

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Fundamentals of Economics	
Lecturer (lectures)		Zoran Milenković, PhD; Vlastimir Vuković PhD	
Lecturer/Assistant (exercises)		Zoran Milenković, PhD; Goran Jević, MA (MA=master)	
Lecturer/Assistant			
ECTS	7	Course Status (obligatory/elective)	obligatory
Prerequisite	Minimum 55 points		
Course Objective	The main objective of the course is introducing students to the basic principles and rules of microeconomics and macroeconomics by using contemporary interpretation of the most important achievements in economics substantiated with relevant examples.		
Course Outcome	The most important course outcome is permanent acquisition of theoretical knowledge basics, economics logics and market laws which is a necessary prerequisite for studying other economics subjects as well as everyday personal or business decision-making on short-term or long-term basis, while in the same time enabling students to work in a team, do quantitative analysis and use business and other available information.		
Course Content			
Theory	<ol style="list-style-type: none"> 1. Introduction to economics- resources and needs; free and economic goods; the notion of economics; microeconomics and macroeconomics; positive and normative economics 2. Basis of economic analysis and economic laws- instruments and methods of analysis; economic models; opportunity cost and economic profit; limit of production potential; comparative advantages; the law of diminishing returns; pareto optimality 3. Market and competition- the notion of market and market functions; market prices and competition; perfect and incomplete competition; market systematization; circular movement of goods, factors and revenues; asymmetric information and negative selection; market efficiency, market „failure“ and the role of government. 4. Demand and supply- concept, curve and factors of demand; individual and market demand and supply; consumer surplus and producer surplus. 5. Elasticity of demand and supply- price elasticity of demand; influence of price elasticity of demand on total revenue; cross-price elasticity of demand; income elasticity of demand; price elasticity of demand. 6. Preferences, consumers choice and risks- consumers preferences; budget limitations; consumers choice; incertitude and risks; risks and reward ratio; risk decrease. 7. Production and organization- production and production function, technology and productivity; total, average and marginal product; production on long-term and short-term basis; the size and organization of companies. 8. Production costs- total cost, total revenue and profit; economic and accounting costs; fixed and variable costs; average and marginal costs; irreversible costs; costs on long-term and short-term basis. 9. Perfect competition- perfect competition market; supply of a competitive enterprise and maximalization of profit; market supply of competitive enterprises; long-term and short-term market balance. 10. Market power and price determination- market power and competition; determination and acceptance of prices; price discrimination; determination of product package price; protection of competition. 11. Monopoly and oligopoly- monopoly sources and features; monopoly company's behavior; economic and social effects of monopoly; oligopoly- notion and features; oligopolies' behavior and game theory; cartel. 12. Monopolistic competition- product differentiation and other features; company behavior on monopolistic competition market; monopolistic competition and market 		

	<p>balance; influence of monopolistic competition on economic efficiency.</p> <p>13. Market of production factors: labor, capital and natural resources-primary production factors; demand and supply of production factors; labor market, capital market; natural resources market.</p> <p>14. Externalities, public service, common resources and taxes-externalities; public service; shared resources; taxation, economic efficiency and justice.</p> <p>15. Knowledge acquisition test.</p> <p>1. Foundation and goals of macro economy- Great Depression, New Deal and Canes General Theory; economic growth, employment and general level of prices; macro economy of open or closed economy; economic cycles and aggregate demand and supply; government interventions and contemporary economic policies</p> <p>2. Macroeconomic aggregates- gross domestic product (GDP); GDP components: personal consumption, investments, public expenditure, net export and stock, nominal and real GDP and GDP deflator; GDP in circulation; gross national product and national revenue.</p> <p>3. Revenue, expenditure, savings and investment- revenue, expenditure and savings; the function of expenditure and function of savings; marginal inclination to expenditure/savings and multiplication effect; investment.</p> <p>4. Macroeconomic balance- general balance and IS-LM model; aggregate supply and aggregate demand; balance in AS-Ad model; supply shocks and demand shocks.</p> <p>5. Unemployment- population, labor and employment; unemployment measuring; types of unemployment and the role of government; relationship between production and unemployment.</p> <p>6. Money, inflation and deflation- types of functions of money; general price level and value of money; money supply and demand; inflation- notion and types; deflation and disinflation, effects of inflation and deflation; Philips curve and natural employment rate.</p> <p>7. Economic growth and economic cycles- measuring and factors of economic growth, definition, phases and characteristics of economic growth; causes of economy cycles and the phenomenon of procyclicality; recession and depression; anti-cyclical economic policy; stimuli of fiscal policy; Great Depression of the past and Global Economy Crisis nowadays.</p> <p>8. Exchange rates and balance of payments- the notion and types of exchange rates; convertibility and foreign exchange market; appreciation and depreciation; purchasing power parity and long-term exchange rates factors; monetary sovereignty and monetary union; currency board and dollarization (eurozation); balance of payments: the concept and its scope; current account and exporting balance; capital account and foreign exchange reserves; external debt.</p> <p>9. Financial system- financial instruments; financial markets; financial intermediaries; risks and rewards; risk management.</p> <p>10. Banks, money supply and monetary policy- banking system; banks and money supply; quantitative money equation and the speed of money circulation; nominal and real interest rates; inflationary monetary equation: unemployment and budget deficit; inflation targeting strategy; independence of the central bank and credibility of monetary policy.</p> <p>11. International trade, globalization and economic transition- international trade and comparative advantages; protectionism and free trade; advantages of competition; globalization and internationalization; economic openness; countries in transition; transition and structural changes; targeted economic convergence; economic transition in Serbia</p> <p>12. Knowledge acquisition test.</p>
<p>Training (exercises, study research)</p>	<p>Introduction to economics, Basis of economic analysis and economic laws, Market and competition, Elasticity of demand and supply, Preferences, Consumer's choice and risks, Production and organization, Production costs, Perfect competition, Market power and price determination, Monopoly and oligopoly, Monopolistic competition, Production factors market, Externalities, public services, shared resources and taxes; Basis and goals of macro economy, Macroeconomic aggregates, Revenue, expenditure, savings and investment, Macroeconomic balance, Unemployment-population, Money, inflation and deflation, Economic growth and economic cycles, Financial system, Banks, money supply and monetary policy, International trade, globalization and economic transition.</p>
<p>References</p>	

1	Dr Z. Milenković, Osnovi ekonomije, VTŠ, Beograd, 2011			
2	Paul A. Samuelson & William D. Nordhaus: Ekonomija, MATE d.o.o Zagreb, 2000			
3	S.Pindyck & D.Rubinfeld : Mikroekonomija, MATE, 2005			
4	G. N. Mankju: Principi ekonomije, CID, Ekonomski fakultet, Beograd, 2005			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
4	1			
Teaching Methodology	Lectures and exercises are designed as Power Point presentations while ensuring students active participation through the use of IT, Web Tutor advantage, web sites, case studies and other techniques of acquiring information. The students' knowledge is constantly assessed using tests, assignments, papers, Internet search and other activities. Visiting teachers, renowned businessmen and other professionals share their experience with students whenever possible.			
Knowledge Assessment (maximum 100 points)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	6	Written		-
Training	4	Oral		30
Preliminary Exams	50			
Research Papers	10			

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Tourism Economics	
Lecturer (lectures)		Maja Ćosić, PhD	
Lecturer/Assistant (exercises)		Živković Jelena, MA (MA=master)	
Lecturer/Assistant			
ECTS	8	Course Status (obligatory/elective)	obligatory
Prerequisite			
Course Objective	<p>The main objective of Tourism Economics is to enable students to acquire theoretical and practical knowledge of basic economic categories in tourism along with basic principles tourism functions as well as its effects on economy of micro and macro entities. In order to achieve this goal the course covers basic features of tourism and tourism market, the analysis of basic functions of tourism and its effect on economy as basic elements of the structure of the organization of tourism. Main goals of the course may be summarized as follows:</p> <ul style="list-style-type: none"> - Study of economic and developmental aspects of tourism - Linking basic principles of economics theory and analysis with economic processes initiated by tourism - Acquisition of conceptual knowledge that enables perception of different effects tourism has on economy. - Defining economic laws on tourism market - Measuring and analysis of economic effects in tourism industry - Diagnosis of different problems on tourism market - Finding acceptable solutions to the perceived problems 		
Course Outcome	<p>Acquisition of basic theoretical and especially practical knowledge, developing skills connected with economic aspects of tourism and its effect on the economy of destinations as well as on the business entities that are directly or indirectly involved in providing services to domestic or foreign tourists. While mastering this course, students are expected to get the fundamental knowledge necessary for further studies of tourism on the College, to develop critical analytical skills, to learn how to express their opinion, to develop comparative analysis and deduction skills, communication skills, team work, tolerance and perception skills.</p>		
Course Content			

Theory	<p>Definition of basic tourism notions (Approaches to tourism studies, definition of tourism and tourists, classification of tourists according to WTO)</p> <p>History of tourism (Pre-phase from the beginnings to 1841, First Phase-1841-1914, Developing Phase -1914-1945, High Phase -1945 up to now)</p> <p>Tourist demand features (Tourist needs and tourist motivation; External prerequisites for tourism demand; Heterogeneity and segmentation of tourism demand; Elasticity of tourism demand)</p> <p>Tourist supply features (Prerequisites for tourism supply; Heterogeneity of tourism supply, Non-elasticity and static nature of tourism supply; Features of tourism service as an object of trade in tourism)</p> <p>Seasonality in tourism (Factors of seasonality; Influence of seasonality on tourism sector)</p> <p>Economic functions and effects of tourism (Tourism turnover and tourism consumption; statistics in tourism; Achieved level of development of international tourism around the globe; Direct and indirect influence of tourism on economy; Multiplicative effects of tourism on economy and types of multipliers)</p> <p>Social non-economic functions (Socio-cultural influence of tourism; Effect of tourism on natural environment)</p> <p>Tourist destination (Definition of tourist destination; Types of tourist destinations; Definition and types of tourist attraction)</p> <p>Role and importance of hoteliers in tourism development (Definition and importance of hotel industry; Categorization and classification of hotel industry; Types and characteristics of accommodation points; Types and characteristics of restaurants and other food facilities)</p> <p>Role and importance of transportation in tourism development (Transportation as an organizational element of tourism; Role of air transport in the development of tourism; Role and importance of water transport in the development of tourism; Role and importance of rail transport in the development of tourism; Role and importance of road transport in the development of tourism)</p> <p>Travel agencies and their role in the development of tourism (Concept, role and importance of travel agencies; Types of travel agencies and their business activities)</p> <p>Additional tourism services (Tourist-oriented services; Tourism supply-oriented services; Other additional services)</p> <p>Integrative processes in tourism (Types of horizontal integration in tourism; Types of vertical integration in tourism)</p> <p>International and national tourism organizations and associations (International tourism organizations and associations; International associations of travel agencies and hoteliers)</p> <p>Tourism development policy and the organization of state authorities in charge of tourism (Tourism policy; Goals of tourism development; Instruments and participants in tourism policy; Organization of state authorities in charge of tourism in Serbia.)</p>			
Training (exercises, study research)	Analysis of real cases in our country and abroad connected with aspects of tourism studied at lecture classes; case study and simulation of real-life business situations; papers, homework, projects; comparative analysis of the achieved level of development of the particular tourist destinations and/or particular forms of tourism; visiting experts' lectures on specific cases in tourism etc.			
References				
1	Obligatory: Dr Maja Ćosić: Ekonomski aspekti turizma, Visoka turistička škola strukovnih studija, Beograd, 2011			
2	Additional: M.T.Sinclair, M. Stabler: Economics of Tourism, Routledge, London and New York, 1997			
3	D. E. Lundberg, M.H. Stavenga, M. Krishnamoorthu: Tourism Economics, John Wilney and Sons Inc, New York, 1995			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
5	1			

Teaching Methodology	interactive lectures and exercises; tutorials; research papers; discussions; workshops; presentations; projects; research; field work.		
Knowledge Assessment (maximum 100 points)			
Pre-exam Requirements	points	Final Exam	points
Active Participation	5	Written	
Training		Oral	55
Preliminary Exams	15x2		
Research Papers	10		

