

**Tables 5.2.** Courses specifications of the Study programmeme

# **Syllabus Overview**

## **Management and Business in Tourism** Bachelor studies

**Bch- Management and Business of Tourism**

R.br.	Course title	Sem.	Number of classes per week	ESPB
<b>FIRST YAER</b>				
1.	Basics of tourism	1	5 (3+2)	7
2.	Sociology	1	5 (3+2)	7
3.	Basic of Economics	1	5 (3+2)	7
4.	English language 1	1	2	3
5.	Block of optional courses 1 (1 of 3 is chosen)	1	2	3
	<i>Italian language 1</i>	1	2	3
	<i>German language 1</i>	1	2	3
	<i>Spanish language 1</i>	1	2	3
6.	Applied Informatics	1	4 (2+2)	7
7.	Resources in Tourism	2	5 (3+2)	7
8.	Basics of Management	2	4 (2+2)	6
9.	English language 2	2	2	3
10.	Block of optional courses 2 (1 of 3 is chosen)	2	2	3
	<i>Italian language 2</i>	2	2	3
	<i>German language 2</i>	2	2	3
	<i>Spanish language 2</i>	2	2	3
11.	Social Psychology	2	5 (3+2)	7
<b>Total ESPB</b>				<b>60</b>

<b>SECOND YEAR</b>				
1.	Agency Management	3	5 (2+2+1)	7
2.	Marketing Principles	3	5 (3+2)	7
3.	Law and Ethics	3	4 (2+2)	6
4.	English language 3	3	2	3
5.	Block of optional courses 3 (1 of 3 is chosen)	3	2	3
	<i>Italian language 3</i>	3	2	3
	<i>German language 3</i>	3	2	3
	<i>Spanish language 3</i>	3	2	3
6.	Quantitative Methods	4	5 (2+3)	7
7.	Communicology	4	4 (2+2)	7
8.	English language 4	4	2	3
9.	Block of optional courses 4 (1 of 3 is chosen)	4	2	3
	<i>Italian language 4</i>	4	2	3
	<i>German language 4</i>	4	2	3
	<i>Spanish language 4</i>	4	2	3
10.	Principles of Sustainable Development	4	4 (2+2)	7
11.	Finances with Accounting	4	5 (2+2+1)	7
<b>Total ESPB</b>				<b>60</b>

THIRD YEAR				
1.	English language 5	5	2	3
2.	Block of optional courses 5 (1 of 4 is chosen)	5	5 (2+3)	7
	<i>Events Planning</i>	5	5 (2+3)	7
	<i>Exercise and Health</i>	5	5 (2+3)	7
	<i>Rural Development</i>	5	5 (2+3)	7
	<i>Sociology of Culture and Arts</i>	5	5 (2+3)	7
25.	Creating and Product Development	5	6 (4+2)	7
26.	Tourist Destination	5	5 (2+3)	7
27.	Block of optional courses 6 (1 of 3 is chosen)	6	5 (2+3)	7
	<i>Entrepreneurship</i>	6	5 (2+3)	7
	<i>Transport and Tourism</i>	6	5 (2+3)	7
	<i>E-Business</i>	6	5 (2+3)	7
28.	English language 6	6	2	3
29.	Block of optional courses 7 (1 of 4 is chosen)	6	5 (2+3)	7
	<i>Animation Theory and Planning</i>	6	5 (2+3)	7
	<i>Market Communications</i>	6	5 (2+3)	7
	<i>Consumers Communication Process Management</i>	6	5 (2+3)	7
	<i>Consumer Behavior</i>	6	5 (2+3)	7
30.	Hospitality Industry	6	5 (2+2+1)	7
31.	Block of optional courses 8 (1 of 5 is chosen)	6	5 (2+3)	8
	<i>Event Production</i>	6	5 (2+3)	8
	<i>Outdoor Activities</i>	6	5 (2+3)	8
	<i>Theory and Practice of Wellness</i>	6	5 (2+3)	8
	<i>Complementary Sectors in Tourism</i>	6	5 (2+3)	8
	<i>History of Art and Culture</i>	6	5 (2+3)	8
32.	Fieldwork 1	6		4
Total ESPB				60

