, to make the right decisions related to the protection, conservation and use of natural resources in tourism; to work in ecotourism and sustainable development; to create and implement environmental policy, etc.			
<b>Course content</b>			
<i>Theoretical classes:</i> The concept of sustainable development, Rio Declarations, Agenda 2000, the causality of the emergence of concern for sustainable development. Socio-psychological, ecological and economic aspects of sustainable development. The concept of sustainable tourism, the differences between sustainable and ecotourism. EU attitudes towards sustainable development. Principles and means of sustainable development. Sustainability indicators. Sustainable tourism in cities. Sustainable tourism in mass tourism destinations. Economics, marketing and management of sustainable development. The concept and characteristics of ecotourism, the roots of ecotourism in protected areas. WTO research work in the field of sustainable and ecotourism. Sustainable tourism planning: strategic planning, spatial planning, rural development.			
<i>Practical classes:</i> Group work - Tourism as a source of environmental degradation. Case study analysis - Degradation processes in tourist destinations. Sustainability of tourism in areas of mass tourism. Sustainability indicator systems. Exercises for selecting indicators according to various criteria. Strategic plans for sustainable development with elements of sustainable tourism.			
<b>Literature</b>			
Basic literature			
1. Stojanovic, V. Sustainable development of tourism and environment PMF, Department of Geography, Tourism and Hotel Industry, Novi Sad, 2006			
2. Müller, H. Tourism and Ecology Masmedia, Zagreb 2004			
3. Popov, D. Travel industry Stojkov, Novi Sad 1997			
4. Chambla, R. Sustainable urban tourism Sonali publications 2006			
Supplementary literature			
1. Paul F. J Eagles et al. Sustainable Tourism in Protected Areas (Guidelines for planning and Management) WCPA No. 8th IUCN 2002			
2. Kotler, P, Bowen, J.T., Makens, J.C. Guide for Local Authorities on Developing Sustainable Tourism WTO 1998			
<b>Number of classes of active teaching (distance learning consultations)</b>			Other classes
Lectures: <b>2</b>	Practical classes: <b>2</b>	Other forms of teaching: Study research:	
<b>Teaching methods:</b>			
Lectures are auditory, performed with all students and, if necessary, accompanied by video presentations. Exercises are performed by groups of students in the auditorium, as: 1. classroom, where cases from practice are analysed, with discussion, instructions are given for the preparation of seminar papers; 2. consultative, within which consultations are conducted for the preparation of seminar papers; 3. demonstrative, for the presentation and public defence of seminar papers by students.			
<b>Knowledge assessment (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
<b>Preparation for classes and attendance</b>	<b>20</b>	<b>written exam</b>	
<b>Practical seminar work</b>	<b>15</b>	oral exam	<b>50</b>
<b>Preliminary exam</b>	<b>15</b>	practical	
Preparation for presentation and defence of the paper			

Study program: <b>Tourism and Catering (180 ESPB);</b>				
Type and level of studies: <b>BASIC VOCATIONAL STUDIES - FIRST LEVEL</b>				
Course title: <b>PROJECT WORK IN TOURISM AND CATERING</b>				
Teacher (Surname, middle initial, name):				
Course status: <b>required</b>				
Number of ECTS credits: <b>15</b>				
Prerequisite: <b>enrolled in the sixth semester</b>				
<b>The aim of the course</b> The goal is to provide information support to students by combining the acquired knowledge for the development of thematic project work in real conditions in a tourist or catering facility, which consists of designing measures to improve business, their implementation, monitoring and analysis of effects in all segments of tourism and catering.				
<b>Outcome of the course</b> After passing the exam, the student knows how to identify problems in the business of a tourist or catering facility, understands how to solve problems and can demonstrate the ability to design adequate measures to improve business in the field of tourism and catering.				
<b>Course content</b> <i>Theoretical classes:</i> Determining the topics of project works, determining groups of students and potential tourist and catering facilities. Instructions regarding the structure and methodology of project work realization. Content of project work: Introduction. A snapshot of the current state of business of tourist or catering facilities. Condition snapshot analysis. Designing measures to improve the existing situation. Implementation of projected measures in real conditions. Assessment of possible effects. Analysis of the effect of implemented measures. Analysis of all elements of tourism business. Determining the quality of services offered and the manner of realization of all programs in tourism and catering. Instructions for the realization of project works. <i>Practical classes:</i> Analysis of successfully realized project works. Issuance and production of project works. Giving instructions for technical processing in accordance with the chapters of the work and mentoring during the preparation of project works. Evaluation and analysis of realized teaching. Preparation for the defence of project work on the exam.				
<b>Literature</b> Basic literature 1. Trajković, D., Ostojić S., 2014, Practicum for project work, ICIM, Kruševac 2. Student works in the field of tourism and catering. Supplementary literature 1. Business books of tourist or catering facilities that are the topic of the paper. 2. Other literature related to the topic of the paper.				
<b>Number of classes of active teaching (distance learning consultations)</b>				Other classes
Lectures: <b>5</b>	Practical classes: <b>5</b>	Other forms of teaching:	Study research:	
<b>Teaching methods:</b> The student chooses the topic of the project work in agreement with the subject teacher from the list of approved topics. The project work is submitted in four copies. The Commission for the defence of project work has three members, which consists of teachers of the School, and they are appointed by the director on the proposal of the mentor. The mentor is an obligatory member of the commission and must be a teacher in the subject on which the student is working on the project work. The defence of the project work of the students is oral and public and is performed in the School premises.				
<b>Knowledge assessment (maximum number of points 100)</b>				
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>	
<b>Activity in lectures</b>	<b>10</b>	written text		
<b>Making the final paper</b>	<b>40</b>	<b>oral text</b>	<b>30</b>	
<b>Preliminary exam</b>		practical		
<b>Preparation for presentation and defence of the paper</b>	<b>20</b>			