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Tourism Geography		
Lecturer (lectures)		Snežana Štetić, Ph D, Dario Šimičević, MA (MA=magister)		
Lecturer/Assistant (exercises)				
Lecturer/Assistant				
ECTS	8	Course Status (obligatory/elective)	obligatory	
Prerequisite				
Course Objective	The main goal of this course is to introduce students to real aspects of tourism development, regional schemes of tourism phenomenon and the importance of tourism for particular tourism regions in Serbia and abroad. In the general part of the course students pay special attention to the Mediterranean, Alps and major cities. Tourism geography of Serbia is studied through the perspective of perceiving existing resources and their evaluation. Devastation and preservation of natural environment is studied through national parks.			
Course Outcome	After this course (lectures, exercises and on-site research) students will be able to identify different areas in the world and in Serbia and their attractive factors and motivational potential for the development of tourism. The most important result is the possibility of implementation of foreign practices in the development, presentation and marketing of national domestic geographical areas.			
Course Content				
Theory	Tourism is the world process and it represents the biggest migration of world population. That is why a large number of countries have chosen tourism as the most suitable economic direction for the development of the country. Students will be shown the most important potentials of particular areas for the development of tourism, as well as the influence of anthropogenous elements in the formation of tourism regions and areas. The course is structured so that broad areas are studied first and specific areas secondly, so that it covers continents, countries, regions, cities and smaller areas where tourism has already been developed or that represent a potential for tourism regions.			
Training (exercises, study research)				
References:				
1	S. Štetić (2008), Turistička geografija, VTŠ, Beograd			
2	Additional references (Serbian and foreign)			
3				
4				
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
6	0			

Teaching Methodology	Apart from theoretical lectures students will be enabled to participate in field work, and audio-visual presentations supplement the course. The field study is organized according to the study area. Teaching methods include modern multimedia presentations.		
Knowledge Assessment (maximum 100 points)			
Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	
Training		Oral	60
Preliminary Exams	25		
Research Papers	10		

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Cultural Heritage and Tourism		
Lecturer (lectures)		Sanja Pajić, PhD; Vesna Bajić, MA (MA=magister)		
Lecturer/Assistant (exercises)				
Lecturer/Assistant				
ECTS	8	Course Status (obligatory/elective)	obligatory	
Prerequisite				
Course Objective	Acquiring basic knowledge from the history of art and cultural heritage and acquiring experience in understanding, perception and reception of works of art. Development of aesthetic criteria and visual culture. Understanding the content of the work of art, recognition of the elements of style and visual elements.			
Course Outcome	Understanding and skillful use of basic history of art terminology. Understanding historical and cultural context of works of art. Recognition, analysis and interpretation of the basic characteristics of periods, style and techniques. Foundation for further individual study of arts within professional framework. Ability to apply the acquired knowledge in practice.			
Course Content				
Theory	Introduction to the history of art, main periods and the development of art since the pre-historic times up to now. An overview of cultural heritage through the study of basic periods, styles, principles and aesthetic ideas connected with certain regions i.e. cultures and particular branches of art.			
Training (exercises, study research)				
References:				
1	B. Vujović, Istorija Umetnosti, Beograd 2005			
2	Additional references according to individual needs			
3				
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
6	0			
Teaching Methodology	Verbal and textual presentation, analysis, visual illustrative method			
Knowledge Assessment (maximum 100 points)				
Pre-exam Requirements	points	Final Examination		points
Active Participation		Written		30
Training		Oral		
Preliminary Exams	60			
Research Papers	10			

Courses Specifications

Teaching Curriculum				Economics and Tourism	
Module				general	
Type and Level of Studies				Undergraduate Applied Studies	
Course Title				Statistics in Tourism	
Lecturer (lectures)				Tošić Violeta, PhD	
Lecturer/Assistant (exercises)				Tošić Violeta, PhD	
Lecturer/Assistant					
ECTS		7	Course Status (obligatory, elective)		obligatory
Prerequisite					
Course Objective		<p>The goal of the subject is acquiring specific and generally useful statistical way of thinking, which leads to more effective learning, using professional references and literature and independent research in tourism. The goal of the course is to introduce students to data processing in tourism as well as knowledge and information processing in order to solve problems within the scope of business of the entities in charge of business and tourism policy in tourism. As statistics is clearly and precisely defined way of thinking and it comprises specific terminology, its use in tourism provides the means for the most accurate way of describing and comparing different stochastic phenomena and processes as well as generalization of the conclusions reached and data gathered. In this way, students are introduced to theoretical basis and practical ways of measuring phenomena in tourism and the possible choices of statistical methods in accordance to the goals of a research. Thus, they are prepared to thoroughly conduct statistical and economic analysis in tourism.</p>			
Course Outcome		<p>The expected results mainly include mastering the basic principles of scientific statistical methods through learning statistical terms, work procedures and interpretations of the results of the description and analysis of the state of affairs and processes in business companies in the branch of tourism, tourist destinations and their surroundings. In the same time, it is possible to notice important features, regulations and laws and explain their existence. This provides the minimum of quantitative information in the field of economic business in tourism.</p>			
Course Content					
Theory		<p>The role of statistical methods in analysis of business activities of entities in tourism; statistical and factual data and its representation; basic method of data analysis; theoretical foundation of statistical methods; evaluation of the parameters of the basic set; testing of statistical hypothesis; regressive and correlational analysis; analysis of time series; data gathering techniques; methods of multivariational analysis.</p>			
Training (exercises, study research)		<p>Task solving in the following fields: gathering, systematization and graphical representation of data; calculating arithmetic and geometric mean, modus and median; calculating measure of variation; evaluation of arithmetic mean and basic set proportion on sample basis, testing of hypothesis about basic set parameters ; bidimensional linear regressive model; model of simple linear correlation; time series analysis; individual and group indexes; application of chosen methods of multivariational analysis in tourism.</p>			
References:					
1		V. Tošić: Statistika sa primenom u turizmu, Čigoja Štampa, Beograd, 2011			
2		V. Toni: Zbirka zadataka iz statistike, Čigoja Tampa, Beograd, 2011			
3		Žižic M., Lovrić M., Pavličić D.: Osnovi statističke analize, Ekonomski fakultet, Beograd, 2004			
Number of Classes per Week during the Term/Trimester/Year					
Lectures	Exercises	DON	Study Research		Other Classes
3	1				

Teaching Methods	Lectures and exercises that imply task solving and analysis of the results. Lectures include Power Point presentations. The special emphasis is put on the interactive student participation through the use of IT and SPSS software which encourages independent work and reaching independent conclusions concerning the examined phenomena. Student assessment is conducted through preliminary tests and the final exam.		
Knowledge Assessment (maximum 100 points)			
Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	30
Training	-	Oral	25
Preliminary Exams	40		
Research Papers	/		

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		English Language A1	
Lecturer (lectures)		Milina Kosanović, MA; Ivan Milošević MA; Emilija Lipovšek, MA (MA=magister)	
Lecturer/Assistant (exercises)		Milina Kosanović, MA; Ivan Milošević MA; Emilija Lipovšek, MA; Smiljka Kesić, MA (MA=magister)	
Lecturer/Assistant			
ECTS	6	Course Status (obligatory/elective)	elective
Prerequisite			
Course Objective	<p>The objectives of the English language course are determined by the need to use the language in the professional context after minimum 8 years of studying it at a general level in primary and secondary school. The main objective is to master communication skills in professional context and learn the basics of business correspondence. The course is particularly aimed at broadening the vocabulary and acquiring tourism terminology which enables students to understand authentic, unabridged texts concerning this field and discuss tourism aspects studied at other college courses in their native language. Grammar is mainly revised, and special emphasis is put on the use of particular grammar constructions in real-life situations connected with tourism. One of the main objectives of the course is to motivate students to use English as a tool for acquiring professional knowledge as well as to promote tourism destinations in their own country.</p>		
Course Outcome	<p>After the first-year course students will be able to:</p> <ul style="list-style-type: none"> - understand authentic spoken or written texts or dialogues on tourism topics covered by the curriculum - participate in discussion on tourism - communicate in business situations - present information on tourism topics in the form of a short presentation or essay - use suitable grammar forms in appropriate context - present tourist destinations in English - pass the written and oral exam successfully 		
Course Content			
Theory	<p>Basic tourism terminology, travel agencies and tour operators, types of holidays (rural tourism, camping, cruise...), promotion of a tourist destination and its potential, business travel, hotel accommodation, air travel, customs, cruise and water transport, rail transport, road transport (coach, car rental, motorhomes/RV), booking and insurance, active and passive voice, use of tenses with particular attention to future forms</p>		
Training (exercises, study research)	<p>Jobs in tourism, complaints and dealing with complaints in spoken and written form, filling in basic forms, doing surveys, writing CV/résumé, making short itineraries, presenting a tourist destination, making direct questions and polite indirect questions.</p>		
References			
1	<p>Obligatory: Keith Harding, Going international- English for Tourism, Oxford University Press, 2005</p>		

2	Additional: Guide books: Rebecca Walder et al., 5001 Must-visit Destinations, Bounty Books, 2006;			
3	Grammars: Randolph Murphy, English Grammar in Use, Cambridge University Press, 2003;			
4	Dictionaries: Oxford Advanced Learner's Dictionary, Oxford University Press, 2010; Dictionary of Contemporary English, Pearson Longman, 2009;			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
2	1			
Teaching Methodology	<p>The course consists of lectures and exercise classes. Direct approach is used at lectures, while communicative approach is used at exercise classes (pair-work, team work).</p> <p>At lectures, students concentrate on professional terminology and grammar constructions used in professional context. Students analyze texts (reading for gist, reading for detail) which contribute to their general knowledge on tourism. Lectures include visual methods- Power Point presentations and photographs illustrating specific items of vocabulary as well as video clips or short movies comprising relevant vocabulary. Apart from the textbook, additional material from the Internet sites or brochures is included in the course.</p> <p>Exercise classes are devoted to developing listening, speaking and writing skills. Students listen to CDs with authentic material and have discussions on tourism or business matters. During exercise classes students use in practice the vocabulary and grammar forms presented at lectures. Students are also involved in various projects (e.g. preparing a presentation of a tourist destination)</p>			
Knowledge Assessment (maximum 100 points)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	5	Written		
Training	15	Oral		40
Preliminary Exams	40			
Research Papers				

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		English Language B1	
Lecturer (lectures)		Milina Kosanović, MA; Ivan Milošević MA; Emilija Lipovšek, MA (magister)	
Lecturer/Assistant (exercises)		Milina Kosanović, MA, Ivan Milošević MA, Emilija Lipovšek, MA, Smiljka Kesić, MA (MA=magister)	
Lecturer/Assistant			
ECTS	6	Course Status (obligatory/electives)	elective
Prerequisite			
Course Objective	This is an elementary level course for real or false beginners. The main goal of this course is to enable students to communicate in English on the basic level. The emphasis is put on basic spoken communication and understanding elementary level spoken and written texts or dialogues. Students are also introduced to basic tourism vocabulary.		
Course Outcome	<p>After completing the course students will be able to:</p> <ul style="list-style-type: none"> - understand elementary level spoken or written texts - ask and answer questions about everyday life and work - express their opinion and attitudes in a short form - present basic information about a tourist destination - speak on the phone in English - pass the oral and written test successfully 		
Course Content			
Theory	First contacts (introducing people, personal data), everyday situations (studying, work, leisure activities), describing physical appearance, flat/house, weather conditions, travel, hotels and hotel facilities, air travel, road transport, basic present and past tenses.		
Training (exercises, study research)	Giving directions, making phone calls, sightseeing, restaurant and food, giving information on accommodation and hotel facilities, asking direct questions, presenting a tourist destination.		
References:			
1	Obligatory: Lindsay Clandfield- Straightforward elementary, Macmillan Publishers, Oxford, 2006		
2	Additional: Englesko-srpski, srpsko-engleski rečnik, Institut za strane jezike, Beograd, 2005;		
3	Oxford English-Serbian Student's Dictionary, Oxford University Press, 2006;		
4	Randolph Murphy, English Grammar in Use-Elementary, Cambridge University Press, 2003;		
5	Travel Guide: Serbia in Your Hands, Turistička Organizacija Srbije, Beograd, 2005		
Number of Classes per Week during the Term/Trimester/Year			