FOURTH YEAR				
33.	Local Development	7	5 (3+2)	6
34.	Block of optional courses 9 (1 of 3 is chosen)	7	4 (2+2)	6
	<i>Human Resource Management</i>	7	4 (2+2)	6
	<i>Leadership and Personnel Management</i>	7	4 (2+2)	6
	<i>Crisis Management</i>	7	4 (2+2)	6
35.	Block of optional courses 10 (1 of 4 is chosen)	7	6 (3+3)	8
	<i>Event Marketing</i>	7	6 (3+3)	8
	<i>Recreational and Wellness Areas</i>	7	6 (3+3)	8
	<i>Family Business</i>	7	6 (3+3)	8
	<i>Cultural Management</i>			
36.	English language 7	7	4 (2+2)	4

37.	Worldwide Tourism Destinations	8	6 (4+2)	7
38.	Thematic Tourism	8	5 (3+2)	6
39.	Block of optional courses 11 (1 of 4 is chosen)	8	5 (2+3)	8
	<i>Audience Development</i>	8	5 (2+3)	8
	<i>Sport Events</i>	8	5 (2+3)	8
	<i>Products of Rural Areas in Tourism</i>	8	5 (2+3)	8
	<i>Wellness Programs</i>	8	5 (2+3)	8
40.	English language 8	8	4 (1+3)	4
41.	Fieldwork 2	8	2 (0+2)	4
42.	Bachelor's Thesis			7
Total ESPB				60
<b>TOTAL ESPB</b>				<b>240</b>

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Basics of Tourism
<b>Teacher:</b> Dragica Tomka
<b>Course Status:</b> obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> No
<p><b>Course objective</b></p> <p>The aim of this course is to introduce students to the concept and structure of tourism and historical dependence of tourism and changes in it. The course introduces students to the basic factors and forms of tourism in the world and our country and the position that tourism has in development, as well as aspects of tourism as a system: the spatial, psychological, socio-cultural, economic and organizational aspects.</p> <p>The task of the course is to familiarize students with the basic literature, sources of research, and observed and identified trends in tourism and to recognize tourism as an field in which they can move in their professional advancement.</p>
<p><b>Course outcome</b></p> <p>Students will be able to recognize and accept the basic concepts in tourism and will gain a general picture of contemporary trends, positive aspects and conflicts in tourism and thus they will be prepared to track the other cases in the study program. Students will acquire the habit of continuous monitoring of trends which indicate new forms of tourism. Students will develop the skills and habits tracking literature and information about tourism industry.</p>
<p><b>Course content</b></p> <p><i>Lectures</i></p> <p>The concept of tourism and historical links with tourism; Psychological basis of tourism - basic psychological categories: motives, emotions, expectations, satisfaction; Personality profile; Tourist needs - the essence, forms, elements, changes; The concept of a typology of tourists; Socio-cultural aspects in tourism; Tourist groups; Tourism as an encounter of cultures; Factors of tourism - natural, social; Receptive, communicative and mediating factors in tourism; Tourist area - typology, evaluation, planning, sustainability; The people and staff as a factor in tourism; Organizational aspects of tourism; Economic aspects of tourism; Data in tourism - tourist traffic; Tourism products and marketing in tourism; Contemporary trends in world tourism and tourism in Serbia; Tourism in the future.</p> <p><i>Practical lessons</i></p>