Lectures	Exercises	DON	Study Research	Other Classes
1	1			
Teaching Methodology	The course comprises lectures and exercises. Communicative approach is used all the time with an emphasis on listening to authentic material and active communication. Methods used are mainly pair-work and team work. Students are also given regular homework. Students are also given assignments connected with Internet search on professional topics. Students are involved in several projects where they present the information they found (accommodation, tourist destination etc.)			
Knowledge Assessment (maximum 100 points)				
Pre-exam Requirements	points	Final Exam		points
Active Participation	5	Written		
Training	15	Oral		40
Preliminary Exams	40			
Research Papers				

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Fundamentals of Law		
Lecturer (lectures)		Milan Skakun, PhD; Uroš Skakun, MA (MA=magister)		
Lecturer/Assistant (exercises)		Milan Skakun, PhD; Uroš Skakun, MA (MA = magister)		
Lecturer/Assistant				
ECTS	5	Course Status (obligatory/elective)		elective
Prerequisites				
Course Objective		Acquiring general knowledge on law and state and specific knowledge on the legal system and elements of law		
Course Outcome		After finishing this course students will be able to: study other law disciplines, mainly business law and European Union law further and to understand disciplines that are connected with law		
Course Content				
Theory		Concept, subject matter and methods of law, relationship between law and other scientific disciplines, notion of state, relationship between state and law, legal system, legal norm, concept and types of legal acts, legal personalities, application of law, interpretation of law		
Training (exercises, study research)		Concept, subject matter and method of the basics of law, concept of state and law, Rule of Law, legal system, legal norm, legal act, legal personalities, legality, concept and types of law application, legal norms validity, concept and types of law interpretation, the making of a legal norm, system of law , branches of law, Serbian legal system.		
References:				
1	Obligatory: Dr Milan Skakun, Osnovi prava, Beograd, 2009			
2				
3				
4				
5				
Number of classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
2	1			
Teaching Methodology		Lectures, exercises, preliminary tests, tutorials		
Knowledge Assessment (maximum 100 points)				
Pre-exam Requirements		points	Final Examination	points
Active Participation		5	Written	/
Training		10	Oral	55
Preliminary Exams		15x2		

Research Papers

Courses Specifications				
Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Sociology		
Lecturer (lectures)		Milan Skakun, PhD, Uroš Skakun, MA (MA=magister)		
Lecturer/Assistant (exercises)		Uroš Skakun, MA (MA=magister)		
Lecturer/Assistant				
ECTS		5	Course Status (obligatory/electives)	
		elective		
Prerequisite				
Course Objective		<p>The goal of this course is acquiring knowledge about the basic social categories and laws of social development, the composition and structure of the society and social changes. The course is expected to help students understand better the content of the following subjects: Basics of Economics, Cultural heritage and tourism, Law, Ethics and Business Communication, Environmental Protection etc.</p> <p>Students are also enabled to implement the acquired knowledge in their study of our society and state as well as the impact tourism has on the society.</p>		
Course Outcome		<p>Students are expected that through acquisition of knowledge presented at this course become prepared to understand basic changes in the society as well as the structure and tendencies of modern society. The specific part of the course dedicated to the sociology of tourism should encourage the understanding of the relationship between tourists and local communities as well as a broader context for this interaction.</p>		
Course Content				
Theory		Concept, appearance and development of sociology, structure and dynamics of the society, civilization and Serbian society, the subject matter of the Sociology of Tourism-leisure.		
Training (exercises, study research)		Social groups, politics as a social activity, religion, modern political processes in Serbia and abroad, customs, morality, art, changes in social structure of the contemporary world and Serbian society, the appearance and functions of leisure, social and cultural relations in tourism.		
References:				
1		Obligatory: Dr Milan Skakun, Dr Radoje Zečević, Sociologija, Beograd, 2009		
2				
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
2	1			
Teaching Methodology		Lectures, exercises, tutorials.		
Knowledge Assessment (maximum 100 points)				
Pre-exam Requirements		points	Final Examination	
Active Participation		5	Written	
Training		10	Oral	
Preliminary Exams		15x2		
Research Papers				

Courses Specifications

Teaching Curriculum					Economics and Tourism					
Module					general					
Type and Level of Studies					Undergraduate Applied Studies					
Course Title					Computer Science					
Lecturer (lectures)					Nicić D. Miloš, MSc (MSc=magister)					
Lecturer/Assistant (exercises)					Zimonjić M. Borko, MSc (MSc=master); Sekulić M. Anđelka					
Lecturer/Assistant										
ECTS			5		Course Status (obligatory/electives)			elective		
Prerequisite										
Course Objective					Primary goal of the course is acquiring basic skills in information technologies necessary to those who are not familiar with computers and Internet. The second goal is making a solid foundation for the following courses Informatics in Tourism and E-commerce in Tourism.					
Course Outcome					After finishing this course, students should be familiar with the principles of functions and characteristics of computers, operation system, computer applications and Internet and prepared to use them in practice.					
Course Content										
Theory					Development of computers, computer and computer system, periphery devices, external memory, numeral systems, data representation in a computer, operating system, files, programmes and programme languages, applicative software, databases and information systems, graphics, animation and multimedia, communication and internet, safety of computer systems, legal software and piracy					
Training (exercises, study research)					Parts of the computer, linking and use of external memory, users` interface of the operating system; configuration and maintenance of the operating system; installation and the use of applications; text formatting and processing; advanced text formatting; tables and lists; text styles; creation of multimedia presentations; slide formatting; the use of themes; graphs, diagrams and graphic items; animation and transition.					
References:										
1			Nicić M. (2011) Osnovi računarstva, Beograd, Visoka turistička škola							
2										
Number of Classes per Week during the Term/Trimester/Year										
Lectures		Exercises		DON		Study Research			Other Classes	
1		2								
Teaching Methodology					Lectures and exercises are based on the dialogue and demonstration. Students use the textbook and Internet sources. Equipment: whiteboard, computers, hardware, projector, screen, lectures and demonstrations on the college site.					
Knowledge Assessment (maximum 100 points)										
Pre-exam Requirements			points		Final Exam			points		
Active Participation			15		Written			0		
Training			0		Oral			50		
Preliminary Exams			30							
Research Papers			5							

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Placement-first year		
Lecturer (lectures)		Jelisaveta Vučković, MA; Jasmina Leković, MA (MA=magister)		
Lecturer/Assistant (exercises)				
Lecturer/Assistant				
ECTS		5	Course Status (obligatory/elective)	elective
Prerequisite	Students have to be enrolled into the appropriate semester where placement is included.			
Course Objective	The goal of placement is students` familiarization with all important aspects of travel agencies`, tourism organizations` and other companies` business activities as well as their direct involvement in the business process in order to link theory and practice. The goal of placement is students` familiarization with real business practice.			
Course Outcome	Preparation of students to apply previously acquired theoretical and professional knowledge in order to solve specific problems within the chosen tourist organization or company. Familiarization of students with the type and scope of business of a particular tourism company or organization, their organization and ways of doing business as well as the way of cooperation with business partners. Students get a chance to put into practice the theoretical knowledge from different fields which helps them get an insight into technical, organizational, economic and social activities and their interconnection in companies or other institutions. It is expected that the contacts with professional environment incite students to master their profession motivate them to find a job in the similar businesses after graduation.			
Course Content				
Theory	Students are sent to conduct their placement in the tourism companies that have a contract with the College. Also, students can choose another tourism company or organization and supply a written agreement where the company states that they accept the student conduct placement with them. Placement programme has to be in accordance with the professional goals set in the curriculum. Placement is conducted in accordance with Programme and Regulations defined by Academic Council.			
Training (exercises, study research)				
References				
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
				50

Teaching Methodology	<p>Placement is conducted in appropriate organizations (companies, agencies, hotels and other similar institutions). The company is chosen by the teacher in charge of placement as agreed with the student. The company chooses a person in charge of the student (supervisor). Placement is guided by the supervisor and the teacher in charge of placement. Students write a placement diary where they describe the activities and jobs done. The teacher in charge of placement examines and approves the diary and tests the student's knowledge. Students are required to prepare a report on their placement and to do specific tasks that are a part of the placement programme. The duration of placement is determined by the curriculum for the specific year of studies, and the schedule is determined by the teacher in charge of placement and the supervisor.</p>
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Knowledge Assessment (maximum 100 points)				
Pre-exam	Requirements	points	Final Examination	points
Active Participation			Written	
Training			Oral	
Preliminary Exams				
Research Papers				

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Fundamentals of Marketing	
Lecturer (for lectures)		Milenko D. Đurić, MA (MA=magister)	
Lecturer/Assistant (for exercises)			
ECTS		6	Course Status (obligatory/elective)
			obligatory
Prerequisite			
Course Objective		<p>Fundamentals of marketing course involves elementary fields of research of marketing in the prominent market competitiveness in the global environment, in the local and international markets, with the focus on researching motivation and monitoring customers' conduct. The need and importance for the development of marketing information system are stressed in order to prepare optimal combination of marketing tools (marketing mix) in the promotion of companies, as well as to define branding strategy and services.</p> <p>Methods of market research and customer's conduct are studied, as well as assessment of the global market which leads to preferences and changes in customers' loyalty. Practical experience in understanding and predicting customers' conduct and service users is analyzed. Based on experience and research results, students learn the process of market segmentation, selection of target groups and company, product and service positioning in the competition with the rivals. Process of planning basic elements of marketing strategy: product-service, pricing policy, distribution channels, in order to recognize profit effect in selected promotion strategy and in integrated classical and new forms and media of marketing communication.</p>	
Course Outcome		<p>Introducing students to practical experience and scientific approach to market research and customers' motivation in order to conduct market research correctly and to select competitive marketing strategy in positioning and promoting companies, products and services in the global environment. Based on these findings, students' creativity is encouraged and practical skills are mastered in project implementation related to market research and strategy, in order to obtain a successful market position by using classical and new media of integrated marketing communication.</p>	
Course Content			
Theory		<p><i>Theory:</i> development of marketing concept; monitoring the global marketing environment; understanding customers' conduct; creating marketing information system; market segmentation; selecting optimal marketing tools (marketing mix); creating marketing strategy and correcting it periodically; organizing marketing in companies; integrated marketing communication; the importance of the Internet and new means of direct communication.</p>	
Training (exercises, study research)		<p>Researching conduct and expectation of customers and service users; methods and techniques of assessing the global environment; criteria and methods of market segmentation; positioning companies, products and services; creating and promoting brands; elements of marketing mix: managing brands, selecting pricing policy, selecting distribution channels, selecting promotion; advertising strategy; personal sales; sales improvement; creating publicity; public relations; mass communication media; direct communication media; schedule for study visits to marketing companies and events, team work presentation.</p>	
References			
1	<p><i>Obligatory:</i> Devid Džober, Džon Faksi: Osnovi marketinga – translation of the 2nd edition, Data status, Belgrade, 2006</p>		
2	<p><i>Additional:</i> Filip Kotler Kevin Lejn Kelet: Marketing menadžment – translation of the 12th edition, Data status, Belgrade, 2006</p>		
Number of Classes per Week during the Term/Trimester/Year			

Lectures	Exercises		Study Research	Other Classes
4	0			
Teaching Methodology	Methods used in lectures and exercises are dialogue and demonstration. Students use coursebooks and the Internet. Tools: whiteboard, computers, hardware, projector, screen, special lectures and demonstration on the web site.			
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	10	Written		0
Training	-	Oral		50
Preliminary Exams	20 (2x10)			
Research Papers	10			

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Fundamentals of Management	
Lecturer (for lectures)		Nebojša Kolarić, PhD	
Lecturer/Assistant (for exercises)			
ECTS		6	Course Status (obligatory/elective) obligatory
Prerequisite			
Course Objective		Acquiring basic knowledge on Management as a science from the perspective of organization and management of companies.	
Course Outcome		Acquiring abilities to understand, improve, and implement acquired knowledge in the tourism companies and other organizational systems from the aspect of planning, organizing, managing, and controlling activities in companies.	
Course Content			
Theory		1. Definition of Management; 2. Management and Managers; 3. Planning; 4. Organizing; 5. Leading; 6. Controlling	
Training (exercises, study research)			
References			
1	Osnovi menadžmenta, Dr Nebojša Kolarić, (forthcoming)		
2	Stephen Robbins / Mary Coulter: Management. Data status, Belgrade - 2005.		
Number of Classes per Week during the Term/Trimester/Year			
Lectures	Exercises	Study Research	Other Classes
4	0		
Teaching Methodology		1. Theory classes	
Knowledge Assessment (maximum points 100)			
Pre-exam Requirements	points	Final examination	points
Active Participation	10	Written	0
Training	0	Oral	50
Preliminary Exams	30		
Research Papers	10		

Courses Specifications

Teaching Curriculum				Economics and Tourism			
Module				general			
Type and Level of Studies				Undergraduate Applied Studies			
Course Title				Business Law			
Lecturer (for lectures)				Milan Skakun, PhD, Uroš Skakun, MA (MA=magister)			
Lecturer/Assistant (for exercises)							
ECTS		6		Course Status (obligatory/elective)		obligatory	
Prerequisite							
Course Objective				The objective of the study is introduction of the students to legal disciplines and institutions that regulate social relations relevant to tourism industry; commercial and banking business, insurance. The course is organized in such a way to provide students with the optimal combination of theory, positive legal and comparative legal standards and solutions, as well as experience from the court practice and arbitration relevant to understanding problems and finding solutions in practice. The most extensive and significant course content is related to legal actions in tourism industry, specific SUI GENERIS contracts from this field, solving cases, especially with foreign components.			
Course Outcome				The students are expected to the greatest extent possible to get familiar with scientific elements of legal and institutional systems and tourism industry business. This involves understanding the relations between business enterprises (entrepreneurs) and the state, relations between business companies within tourism industry and relations between service providers with end users – tourists. Knowledge gained in this field enables students to understand completely the markets of tourism, banking, financial, insurance and other services, and to bring efficient and legal business decisions.			
Course Content							
Theory				General introduction, foundations of law, legal institutes, business enterprises, legal business in tourism, international courts and solving cases with foreign components.			
Training (exercise, study research)				Legal actions in tourism, UN conference declaration on environmental protection, UN declaration on environment and development, resolution on environmental protection policy, Serbian law on environmental protection, Serbian law on water, Law on forestry, Serbian law on hunting, Serbian law on spas, Law on national parks.			
References							
1		Obligatory: Milan Skakun, Poslovno pravo u turizmu, Beograd, 2009.					
2		Mr Uroš Skakun, Turističko zakonodavstvo, Beograd, 2012.					
Number of Classes per Week during the Term/Trimester/Year							
Lectures		Exercises		Study Research		Other Classes	
4		0					
Teaching Methodology				Teaching is carried out through theory, exercises, and office hours. Theory is completed with practical examples with each unit for easier and efficient practical use. Students take active part in classes through discussions, exercises and office hours.			
Pre-exam Requirements		points		Final Examination		points	
Active Participation		5		Written		/	
Training		10		Oral		55	
Preliminary Exams		15x2					
Research Papers							

Courses Specifications			
Teaching Curriculum		Economics and Tourism	
Module		General	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Marketing in Tourism	
Lecturer (for lectures)		Violeta Tošić, PhD; Milenko Đurić, MA (MA=magister)	
Lecturer/Assistant (for exercises)		Jelisaveta Vučković MA, (MA=magister); Sanja Lazarević, MA (MA=master)	
ECTS		6	Course Status (obligatory/elective)
			obligatory
Prerequisite			
Course Objective		The course is organized to describe the development of marketing in tourism, with short insight in its content, also to offer basic information on the achieved level of international and national scope. Our intention is to encourage students for further contribution to marketing in tourism, as well as broader implementation of marketing activities in practice.	
Course Outcome		Understanding the concept of marketing business, introducing students to the characteristics of marketing as market-oriented business concept in tourism, critical analysis of available knowledge in this field, acquiring knowledge and skills related to organizing planning in the marketing in tourism, enabling students to make strategical and tactical decisions, understanding specific aspects of applying marketing in tourism, regarding certain enterprises, tourist destination and volume of business.	
Course Content			
Theory		Definition and characteristics of tourist market, applying marketing in tourism; structure of marketing information system in tourism, tourist marketing research, managing marketing activities in tourism; formulating marketing strategy; marketing mix tools in tourism, special aspects of applying marketing in tourism (macro and micro levels); tendencies in the development of tourism and marketing.	
Training (exercise, study research)			
References			
1	J. Popesku: Marketing u turizmu, Visoka turistička škola, Beograd, 2009.		
2	Dr Violeta Tošić, Mr Jelisaveta Delić, Marketing u turizmu, (forthcoming)		
3	Kotler Phillip, Osnovi marketinga, MATE, Zagreb, 2006		
4	Dibb S., Simkin L., Marketing, MATE, Zagreb, 1995		
Number of Classes per Week during the Term/Trimester/Year			
Lectures	Exercises		Study Research
3	1		
Other Classes			
Teaching Methodology			
		Course will be presented via Microsoft PowerPoint. Lectures are based on examples from reference books and practice. Assessment is conducted through preliminary exams and defense and presentation of the research paper during the semester, as well as final exam.	
Knowledge Assessment (maximum points 100)			
Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	/
Training	/	Oral	35
Preliminary Exams	40		
Research Papers	20		

Courses Specifications

Teaching Curriculum				Economics and Tourism					
Module				General					
Type and Level of Studies				Undergraduate Applied Studies					
Course Title				Informatics in Tourism					
Lecturer (for lectures)				Nicić D. Miloš, MSc (MSc=magister)					
Lecturer/Assistant (for exercises)				Zimonjić M. Borko, MSc (MSc=master), Sekulić M. Anđelka					
ECTS				7		Course Status (obligatory/elective)		Obligatory	
Prerequisite									
Course Objective				The goal of this course is to familiarize students with fundamentals of the IT, information systems in tourism, fundamentals of e-business, along with practical knowledge related to data processing.					
Course Outcome				By the end of this course, students should know the basic design of information systems, the way information system functions in tourism, basic e-business and be able to work individually in programmes for table calculations and database.					
Course Content									
Theory				Fundamentals of networking and network architecture; designing, developing and managing information systems; business information systems; protection of information systems; information systems in tourism; information systems in airline companies; development of GDSs; characteristics and solutions of the greatest GDSs (Amadeus, Galileo, Sabre, Worldspan); booking systems in hotels; IT in tourism fairs; creation, development and functioning of the Internet; fundamentals of e-business; goals and concept of the Internet presence; tendencies of IT development in tourism.					
Training (exercise, study research)				Software for table calculations – table formatting, expressions, operators and operandi, constants, relative and absolute references, creating formulas, using functions (basic, arithmetics, conditional and logical, number, text), what-if analysis, making graphs, using auxiliary columns, problem solving. Database – normalization, table creation, data types, field properties, linking tables, validation rules, data processing, creating queries.					
References									
1		Stankić, R., Stankić, M. (2008), Informatika u turizmu, Beograd: Visoka turistička škola							
Number of Classes per Week during the Term/Trimester/Year									
Lectures		Exercises		Study Research				Other Classes	
4		2							
Teaching Methodology				Methods used in lectures and exercises are dialogue and demonstration. Students use the course book and online sources. Tools: whiteboard, computers, demonstration tools (computer hardware), projector, screen.					
Knowledge Assessment (maximum points 100)									
Pre-exam Requirements		points		Final Examination				points	
Active Participation		0		Written				0	
Training		0		Oral				50	
Preliminary Exams		40							
Research Papers		10							

Courses Specifications

Teaching Curriculum				Economics and Tourism					
Module				general					
Type and Level of Studies				Undergraduate Applied Studies					
Course Title				Accounting in Tourism					
Lecturer (for lectures)				Zoran Milenković, PhD					
Lecturer/Assistant (for exercises)				Zoran Milenković, PhD, Mirjana Ilić, PhD					
ECTS				7		Course Status (obligatory/elective)		obligatory	
Prerequisite		Accomplishing minimum 55 points							
Course Objective		<p>The main objective of this course is acquiring knowledge and introducing students with thorough principles and rules of accounting in tourism industry as a subsystem in the information system. Based on the acquired knowledge, students are enabled to use available information, which contributes to efficient work process in a tourism company. The main tasks of this course are introducing students with accounting as a series of previously systemized activities used not only for recording current business activities, but also for planning and managing business policies in production, trade and tourism companies (product range policy, pricing policy, procurement policy, selling policy, personnel policy, etc.), controlling, analyzing, and reporting. Moreover, along with the above mentioned objectives, the task of a lecturer is to introduce students to taxing policy, i.e. the VAT system in accounting, which has been used in our system since 2005.</p>							
Course Outcome		The most important outcome of this course is permanent acquisition of theory and relevance of the accounting through its accounting information system and mastering the basic methods of book-keeping and financial reporting.							
Course Content									
Theory		Balance method of studying accounting; Procurement; Profit and distribution; Calculating financial results and producing taxing balance, VAT system; Managing accounting							
Training (exercise, study research)		Balance method of studying accounting; dividing balance into accounts; procuring finances; procuring fixed assets; procuring ; register of expenditure; register of revenue; preclosing book-keeping; financial result accounting and taxing balance; distribution of profit; VAT; managing accounting; schedule for students project work and other activities (e.g. research paper).							
References									
1		Mr B. Šikanjić,: Računovodstvo, Visoka turistička škola, Beograd 2008							
2		Meigs/Meigs, Računovodstvo, Temelj poslovnog odlučivanja; Mate, Zagreb, 1999							
Number of Classes per Week during the Term/Trimester/Year									
Lectures		Exercises		Study Research				Other Classes	
3		2							
Teaching Methodology		Oral lectures and presentation in Power Point, and exercises.							
Knowledge Assessment (maximum points 100)									
Pre-exam Requirements		points		Final Examination				points	
Active Participation		5		Written				40	
Training		10		Oral				20	

Preliminary Exams	15		
Research Papers	10		

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		English Language A2	
Lecturer (for lectures)		Milina Kosanović, MA, Emilija Lipovšek, MA, Ivan Milošević, MA (MA=magister)	
Lecturer/Assistant (for exercises)		Smiljka Kesić, MA, Milina Kosanović, MA, Emilija Lipovšek, MA, Ivan Milošević, MA (MA=magister)	
ECTS		6	Course Status (obligatory/elective)
			obligatory
Prerequisite			
Course Objective		The objective of this course is further improvement of students' oral skills, especially communication in business environment, as well as acquisition of business correspondence in English. Teaching is aimed at extending ESP vocabulary, which enables students to understand texts and communication on tourism, and to participate in discussions in English about tourism topics related to other courses taught at the college. Grammar teaching is focused at revising and completing previous knowledge, with the emphasis on certain phrases used in real-life situations in tourism industry. The important goal of this course is the incentive for the students to use English as a tool for acquiring the latest information from tourism industry, along with using English for promoting tourist destinations of their country.	
Course Outcome		At the end of the second year, students will be able to understand dialogues and texts from the field on the topics from the curriculum; to discuss the topics from the curriculum; communicate in the business environment from the curriculum; to promote tourism using short written or oral form; to write their CV in English; to make a presentation of a hotel, attraction and destination in English; to apply grammar from the curriculum and to pass the final exam successfully.	
Course Content			
Theory		In lectures vocabulary and grammar are studied from the texts taken from tourism industry context. Students analyze the texts from the field of tourism and thus expand the knowledge of the field. Visual aid is used in lectures - PowerPoint presentation and video clips on relevant topics from tourism with the related vocabulary.	
Training (exercise, study research)		In exercises students practice listening, speaking and writing skills. Students listen to native speakers recorded on CDs, and have a chance to discuss in pairs different topics from tourism. They learn and practice vocabulary and grammar. Apart from the texts from course books, addition material from the Internet and brochures is used.	
References			
1	Keith Harding, <i>Going International - English for Tourism</i> , Oxford University Press, 2005		
2	Miriam Jacob, Peter Strutt, <i>English for International Tourism</i> , Longman, 1997		
3	Oxford Advanced Learner's Dictionary, Oxford University Press, 2010		
4	Raymond Murphy, <i>English Grammar in Use</i> , Cambridge University Press, 2003		
5	Rebecca Walder et al., <i>5001 Must-Visit Destinations</i> , Bounty Books, 2006		
Number of Classes per Week during the Term/Trimester/Year			

Lectures	Exercises		Study Research	Other Classes
2	1			
Teaching Methodology	The course is attended in lectures and exercises. Direct method is used in the lectures, while communicative approach is practiced in exercises (pair and team work).			
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	5	Written		
Training	15	Oral		40
Preliminary Exams	40			
Research Papers				