Through selected examples, students are learning to recognize the phenomenon of tourism, to classify them and explain. Visits of successful entrepreneurs from the tourism business contributes to students meet contemporary trends in order to find their own ideas in tourism business. Organised visits to tourism businesses company and destinations and contact with employees contribute to preparing students for direct observation of phenomena in tourism field. Organized debate on general issues of tourism in order to develop critical thinking and and presenting their own attitudes.			
<b>Course reading list</b>			
Tomka, D. (2012). <i>Osnove turizma</i> (1-140). Novi Sad: Fakultet za sport i turizam TIMS. Cooer,C., Fletcher, J., Gilbert, D., Wanhill,S. (2000). <i>Tourism, Principles and Practice</i> . UK:Longman			
<b>Number of classes per week</b>		Lectures: <b>3</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Interactive lectures, visits of experts, seminar papers and students presentations workshop, excursions.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	5	Written exam	41
Practical lessons	29	Oral exam	10
Progress tests	15		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology and Physical Education and Sport
<b>Course title:</b> Sociology
<b>Teacher:</b> Predrag Cvetičanin
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective:</b> Course objective is the introduction to the sociological way of thinking within the analysis of social phenomena; the acquisition of basic knowledge about traditional and modern sociological theories and methods which are used in sociological researches; as well as the acquisition of the sociological approach to certain important questions regarding the social life: questions about social stratification, authority and power, culture and identity, labour and leisure time, family and marriage, gender and sexuality, life in urban and rural environments, mass media and lifestyles.
<b>Course outcome:</b> Upon a successful completion of this course, students will gain basic knowledge about the sociological approach to social occurrences; they will be able to identify differences among the basic visions of society which are present in sociological theories; to specify the features of quantitative and qualitative methods which are used in sociology; to define basic postulates of traditional and contemporary sociological theories; and to apply acquired knowledge to the analysis of social phenomena in Serbia on a basic level. .
<b>Course content</b>
<i>Lectures</i> Sociological view of the world. The vision of society in four basic sociological traditions (conflict theories, theories of consensus, utilitarian theories, micro-interaction theories). Pre-industrial, industrial and post-industrial societies. Globalisation. Traditional sociological theories. Contemporary sociological theories. Methods in sociological research. Class, stratification and social inequality. Culture, identities and the society. Social interaction and everyday life. Power, authority and politics. Labour and leisure time. Family and marriage. Gender and sexuality. Sociology of the body: health, sickness and aging. Urban and rural areas. Mass media and communication. Lifestyles.
<i>Practical lessons</i> During practical classes, the analysis of original short texts of acknowledged sociologists will be used in

order to cover the themes introduced during lectures. Also, the analysis of the content from the Internet and other media in the form of group debates will serve to develop the ability of students to apply acquired knowledge to the analysis of social phenomena in Serbia.			
<b>Course reading list</b>			
Gidens, E. (2003). <i>Sociologija</i> . Beograd: Ekonomski fakultet.			
Alexander, J. C. & Thompson K. (2008). <i>A Contemporary Introduction to Sociology. Culture and Society in Transition</i> . Boulder, London: Paradigm Publishers.			
Vujović, S. (ur.) (2008). <i>Društvo rizika. Promene, nejednakosti i socijalni problemi u današnjoj Srbiji</i> . Beograd: Institut za sociološka istraživanja Filozofskog fakulteta u Beogradu.			
Haralambos, M., & Holborn, M. (2002). <i>Sociologija: teme i perspektive</i> . Zagreb: Golden Marketing.			
Lalman, M. (2004). <i>Istorija socioloških ideja</i> , I i II tom. Beograd: Zavod za udžbenike i nastavna sredstva.			
<b>Number of classes per week</b>	Lectures: <b>3</b>		Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Interactive classes, the analysis of samples from the Internet, debates, the analysis of social phenomena in the examples from the social environment in Serbia..			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	40
Practical lessons	10	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programe:</b> Management and Business in Tourism		
<b>Course title:</b> Enterprise Economics		
<b>Teacher:</b> Gyöngyi Major		
<b>Course Status:</b> Obligatory		
<b>Number of ECTS:</b> 7		
<b>Prerequisites:</b> None		
<b>Course objective</b>		
Enterprise Economics is economic science which studies the management of modern enterprises, business efficiency and effectiveness in achieving profits. The aim of the course is to introduce students to basic economic categories, to acquire the necessary knowledge about the business process, ie that economic thinking in order to achieve an optimal relationship between investment and results.		
<b>Course outcome</b>		
After completing and passing the exam, students will be able to understand business processes and business principles, the process of engaging resources to identify the costs and make a calculation that measures the success of business.		
<b>Course content</b>		
Enterprise Economics as a discipline; subject, purpose and methods of the economics of the company; concept and characteristics of the company; concept and basic types of companies (partnership, a corporation); specific types of businesses; concept and forms of investment; assets of the Company; fixed assets; working capital; costs; types of costs, cost-sharing; calculations; response costs at production volumes; actual and standard costs; total income; earnings; concept and measurement of quality of the economy; productivity, efficiency, profitability.		
<b>Course reading list</b>		
Paunović, B. (2013). <i>Ekonomika preduzeća- Preduzeće, okruženje i ulaganja</i> . Beograd: Ekonomski fakultet.		
Jakovčević, K. (1995). <i>Troškovi u menadžmentu</i> . Subotica: Ekonomski fakultet.		
<b>Number of classes per week</b>	Lectures: <b>3</b>	Practical lessons: <b>2</b>

<b>Teaching methods</b>			
Interactive classes, the analysis of samples from the Internet, debates, the analysis of social phenomena in the examples from the social environment in Serbia.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	21
Practical lessons	10	Oral exam	39
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: English language 1</b>
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory on the study programme of Management and business in Tourism, Elective on the study programmes of Physical education and Sport; Psychology
<b>Number of ECTS: 3</b>
<b>Prerequisites:</b> None
<b>Course objective</b> The objective of this course is the creation and strengthening of a functional language base which will enable an adequate style and grammatically/syntactically correct way of communication on the beginners level of language learning (level A1 of The <i>Common European Framework of Reference for Languages</i> ) with the basic lexemes adjusted to the elementary levels of learning.
<b>Course outcome</b> Upon a successful completion of the semester, the students will master the basics of grammar, comparison of adjectives, proper use of countable and uncountable nouns, as well as the 6 basic tenses by means of which they will be able to introduce themselves, share their experience from the immediate and further past, as well as to share their plans for the future, while using adverbs characteristic of every tense. The students will be trained to lead simple conversations on the topics of education, hobbies, food, travel and lifestyle.
<b>Course content</b> <i>Lectures</i> A1 level grammar (CEFR): Present Simple, Present Continuous, Past Simple, Present Perfect, Future Simple, Going to, countable and uncountable nouns, quantifiers, comparison of adjectives.
<b>Course reading list</b> Doff, A. & Jones, C. (2001). <i>Language in Use – Pre-Intermediate</i> . Cambridge University Press, Cambridge.

Dubicka, I. & O'Keefe, M. (2003). English for International Tourism, Pre-Intermediate. Longman, Harlow, UK.			
Powell, M. (2005). Behave yourself. The essential guide to international etiquette. Gusto Company AS, USA			
Goodale, M. Professional Presentations, a video-based course. Cambridge University Press, Cambridge, UK.			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 0
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	29	Written exam	31
Practical lessons		Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: Italian language 1</b>
<b>Teacher:</b> Bojana Radenković Šošić
<b>Course Status:</b> Elective
<b>Number of ECTS: 3</b>
<b>Prerequisites:</b> None
<b>Course objective</b> Introducing elementary linguistic and pragmalinguistic features of Italian language and culture. Preparing students for communication in Italian (reading, listening, speaking and writing) in order to understand and successfully use everyday expressions and phrases.
<b>Course outcome</b> After the course it is expected from students to communicate in a simple way if the interlocutor speaks slowly and clearly and he is ready to help. Students should use successfully present tense, they should recognize regular and irregular verbs, they should correctly use modal verbs, they should have lexical fond of introducing themselves and expressing basic spatial and temporal relations
<b>Course content</b> <i>Lectures</i> Lectures are based on grammatical units suggested by the course reading list. They include: reading and writing rules ( <i>Unità introduttiva</i> ), use of definite and indefinite articles, adjective and noun congruence ( <i>Unità 1</i> ), use of present tense - regular, irregular and modal verbs ( <i>Unità 2</i> ) and use of prepositions with articles ( <i>Unità 3</i> ). Lectures are completed by acquaintance of lexical elements (A1-1st level). <i>Practical lessons</i> Applying the acquired knowledge in communicative situations (written and oral).
<b>Course reading list</b> Marin, T., & Magnelli, S. (2006). <i>Progetto italiano 1, corso multimediale di lingua e civiltà italiana</i>