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		English Language B2	
Lecturer (for lectures)		Milina Kosanović, MA; Emilija Lipovšek, MA; Ivan Milošević, MA (MA=magister)	
Lecturer/Assistant (for exercises)		Smiljka Kesić, MA, Milina Kosanović, MA, Emilija Lipovšek, MA, Ivan Milošević, MA (MA=magister)	
ECTS		6	Course Status (obligatory/elective)
			obligatory
Prerequisite			
Course Objective		The main aim of teaching English as a second course of foreign language (language B) at the beginner's level is to enable students for basic conversation skills. Thus, the emphasis is given to practical use of English in communications, and to understanding texts and dialogues at the elementary level. In the second year of this course, students will continue being introduced to essential vocabulary from the field of tourism, as well as from everyday business correspondence.	
Course Outcome		By the end of the second year, students will be able to understand simple written or oral material in English; to develop equally the basic reading, listening, speaking and writing skills; to expand ESP vocabulary; to write a short brochure text on Serbia; to describe traditional celebrations and customs of their country; to communicate with other international students in person or via email, and to be prepared to successfully pass the final exam.	
Course Content			
Theory		In lectures, communicative approach is used in order to expose students to native speakers and to encourage them to actively use English. Dialogue, pair and team work are used in classes. Visual aid is also used in lectures - PowerPoint presentation and video clips on relevant topics from tourism.	
Training (exercise, study research)		In exercises students practice listening, speaking and writing skills. Students are exposed to native speakers recorded on CDs, and have a chance to discuss in pairs different topics from tourism and everyday life. Students are given short homework tasks in order to stimulate them for individual work. Students are encouraged to search additional information in English related to tourism on the Internet.	
References			
1	Lindsay Clandfield, <i>Straightforward Elementary</i> , Macmillan Publishers, Oxford, 2006		
2	Philip Kerr, <i>Straightforward Pre-Intermediate</i> , Macmillan Publishers, Oxford, 2006		
3	Oxford English-Serbian Student's Dictionary, Oxford University Press, 2006		
4	Raymond Murphy, <i>English Grammar in Use</i> , Cambridge University Press, 2003		
5	<i>Travel Guide: Serbia in Your Hands</i> , Tourist Organization of Serbia, Belgrade, 2005		
Number of Classes per Week during the Term/Trimester/Year			
Lectures	Exercises	Study Research	Other Classes
1	1		
Teaching Methodology		The course is attended in lectures and exercises. Direct method is used in the lectures, while communicative approach is practiced in exercises (pair and team work).	
Knowledge Assessment (maximum points 100)			

Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	
Training	15	Oral	40
Preliminary Exams	40		
Research Papers			

Courses Specifications

Teaching Curriculum				Economics and Tourism	
Module				general	
Type and Level of Studies				Undergraduate Applied Studies	
Course Title				Business Communication	
Lecturer (for lectures)				Milenko D. Đurić, MA (MA=magister)	
Lecturer/Assistant (for exercises)				Sanja Lazarević, MA (MA=master)	
ECTS				5	
Course Status (obligatory/elective)				Elective	
Prerequisite					
Course Objective		The main objective of this course is to enable students to acquire practical knowledge on strategies and techniques necessary for creating efficient two-way communication between tourist organizations and their target groups. Special attention is given to developing skills in students necessary for professional and socially responsible business communication at several levels: business correspondence, business negotiation, business presentation, media relations and public appearance.			
Course Outcome		Introducing and acquiring professional standards of business communication in tourism and elementary ethic principles in creating good public relations; mastering the knowledge and skills for planning and implementing projects aimed at communicating with target groups; acquiring skills for business communication, public appearance and organizing successful cooperation with the media.			
Course Content					
Theory		Definition and characteristics of communication process; plan for forming a corporate communication department in tourism sector; types of business communication: business correspondence, protocol and business negotiations; verbal and non-verbal communication; etiquette and dress code; writing formal letters, communication mix in tourism organizations: advertising, personal sales, sales improvement, publicity, corporate identity, business style and corporate image; professional standards and responsibility: creating good public relations; business ethics in public relations; target groups in tourism and public opinion; printed and electronic media, the Internet and other social media; media relations: press release, statements, interviews and press conferences; managing public relations; communication in crisis situations; special events and fairs; public appearance; business etiquette and protocol.			
Training (exercise, study research)		<p>Guest lecturers presenting experience in tourism practice; analyzing case studies; participating in project implementation with partner institutions (participating in tourist events; fairs; participating in internal promotional activities).</p> <p><i>Creative workshops:</i> producing a CV; designing promotional concept; dress code; ethical and professional dilemmas in business communication; public opinion poll; creating media list; organizing press conferences; planning public relations campaigns; organizing journalists' visits; first time in front of the camera; preparing for job application; personal presentation; preparing for an interview.</p>			
References					
Obligatory References:					
1		Katlip, Senter, Brum, <i>Uspešni odnosi sa javnošću</i> , 9. izdanje, Službeni glasnik , Beograd, 2006; alternative: Denis Vilkos et al. <i>Odnosi sa javnošću – strategije i taktike</i> , Centar za izdavačku delatnost Ekonomskog fakulteta, Beograd, 2006; Glen M. Brum, <i>Učinkoviti odnosi sa javnošću</i> , 10. izdanje, Mate Zagreb, 2010			

Additional References:			
1	Sem Blek, Odnosi sa javnošću, Klio, Belgrade 2003; Pržulj, Krasić, Đorđević, Kultura poslovnog ponašanja, Biografika, Subotica 2000; Milenko Đurić – Public Relations – ključ uspešnog nastupa na tržištu, Institut za tržišna istraživanja, 1992		
Number of Classes per Week during the Term/Trimester/Year			
Lectures	Exercises	Study Research	Other Classes
2	1		
Teaching Methodology	Presenting topics, analyzing examples from tourism practice and case studies, presenting experience by guest lecturers. In exercises, students get involved in personal presentation and presentation of given topics, and in preparation of tourist events and creative workshops.		
Knowledge Assessment (maximum points 100)			
Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	
Training	10	Oral	55
Preliminary Exams	20		
Research Papers	10		

Courses Specifications

Teaching Curriculum				Economics and Tourism	
Module				General	
Type and Level of Studies				Undergraduate Applied Studies	
Course Title				Special Interest Holidays	
Lecturer (for lectures)				Branislav Rabotić, PhD	
Lecturer/Assistant (for exercises)				Goran Jević, MA (MA=master)	
ECTS				5	
Course Status (obligatory/elective)				elective	
Prerequisite					
Course Objective		Specific characteristics of different niche markets present in the contemporary tourism based on analysis of the needs and motivations of tourists, activities they engage in while travelling and at a destination, types of tourist experiences and their preconditions. The course covers all main types of special interest or theme holidays. The course is designed to emphasize the importance of sustainable tourism in a destination, to underline the interests of the local community to receive tourist and to define the quality tourist experience from the perspective of special interest tourists.			
Course Outcome		After attending lectures and exercises, students will acquire knowledge on each special interest holiday, but also understand better the needs and preferences of special interest tourists, i.e. tourist expectations, and preconditions for their customer satisfaction. Thus, students will be able to implement what they have learned in practice, either in planning and organizing of tourism, or destination and attraction management, or in travel agencies and hospitality industry oriented towards special interest holidays.			
Course Content					
Theory		Characteristics of so-called mass and sustainable tourism. Definition, characteristics and scope of special interest holidays. Motivation in special interest holidays. Tourist experience in special interest holidays. Green tourism. Rural tourism. Types of agrotourism. Convention & event tourism. Health tourism. Wellness tourism. Sports and adventure tourism. Cycle tourism. Economic importance and evaluation of events. Business tourism. Hunting tourism. Urban tourism. Culture tourism. Religious tourism. Gastro-tourism. Voluntourism. Dark tourism.			
Training (exercise, study research)		Analyzing practical examples of certain special interest holidays (case study), students' presentations and research papers.			
References					
1		Rabotić, B., <i>Selektivni oblici turizma</i> , Visoka turistička škola; Beograd, 2012			
2		Hrabovski-Tomić, E., <i>Selektivni oblici turizma</i> , Fakultet za uslužni biznis, Sremska Kamenica, 2008			
Number of Classes per Week during the Term/Trimester/Year					
Lectures	Exercises		Study Research	Other Classes	
2	1				
Teaching Methodology		Lectures, exercises, research papers, students' presentation.			
Knowledge Assessment (maximum points 100)					

Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	
Training	5	Oral	55
Preliminary Exams	25		
Research Papers	10		

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Cooperation and Partnership in Tourism	
Lecturer (for lectures)		Jasmina Leković, MA (MA=magister)	
Lecturer/Assistant (for exercises)		Jasmina Leković, MA (MA=magister)	
ECTS		5	Course Status (obligatory/elective)
			elective
Prerequisite			
Course Objective		<ul style="list-style-type: none"> • Introduction to the role and importance of cooperation and partnership in tourism • Understanding the significance and role of cooperation and partnership in tourism • Introduction to the participants in the tourism market and their cooperation at the level of tourism sector through the value chain in a destination • Analyzing roles of each participant in the tourism market in different partnership models • Introduction to different models of cooperation and partnership in tourism • Understanding the significance and role of applying cooperation and partnership different sectors in tourism • Introduction to using cluster strategy • Introduction to guidelines and principles of the European Commission on cooperation and partnership in tourism 	
Course Outcome		<ul style="list-style-type: none"> • Acquiring the main theoretical and practical knowledge and skills related to: application and significance of cooperation and partnership in tourism, models of cooperation and partnership, implementation of public private partnership projects in tourism, development and application of cluster strategy in a destination through AMPM model. 	
Course Content			
Theory		<ul style="list-style-type: none"> • Definition and goals of cooperation and partnership in tourism • Characteristics and types of cooperation and partnership (different models) • Public private partnership (potential benefits to the public and private sector, and the community in general) • Role of public and private sector in creating partnership • Advantages and disadvantages of cooperation and partnership in tourism • Identifying and analyzing risks in cooperation and partnership models (types of risks, categories of risks, risk management, and risk allocation) • Key preconditions for successful cooperation and partnership • Development and stages of cooperation and partnership • Participants in cooperation and partnership projects • Role and significance of the state in creating cooperation and partnership among the participants in the tourism market • Legal framework for creating cooperation and partnership (legal regulations and defining institutions for supporting cooperation and partnership) • Importance and implementation of cooperation and partnership in the competition among destinations; benefits from cooperation and partnership in economic, social and sustainable development of a destination) • Tourism sectors where cooperation and partnership are created • Importance, development and implementation of cluster strategy • Possibilities for implementing cooperation and partnership in tourism in Serbia 	

Training (exercise, study research)	<ul style="list-style-type: none"> • Implementation and trends in cooperation and partnership in tourism • Case studies of different partnership models • Experience in partnership projects • Individual and team projects • Group research • Research papers • Discussions • Guest lectures of eminent experts 			
References				
1	• course book Mr Jasmina Leković, Saradnja i partnerstvo u turizmu, Visoka turistička škola (forthcoming)			
2	Additional: • E.P. Yescombe: Javno privatna partnerstva; načela politike i finansiranja, MATE Zagreb, 2010			
3	• Bramwell, B., Lane, B. Tourism Collaboration and Partnerships – Politics, Practice and Sustainability, Channel View Publications, Sydney, 2000			
4	• European Commission, Guidelines for Successful Public-Private-Partnership in Tourism, Directorate General for Regional Policy. Bruxelles, 2003			
5	• WTO, Co-operation and Partnership in Tourism: A Global Perspective. WTO, 2003.			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises		Study Research	Other Classes
2	1			
Teaching Methodology	<ul style="list-style-type: none"> • Interactive lectures and exercises • Supervising papers • Office hours 			
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	5	Written		
Training	5	Oral		50
Preliminary Exams	30 (15+15)			
Research Papers	10			

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Placement – second year	
Lecturer (for lectures)		Jelisaveta Vučković, MA, Jasmina Leković, MA; (MA=magister)	
Lecturer/Assistant (for exercises)			
ECTS		5	Course Status (obligatory/elective) obligatory
Prerequisite	Having enrolled the semester during which placement is organized		
Course Objective	The course aims at students' direct familiarization with all important aspects of travel agencies operations and other enterprises and organizations in tourism as well as their direct involvement in working process so as to establish necessary link between theoretical and practical aspects in tourism industry. Placement aims at familiarizing students with tourist practice through training.		
Course Outcome	Enabling students for applying already acquired theoretical and professional skills for solving specific practical problems within a selected tourist enterprise or organization. Familiarizing students with the type and content of working process in the specific tourist enterprise or organization, the mode of its operation and cooperation with business partners. Students are given the opportunity to put theoretical knowledge and skills acquired in many tourist fields into practice. Thus, students get insight into technical, organizational, economic and social aspects and interconnection of these aspects in enterprises or institutions. Incentives for mastering the profession as well as motivation to perform similar work after graduation are expected as a result of experience gained in professional training.		
Course Content			
Theory	Students are directed to take placement in those tourism industry enterprises the College signed a contract with. Also, students are allowed to choose themselves an enterprise or institution where placement could be held by submitting to a lecturer in charge of organizing the placement the enterprise's written agreement on hiring them as a trainee. The placement program should be conducted in accordance with the educational objectives defined by the teaching curriculum. Students have placement in accordance with the Program and Regulations defined by the Academic Council.		
Training (exercise, study research)			
References			
Number of Classes per Week during the Term/Trimester/Year			
Lectures	Exercises		Study Research Other Classes
			100

Teaching Methodology	<p>Placement is organized in adequate organizations (companies, travel agencies, hotels or other suitable institutions).</p> <p>A company or institution for placement is determined by the lecturer in agreement with a student.</p> <p>The company or institution delegates a supervisor for the student. The placement of students is managed by the supervisor and lecturer. The student keeps the Placement Record, where he/she describes activities and work carried out during the placement. The Placement Record is verified by the supervisor. The lecturer checks and verifies the Placement Record and also evaluates the student's knowledge. The student is obliged to prepare and defend the report on the placement.</p> <p>The duration of the placement is determined by the curriculum for each year of studies, and the schedule is made in agreement with the lecturer and supervisor.</p>
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Knowledge Assessment (maximum points 100)			
Pre-exam Requirements	points	Final Examination	points
Active Participation		Written	
Training		Oral	
Preliminary Exams			
Research Papers			

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Travel Agency Operations		
Lecturer (for lectures)		Branislav Rabotić, PhD		
Lecturer/Assistant (for exercises)		Jasmina Leković, MA (MA = magister)		
Lecturer/Assistant				
ECTS		7	Course Status (obligatory/elective)	
				obligatory
Prerequisite	Acquiring minimum 55 points.			
Course Objective	Mastering basic notions and business operations in travel agencies or tour operators. The course should enable the students to acquire necessary skills on the ways and conditions of establishing agencies as well as location, material and human resources or program services of travel agencies. The main focus of the course is on package tours as the core of tour operator's service program. The course of studies is completed by the analysis of current tendencies in these enterprises' operations in the tourism market and new competitive strategies aimed at adapting to future tendencies.			
Course Outcome	Mastering theoretical knowledge in the domain of tour operators and travel agency operations as well as acquiring practical knowledge and skills to enable direct involvement in the working process of these enterprises.			
Course Content				
Theory	The analysis commences with the position and role of agencies in tourism market as well as the basic features of tour operators and travel agencies service program. Special attention is paid to the analysis of package tour as well as the changes in the market and current business strategies. The origin and development of travel agencies, the role of travel agencies and tour operators, travel agency operations and sustainable tourism. Tour operators and travel agency operations, regulations, location and travel agency equipment, necessary recourses for operations, business tools. Travel agency business partners (hotels, carriers and other enterprises), contracts as the legal basis of cooperation. Creation, promotion and implementation of package tours – drawing up itineraries, obtaining services within the package, cost calculation based on expenses and used capacity as well the effects of demand and competition, modes of selling packages, promotional activities. Preparing the package for completion and techniques of executing certain operations. Package calculation. Tour operator's responsibility and consumer protection.			
Training (exercises, study research)	Analyzing practical examples of travel agency operations (case study), tailoring itineraries, cost calculation of services included and the like, students' presentations and research papers.			
References				
1	Spasić, V., Rabotić, B., Poslovanje turističkih agencija, Visoka turistička škola strukovnih studija, Beograd, 2010.			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
4	1			
Teaching Methodology	Lectures, exercises, research papers, student presentations.			
Pre-exam Requirements		points	Final Examination	
Active Participation		5	Written	
Training		5	Oral	
Preliminary Exams		25		
Research Papers		10		

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Hotel Enterprise Operations		
Lecturer (for lectures)		Georgi Genov, PhD		
Lecturer/Assistant (for exercises)		Goran Jević, MA (MA = master)		
Lecturer/Assistant				
ECTS	7	Course Status (obligatory/elective)	obligatory	
Prerequisite				
Course Objective		Teaching aim is to introduce students with the latest features in hotel enterprise operations so that they acquire necessary skills in performing certain business operations and functions in hotels, restaurants and similar enterprises.		
Course Outcome		Acquiring skills in certain business operations and functions in hotels, restaurants and other enterprises		
Course Content				
Theory	Defining management, classification and structural features of hotel enterprises; Tourism market and its impact on hotel enterprise operations; Modern tendencies in business orientation of hotel enterprises; Growth and development of international hotel chains; Adapting hotels and other types of accommodation to market tendencies; Business cooperation of hotel enterprises; Service program of hotel and restaurant enterprises; Organizational structure management of hotel enterprises; Hotel enterprises personnel management; Hotel enterprises purchase and sale management; Finance and cost management of hotel enterprises; Hotel Enterprises Quality Management; Eco-management of hotel enterprises;			
Training (exercises, study research)	Defining management, classification and structural features of hotel enterprises; Tourist market and its impact on hotel enterprise operations; Modern tendencies in business orientation of hotel enterprises; Growth and development of international hotel chains; Adapting hotel and other types of accommodation to market tendencies; Business cooperation of hotel enterprises; Service program of hotel and restaurant enterprises; Organizational structure management of hotel enterprises; Hotel enterprises personnel management; Hotel enterprises purchase and sale management; Finance and cost management of hotel enterprises; Hotel Enterprises Quality Management; Eco-management of hotel enterprises;			
References:				
1	Čačić. K., Poslovanje hotelskih preduzeća, Univerzitet Singidunum, Beograd, 2010.			
2	Genov, G., Menadžment u hotelijerstvu, udžbenik u pripremi, Visoka turistička škola, Novi Beograd, 2012			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
5	1			
Teaching Methodology		Lectures, exercises, papers, interactive teaching, visits to hotel enterprises.		
Knowledge Assessment (maximum points 100)				
Pre -exam Requirements	points	Final Examination		points
Activities Participation	10	Written		
Training		Oral		55
Preliminary Exams	20			
Research Papers	15			

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Transportation and Tourism		
Lecturer (for lectures)		Nebojša Kolarić, PhD		
Lecturer/Assistant (for exercises)				
Lecturer/Assistant				
ECTS	6	Course Status (obligatory/elective)	obligatory	
Prerequisite				
Course Objective		Since transportation is an essential factor for tourism development, the course objective is to enable students to acquire necessary skills on the role of transportation in economy as well as the mode of function including all three economic aspects: macro, meso and micro.		
Course Outcome		Particularly focused on the valorization of acquired knowledge which graduate students can apply in transportation or travel organizations and particularly in the area of familiarizing with operations and cost calculation as well as determining the price of package tours.		
Course Content				
Theory		Features of transportation as an organizational system in economy; structural organization of the transportation system and enterprises; theories and models of transportation system and enterprises management; transportation market as the basis for transportation enterprises operation; features of transportation market as the basis for transportation enterprises operation; organization of business logistics in transportation enterprises; economy of transportation enterprises operations; basics of transportation policy concepts		
Training (exercises, study research)				
References				
1	<i>Obligatory:</i> Dr N.Kolarić: Menadžment u saobraćaju, Bgd.2006.			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
5	0			
Teaching Methodology		Teaching methodology is conducted through a course comprising the following five segments of activities: theory; exercises; office hours; doing research paper, i.e. pre-exam papers as well as the final examination.		
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Activities Participations	10	Written		
Placement Training	10	Oral		50
Preliminary Tests				
Research Papers	30			

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Tourist Destination Management		
Lecturer (for lectures)		Georgi Genov, PhD; Snežana Štetić, PhD		
Lecturer/Assistant (for exercises)				
Lecturer/Assistant				
ECTS	7	Course Status (obligatory/electives)	obligatory	
Prerequisite				
Course Objective		Acquiring theoretical and analytical as well as applicable skills related to planning, organizing, managing and controlling tourist destination development particularly focused on features of Serbia as a tourist destination		
Course Outcome		Acquiring theoretical and analytical as well as applicable skills related to planning, organizing, managing and controlling tourist destination development with a special focus on features of Serbia as a tourist destination		
Course Content				
Theory		tourist system, tourist destination as a framework for tourism organization, tourist destination sustainable development, core capacities of tourist destination, tourist destination process development, tourist destination competitiveness, tourist destination process management, tourist destination stakeholders, tourist destination functional management (marketing management, financial management, crisis management etc.), partnership management at tourist destinations, creating organization for tourist destination management, image making of tourist destination, features of managing tourism in Serbia as a tourist destination.		
Training (exercises, study research)				
References				
1	Menadžment Turističke organizacije, Visoka turistička škola, Novi Beograd, 2011			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
6	0			
Teaching Methodology		lectures, exercises, interactive classes, research papers, visits to tourist destinations		
Knowledge Assessment (maximum points 100)				
Pre-exam requirements	points	Final Examination		points
Active Participation	10	Written		
Training		Oral		55
Preliminary Tests	20			
Research Papers	15			

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Human Resources Management in Tourism	
Lecturer (for lectures)		Goran Milošević, PhD; Jelisaveta Vučković, MA (MA = magister)	
Lecturer/Assistant (for exercises)			
Lecturer/Assistant			
ECTS	6	Course Status (obligatory/elective)	obligatory
Prerequisite			
Course Objective	<ul style="list-style-type: none"> • Introducing students with the fundamentals of human resources management (both in theory and practice) in market-oriented tourist enterprises; • Enabling students to acquire knowledge and skills related to recognizing the importance of personnel employed in tourist enterprises in the process of achieving competitive advantage; • Enabling students to acquire and improve knowledge in the field of planning, organizing, managing, controlling and improving business process regarding human resources in tourist enterprises; • Enabling students, by combining theory and practice, to detect the place of human resources management in modern tourist enterprises as well as the strategic aspect of human resources; • Motivating students to acquire and improve their knowledge on Human Resources Management in Tourism independently in assistance with their supervisors. <p>Fields in tourism industry are primarily featured by human participation (work intensive fields) in establishing utility and productive activities, i.e. in all important components of working process. People are the most important factors of the largest part of business operations as well as costs and business results in tourist enterprises on the whole. In other words, tourism is the field where employees make all the difference, 'mark' tourist destination and differentiate it from its competition, i.e. create comparative advantages being the only original resource. Thus, human resources management is highly significant for achieving business results of the particular tourist enterprise on the whole. The assessment of circumstances and the possibilities of implementing contemporary theory and practice in the field of human resources management in tourist enterprises in Serbia are also these course objectives. In the countries undergoing economic transition, such as Serbia, transformation from public property to other forms of ownership, entering world economic tendencies, foreign investment in domestic firms etc. require drastic changes in terms of human resources. Apart from the positive attitude towards changes corresponding skills in the field of human resources management are necessary, without which there is hardly any improvement.</p>		

<p>Course Outcome</p>	<p>General During the course, students will acquire competence enabling them to analyze and evaluate modes of human resources management in enterprises, i.e. role, importance and activities in human resources management from the perspective of the particular tourist enterprise as well as give suggestions for changes in human resources management aimed at increasing competitive advantage of the particular tourist enterprise.</p> <p>Specific During the course students will acquire specific competence in the field of:</p> <ul style="list-style-type: none"> - applying specific planning techniques in human resources; - proposing and choosing methods of candidate recruitment and selection; - proposing and evaluating human resources development program (orientation and socialization of employees; education and training of employees; employees' performance supervision and evaluation; planning and career development of employees); - formulating efficient system of creating and managing direct (basic salary and profit based on performance) and indirect income (program of protection, paid leave and benefits), as well as motivating employees; - improving employers-employee relations, by complying with regulations in the field of labor and labor relations and intra-company collective agreement; - improving working conditions, formulating programs for reducing work accidents and stress, organizing counseling centers
<p>Course Content</p>	
<p>Theory</p>	<ol style="list-style-type: none"> 1. Specific features of human resources in tourism and the role of personnel in creating tourist service quality <ol style="list-style-type: none"> 1.1. Specific features of human resources in tourism 1.2. The role of personnel in achieving tourist service quality 2. Notion and definition of human resources management in tourist enterprises 3. Function of human resources management in tourist enterprises <ol style="list-style-type: none"> 3.1. Planning of human resources 3.2. Providing human resources <ol style="list-style-type: none"> 3.2.1. Human resources recruitment 3.2.2. Selection of human resources 3.3. Human resources development <ol style="list-style-type: none"> 3.3.1. Orientation and socialization of the newly employed 3.3.2. Education and training of employees 3.3.3. Employees' performance supervision and performance 3.3.4. Planning and career development of employees 3.4. 'Maintaining' human resources 4. Development factors of human resources management in tourist enterprises <ol style="list-style-type: none"> 4.1. Globalization of business as a factor affecting human resources management in tourist enterprises <ol style="list-style-type: none"> 4.1.1. Dynamics and structure of international tourism 4.1.2. International development of human resources management 4.1.3. Role of organizational structure in globalization of tourist enterprises operations 4.2. Quality changes in tourism and their impact on human resources management 4.3. Technological advance in tourism and its impact on human resources management in tourist enterprises <ol style="list-style-type: none"> 4.3.1. Global distribution systems (GDS) and their impact on human resources management 4.3.2. Applying Internet technology in tourism and its impact on human resources management 4.3.3. Impact of other elements of technical and technological equipment of tourist enterprises on human resources management 4.4. Other factors affecting human resources management in tourist enterprises

Training (exercises, study research)				
References				
1	Kulić Ž., Milošević G., Upravljanje ljudskim resursima u turizmu, Visoka turistička škola, Beograd, 2008.			
2	1. Boella M., Gross-Turner S., Human Resource Management in the Hospitality Industry, Elsevier Butterworth-Heinemann, Oxford, 2005.			
3	2. Bogičević M.B., Menadžment ljudskih resursa, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd, 2006.			
4	Dessler G., Osnovi menadžmenta ljudskih resursa, Data status, Beograd, 2007.			
5	Torrington D., Hall L., Taylor S., Menadžment ljudskih resursa, Data status, Beograd, 2004.			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
5	0			
Teaching Methodology	lectures; students' research papers (topics are related to human resources management on practical examples of tourist enterprises) multimedia – video clips case studies of tourist enterprise practice quizzes and role play			
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	5	Written		
Training		Oral		35
Preliminary Tests	40			
Research Papers	20			

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		English Language in Tourism A3	
Lecturer (for lectures)		Milina Kosanović, MA; Ivan Milošević, MA; Emilija Lipovšek, MA, Smiljka Kesić, MA (MA = magister)	
Lecturer/Assistant (for exercises)		Milina Kosanović, MA; Ivan Milošević, MA; Emilija Lipovšek, MA, Smiljka Kesić, MA (MA=magister)	
Lecturer/Assistant			
ECTS	6	Course Status (obligatory/electives)	obligatory
Prerequisite			
Course Objective	Teaching aim is to improve students' speaking skills further on primarily in terms of communication in business environment as well as to upgrade business correspondence skills in foreign language. Teaching is mainly aimed at strengthening already acquired knowledge and vocabulary in the field of tourism. Teaching grammar entails revision and upgrade of already acquired skills, with a special emphasis on the use of certain structures in real life situations related to business operations in tourism industry. The important aim in English language teaching is to motivate students to use foreign language as a tool for acquiring new skills in their field as well as to use it for the purposes of tourist promotion of their own country.		
Course Outcome	<p>By the end of the third year students will have been able to:</p> <ul style="list-style-type: none"> • comprehend written and spoken material and dialogues in the field of tourism on the subjects envisaged by the course content • discuss on subjects in the field of tourism envisaged by the course content • communicate in business environment envisaged by the course content • present information in the field of tourism in short written or spoken form • deliver presentations in English language on museums, galleries and other cultural and historical monuments • apply certain grammar structures in the context related to their field of study as envisaged by the course content • successfully pass examination 		
Course Content			
Theory	sustainable tourism, transportation and hotel facilities – strengthening already acquired vocabulary, business etiquette, business meetings, activities and content offered to tourists, museums, galleries, churches and other cultural and historical monuments, organization and content of corporate travel, business correspondence – providing information on hotels, letters of complaint - upgrading already acquired vocabulary, differences between British and American English in terms vocabulary related to tourism, phrasal verbs, gerund and infinitive, conditional sentences and relative clauses.		
Training (exercises, study research)	Having and holding a meeting. Delivering presentations on eco-destinations. Describing hotels and hotel capacities. Describing works of art. The process of booking tickets or hotels for business travellers. Writing business letters and business correspondence.		
References			
1	Obligatory: Miriam Jacob, Peter Strutt, English For International Tourism, Longman, 1997		
2	Grammar books: Randolph Murphy, English Grammar in Use, Cambridge University Press, 2003; Michael Swan, Practical English Usage, Oxford University Press 2005		
3	Dictionaries: Oxford Advanced Learner's Dictionary, Oxford University Press, 2010; Dictionary of Contemporary English, Pearson Longman, 2009; Oxford English-Serbian Student's Dictionary, Oxford University Press, 2006; Oxford Collocations Dictionary for Students of English, Oxford University Press, 2005		
Number of Classes per Week during the Term/Trimester/Year			
Lectures	Exercises	DON	Study Research
			Other Classes

2	1		
Teaching Methodology	<p>Teaching is held in lectures and exercises. Direct method is applied in lectures, whereas in exercises communicative approach is used (group work, pairwork). Vocabulary from their field of study is presented at lectures as well as grammar sections viewed in the context of texts and dialogues occurring in the particular section of tourism. Students analyze texts in their field of study, thus strengthening knowledge in their profession. The lectures are also supported by visual methods - Power Point presentations and photographs illustrating corresponding tech word as well as video clips – short films on topics from their field of study with appropriate vocabulary. Apart from the texts from the obligatory reading list, additional materials are used – Internet, brochures or latest publications. Listening, speaking and writing skills are being developed in exercises. Students are exposed to native speakers recorded on CDs, and they are involved in discussion or they practice in pairs on topics related to tourism sector or modern business operations. Students broaden vocabulary and improve grammar during speechwork.</p>		
Knowledge Assessment (maximum points 100)			
Pre-exam Requirements	points	Final Examination	points
Active Participation	5	Written	
Training	15	Oral	40
Preliminary Tests	40		
Research Papers			

Courses Specifications

Teaching Curriculum					Economics and Tourism				
Module					general				
Type and Level of Studies					Undergraduate Applied Studies				
Course Title					English Language in Tourism B3				
Lecturer (for lectures)					Milina Kosanović, MA; Ivan Milošević, MA; Emilija Lipovšek, MA (MA = magister)				
Lecturer/Assistant (for exercises)					Milina Kosanović, MA; Ivan Milošević, MA; Emilija Lipovšek, MA, Smiljka Kesić, MA (MA = magister)				
Lecturer/Assistant									
ECTS			6		Course Status (obligatory/electives)			elective	
Prerequisite									
Course Objective		The main objective of teaching English as a second foreign language (marked as B) at an elementary level is to enable students for basic communication skills. Practical, communicative way of using language is in focus as well as enabling students to understand written and spoken material and dialogues on the basic level. During the course, third year students will continue learning basic terms in their field and vocabulary used in everyday business communication.							
Course Outcome		<p>By the end of the academic year students will have been able to:</p> <ul style="list-style-type: none"> • understand simple native written and spoken passages in English language. • equally develop basic reading, listening, speaking and writing skills. • strengthen basic and professional vocabulary. • talk about package tours and offer them to clients. • write their own CVs and respond to job interview questions. • communicate directly or via Internet (mail) with students from other countries. • be prepared for passing the examination successfully. 							
Course Content									
Theory		Presenting tourist destination, holiday types, air travel and other means of transportation, restaurants and food, shopping, news headlines and reading newspaper articles, job and professions, writing a CV and job interview, new tourism tendencies.							
Training (exercises, study research)		Job interview conversation. Presenting destinations. Describing theme restaurants. Writing CVs. Describing new types of tourism. Familiarization with different aspects of tourism and different destinations by using video material.							
References									
1		Obligatory: Philip Kerr, Straightforward pre-intermediate, Macmillan Publishers, Oxford, 2006							
2		Additional: Englesko-srpski, srpsko- engleski rečnik, Institut za strane jezike, Beograd, 2005; Oxford English-Serbian Student's Dictionary, Oxford University Press, 2006; Randolph Murphy, English Grammar in Use-Pre-intermediate, Cambridge University Press, 2003; Travel Guide: Serbia in Your Hands, Tourism Organization of Serbia, Belgrade 2005							
Number of Classes per Week during the Term/Trimester/Year									
Lectures		Exercises		DON		Study Research		Other Classes	
1		1							

Teaching Methodology	Teaching is conducted in lectures and exercises. Communicative approach is applied aimed at exposing students to native language and encouraging them to use language actively. The dialogue is used in the class, pairwork and group work. Students are given homework assignments as encouragement for independent work at home. Students are also directed to surf the Internet for the basic information in their field in English language and then analyze and interpret them from the linguistic point of view.		
Knowledge Assessment (maximum points 100)			
Pre-exam requirements	points	Final Examination	points
Active Participation	5	Written	
Training	15	Oral	40
Preliminary Tests	40		
Research Papers			

Courses Specifications

Teaching Curriculum		Economics and Tourism	
Module		general	
Type and Level of Studies		Undergraduate Applied Studies	
Course Title		Quality Management in Tourism	
Lecturer (for lectures)		Maja Ćosić, PhD	
Lecturer/Assistant (for exercises)		Maja Ćosić, PhD	
Lecturer/Assistant			
ECTS	5	Course Status (obligatory/electives)	elective
Prerequisite			
Course Objective	<p>Familiarization with the role and importance of quality and main reasons (advantages) for introducing the concept of quality in tourist enterprises operations and tourist destinations</p> <p>Comprehending the role and significance of quality in tourism</p> <p>Reconsidering possibilities and importance of introducing the concepts of quality and quality standards</p> <p>Comprehending the role and importance of quality in terms of costs</p> <p>Reconsidering activities on the continuous quality improvement</p> <p>Reconsidering the necessity of all phases in the management quality at micro and macro level of tourism operations.</p> <p>Comprehending the concept of Total Quality Management pursuant to its background</p> <p>Getting to know awards (both in the country and abroad) based on TQM</p> <p>Possibilities of applying acquired skills into practice</p> <p>Acquiring competence, skills, instructions and training for implementing quality concepts, ISO 9000 and ISO 14001 standard quality implementation, benchmarking of one's own enterprise and tourist destination, analysis of obtained results and their accurate interpretation and implementation in business operations development</p>		
Course Outcome	<p>Acquiring basic theoretical knowledge and corresponding practical skills, competence and expertise related to: quality dimensions and determinants, quality evaluation models, customer role in delivering quality, quality standards, exceptions in tourist service quality, applying various strategic and operational decisions in minimizing quality costs and discrepancies, content of TQM concept and obstacles for its implementation, possibilities and benefits of ISO 9000 and ISO 14001 standards implementation and strategic approach in tourism management.</p>		
Course Content			

Theory	<p>Service economy in modern ways of operations: Transformation from industrial to service economy; Peculiarities of tourist services (service intangibility; service variability; service inseparability; service heterogeneity; service perishability – the lack of storage; the lack of ownership)</p> <p>Concept of tourist service quality: Defining tourist service quality ; Modes of quality management; Basic advantages pursuant to quality concept implementation; Quality costs; Main tourist service quality determinants; Technical and functional dimensions of tourist service quality; Attractive quality concept; Quality standards; Tourist service quality evaluation through SERQUAL model</p> <p>Tourists as a tourist service quality element: Customer role in the process of providing tourist services; Customer participation in certain phases of delivering tourist services; Designing operating system of tourist services through Blueprinting; Fulfilling various tourists' requirements as a quality element; Tourist service experience</p> <p>Discrepancies in tourist service qualities: Analyzing negligence in tourist service quality – Gap analysis ; Eliminating discrepancies from Gap 1-5</p> <p>Modern approaches and systems of tourist service quality management: content of TQM concept (Total Quality Management); Obstacles in TQM implementation; Basic TQMO; House of (total) quality; QFD; Role of personnel in tourism industry in TQM implementation; Kaizen; Six sigma – tourist services application; Quality awards based on TQM principles</p> <p>Applying ISO 9000 and ISO 14001 standards in tourist services: Basic elements of ISO 9000 standard content; ISO 14001 environmental protection system management; Eco – management in tourism; Fields of eco-management in tourist enterprises</p> <p>Benchmarking in tourist services Defining the notion of benchmarking; Benchmarking types; Content and fields of applying benchmarking in tourist services</p> <p>Strategic approach to tourist services quality: Tourist service customization quality; Tourist service positioning strategy; Failure management - service recovery strategies</p> <p>Tourist services control quality: Defining and importance of control; Content and areas of control quality implementation; Tourist service quality control types; Tourist complaints management</p>			
Training (exercises, study research)	Analysis of practical experiences in the country and abroad in terms of certain aspects taught and presented in lectures; giving presentations, writing research papers, projects, homework, case studies, comparative analysis of cases in practice, discussion building, visiting professors experts in tourism industry etc.			
References				
1	Dr Maja Ćosić, Upravljanje kvalitetom turističkih usluga (II edition), Visoka turistička škola strukovnih studija, Beograd 2010			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
2	1			
Teaching Methodology	interactive lectures and exercises; supervision; research papers; discussions; workshops; presentations; task projects; study research; office hours; placement.			
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	5	Written		
Placement Training		Oral		55
Preliminary Tests	15x2			
Research Papers	10			

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		E-Commerce in Tourism		
Lecturer (for lectures)		Nicić D. Miloš, MSc (MSc = magister)		
Lecturer/Assistant (for exercises)		Zimonjić M. Borko, MSc (MSc = master), Sekulić M. Anđelka		
Lecturer/Assistant				
ECTS	5	Course Status (obligatory/electives)		elective
Prerequisite				
Course Objective		Course aims at acquiring competence on the basic concepts of E-commerce. The Internet as business communication media in tourism is a way of eliminating physical barriers in the market. Students are supposed to acquire skills in business application of basic Internet service in the domain of tourist services and basic concepts of E-Commerce.		
Course Outcome		By the end of the course, students will have been able to design the web presentation on their own. Also, they will have acquired basic notions on advanced technologies applied on the Internet.		
Course Content				
Theory		E-marketing and E-commerce; technical basis of Internet functioning; Internet as a business media; strategic planning in e-commerce; Internet marketing plan; business information; customer relations; using and managing information and reservation systems in tourism; communication and Internet community; planning and design of tourist web site; quality aspects of web presentations; tourist web presentation content;		
Training (exercises, study research)		HTML technology for defining web site content (parts of pages, rules of defining pages, headlines, paragraphs, blocks, tables, forms); CSS technology for formatting web design (text and paragraph design, background, box-model, absolute and relative positioning, effects); JavaScript language basis (variables, basic structures, fitted objects, web page objects).		
References				
1	Nicić, M. (2011), E-poslovanje u turizmu, (<i>forthcoming</i>)			
2	Stankić, P., Stankić M. (2008), Informatika u turizmu, Beograd: Visoka turistička škola			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
1	2			
Teaching Methodology		The dialogue and demonstration are methods applied in lectures and exercises. Students use the course book and Internet resources as well as specially prepared lectures and demonstrations on the Internet site.		
Knowledge Assessment (maximum points 100)				
Pre-exam	Requirements	points	Final Examination	points
	Active Participation	0	Written	0
	Training	0	Oral	40
	Preliminary Tests	50		
	Research Papers	10		

Courses Specifications

Teaching Curriculum		Economics and Tourism		
Module		general		
Type and Level of Studies		Undergraduate Applied Studies		
Course Title		Tourist Guiding		
Lecturer (for lectures)		Branislav Rabotić, PhD		
Lecturer/Assistant (exercises)		Branislav Rabotić, PhD		
Lecturer/Assistant				
ECTS	5	Course Status (obligatory/electives)	obligatory	
Prerequisite				
Course Objective	Course objective is mastering tourist guiding issues in contemporary tourism. The course is designed to enable students to perceive the significance of tourist guiding with a special emphasis on the role of mediation in creating tourist experience. The course comprehensively includes tourist guiding both as a segment of supply at a destination and as a specific industry and profession.			
Course Outcome	Comprehension of various aspects of tourist guiding and modes of its functioning in the system of tourism.			
Course Content				
Theory	Tourist Guiding — notion and definition. Distinctions in categories of tourist guiding. Defining the notion <i>tourist guide</i> and <i>tourist escort</i> in the EU. Theoretical concepts on the role of tourist guides. Mediation role of tourist guiding. Interpretation as a form of mediation. The role of tourist guiding in developing sustainable tourism. Tourist guiding and promoting responsible tourism. The notion of the guided tour. The guided tour as value for customers. Methodology of tourist guiding. Communicative competence of tourist guide. Managing tourist group dynamics. Tourists as a group of individuals. General patterns of behavior and individual reactions in a tourist group. Impact of nationality on tourist behaviour. Tourist guide service quality. The impact of tourist guide on <i>tourist product</i> quality. Tourist guiding and customer satisfaction. Standard monitoring of tourist guiding quality. Ethical code. Professional associations. Individual awards and recognitions. Education and training. Certification. Licensing.			
Training (exercises, DON, study research)	Development of tourist guiding in Serbia. Tourist guiding in Law on Tourism, 2009. Tourist guiding in completing different kinds of tours. Demonstration tours: Interpretation of Belgrade Fortress. Demonstration tours: Sightseeing tour on an open-top bus. Peculiarities of guiding tourists with special requirements. Crisis management in tourist guiding. Research paper.			
References				
1	Rabotić, B., <i>Turističko vođenje – teorija i praksa</i> , izdanje Visoke turističke škole strukovnih studija, Beograd, 2011.			
2	Pond, L.K., <i>The Professional Guide: Dynamics of Tour Guiding</i> , John Wiley & Sons, 1993.			
Number of Classes per Week during the Term/Trimester/Year				
Lectures	Exercises	DON	Study Research	Other Classes
2	1			
Teaching Methodology	Lectures, exercises, preliminary tests, doing research papers using both domestic and foreign academic literature, demonstration tour and work in the field.			
Knowledge Assessment (maximum points 100)				
Pre-exam Requirements	points	Final Examination		points
Active Participation	5	Written		
Training	5	Oral		55
Preliminary Tests	25			
Research Papers	10			

Courses Specifications

Teaching Curriculum					Economics and Tourism				
Module					general				
Type and Level of Studies					Undergraduate Applied Studies				
Course Title					Placement – 3rd year				
Lecturer (for lectures)					Jelisaveta Vučković, MA; Jasmina Leković, MA (MA = magister)				
Lecturer/Assistant (for exercises)									
Lecturer/Assistant									
ECTS			5		Course Status (obligatory/electives)			obligatory	
Prerequisite			Enrolled corresponding term of study at the College of Tourism, where placement is envisaged						
Course Objective			The course aims at students' direct familiarization with all important aspects of travel agencies operations and other enterprises and organizations in tourism as well as their direct involvement in working process so as to establish necessary link between theoretical and practical aspects in tourism industry. Placement aims at familiarizing students with tourist practice through training.						
Course Outcome			Enabling students for applying already acquired theoretical and professional skills for solving specific practical problems within a selected tourist enterprise or organization. Familiarizing students with the type and content of working process in the specific tourist enterprise or organization, the mode of its operation and cooperation with business partners. Students are given the opportunity to put theoretical knowledge and skills acquired in many tourist fields into practice. Thus, students get insight into technical, organizational, economic and social aspects and interconnection of these aspects in enterprises or institutions. Incentives for mastering the profession as well as motivation to perform similar work after graduation are expected as a result of experience gained in professional training						
Course Content									
Theory			Students are directed to take placement in those tourism industry enterprises the College signed a contract with. Also, students are allowed to choose themselves an enterprise or institution where placement could be held by submitting to a lecturer in charge of organizing the placement the enterprise's written agreement on hiring them as a trainee. The placement program should be conducted in accordance with the educational objectives defined by the teaching curriculum. Students have placement in accordance with the Program and Regulations defined by the Teachers' Council.						
Training (exercises, study research)									
References									
Number of Classes per Week during the Term/Trimester/Year									
Lectures		Exercises		DON		Study Research			Other classes
									200

Teaching Methodology	<p>The placement is conducted in appropriate organizations (enterprises, agencies, hotels or other appropriate institutions).</p> <p>An enterprise or institution where placement is held is chosen by the lecturer in charge of the placement in cooperation with a student.</p> <p>An enterprise or institution where placement is held is selected by the person in charge of the student (supervisor). The supervisor and lecturer in charge of the placement are managing student placement. Students are obliged to write the so-called placement diary describing activities and work performed during placement. The placement diary is approved by the supervisor upon examining the student. The student is required to prepare and give a report on placement as well as assignments set by the placement program.</p> <p>The duration of placement is defined by the curriculum for the specific academic year and the organization is conducted in cooperation with the lecturer in charge of placement and a supervisor in the institution where the placement is held.</p>
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Knowledge Assessment (maximum points 100)			
Pre-exam Requirements	points	Final Examination	points
Active Participation		Written	
Training		Oral	
Preliminary Tests			
Papers			

Courses Specifications

Teaching Curriculum				Economics and Tourism	
Module				general	
Type and Level of Studies				Undergraduate Applied Studies	
Course Title				Final Paper	
Lecturer (for lectures)					
Lecturer/Assistant (for exercises)					
Lecturer/Assistant					
ECTS		5	Course Status (obligatory/elective)		obligatory
Prerequisite		Student is eligible for taking the Final Paper upon passing all the examinations of teaching curriculum.			
Course Objective		By completing the Final Paper students obtain experience for writing papers where it is necessary to describe the main issues, conducted methods and obtained procedures and results. Acquiring knowledge on ways, structure and form of writing the Paper after analysis and other activities conducted within the given topic of the Final Paper.			
Course Outcome		The Final Paper tests the candidate's capability from the professional point of view to use and employ acquired knowledge during the course of studies. Also, the candidate's capability for systematic approach in completing the given tasks is evaluated. Students gain experience applicable in practice on the matters of problem solving in the field of tourism. By applying results of paper for the public defense as well as the public defense itself and replies to comments and questions of committee members, the student gains necessary experience on the ways research results should be presented in practice.			
Course Content					
General Content		A supervisor proposes a topic in the field from the teaching curriculum, which a candidate can successfully research in the 30 day to 6 month period at the most on the basis of acquired knowledge by reading academic literature as well as practical and experimental work. During the process of writing the Final Paper the candidate is entitled to and obliged to be consulted with his/her supervisor. The change in the topic of the Final Paper is approved by the supervisor on the basis of student's request. Topics from all study courses can be taken into consideration by a student for the Final Paper except Foreign Language in Tourism "B". The supervisors of the Final Paper are the College Lecturers named for the courses where the final examination is envisaged.			
References					
Number of Classes per Week during the Term/Trimester/Year					
Lectures	Exercises	DON	Study Research		Other Classes
Teaching Methodology		A student is eligible to submit a request for writing the Final Paper with only one exam left to pass. The student submits a request to student administration filling in the special form for completing the Final Paper. The form signed by a supervisor is given to the student administration (by a candidate) and the submission date is taken as the date of writing the Final Paper. The Final Paper in three bound copies is submitted to student's administration for registering upon supervisor's approval of the Paper. One copy of the Final Paper is presently delivered to a committee member by student administration for thesis defense. A copy of the Final Paper should be submitted in e-format – as a CD copy. After positive assessment of the Paper, the committee informs student administration about the candidate's eligibility for public defense. The student whose Final Paper is positively assessed is called for the public thesis defense. The public defense is taken in front of the examination committee and must be conducted within the same day. The candidate is given 30 minutes to concisely deliver the structure and concepts of his/her work, the way it was written and applied methods, conclusions and findings in the field of study. Afterwards, committee members pose questions within the research area of the candidate's Final Paper.			
Knowledge Assessment (maximum points 100)					

Pre-exam Requirements	points	Final Examination	points
Active Participation		Written	
Training		Oral	
Preliminary Tests			
Papers			
Both the Final Paper and thesis defense are assessed by the committee with a unique mark.			