<i>(Libro dello studente + Quaderno degli esercizi)</i> . Roma: Edilingua.			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons :0
<b>Teaching methods</b> Interactive teaching, lecturing, workshops in groups and pairs, independent research, online exercises.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	25
Practical lessons	10	Oral exam	26
Progress tests	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology		
<b>Course title: German language 1</b>		
<b>Teacher:</b> Danijela Čolić		
<b>Course Status:</b> Elective		
<b>Number of ECTS: 3</b>		
<b>Prerequisites:</b> None		
<b>Course objective</b> The objective of the course is to introduce students to basics of German language corresponding to the level A1/1 of the Common European Framework of Reference for Languages, namely to the basics of spelling and pronunciation in German, to enable them for basic oral and written communication in German, to familiarize them with basics of German grammar, and to equally develop all language skills (reading, writing, understanding and speaking).		
<b>Course outcomes</b> Upon successful completion of this course, students are able to read, understand and write simple texts in German. The course provides an introduction to basic German grammar and introduce students to the structure of simple sentences in German.		
<b>Course content</b> <i>Lectures</i> How to introduce yourself in formal and informal occasions; time planning, weekly schedule; food and beverage, in restaurant, groceries buying; types of transport – advantages and disadvantages. Grammatical units: Personal pronouns, numbers, plural of nouns, Present Tense, Present Tense of verbs with vowel change, definite and indefinite article, accusative.		
<b>Course reading list</b> Becker, N., Braunert, J. (2009). <i>Alltag, Beruf &amp; Co. Niveau A1/1</i> . Ismaning: Hueber Verlag. Gottstein-Schramm, B., Kalender, S., Specht, F. (2010). <i>Schritte Übungsgrammatik</i> . Ismaning: Hueber Verlag.		
<b>Number of classes per week</b>		Lectures: 2 Practical lessons: 0
<b>Teaching methods</b>		

Interactive lectures, work in pairs, group work, use of audio and video materials.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	40
Practical lessons		Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology		
<b>Course title:</b> Spanish language 1		
<b>Teacher:</b> Ivan Mulec		
<b>Course Status:</b> Elective		
<b>Number of ECTS:</b> 3		
<b>Prerequisites:</b> None		
<b>Course objective</b> The subject aims at introducing students to the basics of the Spanish language at A1/1 level with the reference to the European framework of reference for languages, and the basics of spelling and conversing in Spanish. It will provide students with the basic oral and written communication in Spanish, and familiarize them with the of Spanish grammar at a basic level.		
<b>Course outcome</b> Upon successful completion of this course, the students will be able to read, write and understand simple texts in Spanish, introduce themselves, count, deal with the basic vocabulary, and will be qualified for basic communication in Spanish.		
<b>Course content</b> <i>Theory</i> Greeting and introduction on different occasions; food and beverage, restaurants, grocery shopping; modes of transportation; leisure time. <i>Grammar</i> Personal pronouns, possessive pronouns, indefinite article, families, primary and serial numbers, present tense, plural.		
<b>Course reading list</b> Peris, M.P.& Baulenas, S.N. (1997). <i>Gente 1. Curso comunicativo basado en el enfoque por tareas</i> . Difusion Centro de Publicacion y Publicaciones de Idiomas.		
<b>Number of classes per week</b>	Lectures: 2	Practical lessons:

<b>Teaching methods</b> Interactive lectures, working in pairs, working in groups, learning through audio and video material.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	40
Practical lessons	0	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: Applied Informatics</b>
<b>Teacher:</b> Vladimir Holodkov
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<p><b>Course objective</b></p> <p>The aim of this course is to provide students with the basics of information technology and certain elements of the acquired of knowledge in working with software packages used in office work (word processing, cross arithmetic calculations with special using of the basic functions of statistics, mini databases, using e-mail, making presentations, the use of search engines for the Internet) and to identify contemporary trends in information and communication technologies. The purpose of this study program is to enable students to recognize the rapid changes in information and communication technologies in the area that are trained and effectively mastering these technological changes.</p>
<p><b>Course outcome</b></p> <p>Upon successful completion of the study program "Applied Informatics", students should define, describe and list the possibilities of information and communication technologies in tourism, sport and psychology, to identify and apply these capabilities in other areas of their studies or work practices.</p>
<p><b>Course content</b></p> <p><i>Lectures</i></p> <p>Basic concepts of information technology (hardware, software, operating systems, types of peripheral devices, computer networks, software, security, protection, Cloud computing) - application in tourism, sport and psychology; Working with files; Word processing; The use of cross-computer calculations and spreadsheets; Business data base; Presentations; Search engines for the Internet; E-mail; Introduction to Statistics (with application software for cross-calculations).</p> <p><i>Practical lessons</i></p> <p>Working in the computer room at the Google Apps platform (word processing, making presentation, cross calculations with elements of statistics, work in the Internet environment, e-mail, calendar events), exploring the possibilities of distance learning (Moodle).</p>

<i>Seminar's work:</i> It covers one topic from curriculum with special application review in the area of tourism, sport and psychology.			
<b>Course reading list</b> Holodkov, V. (2012). <i>Primenjena informatika u turizmu i sportu</i> . Novi Sad: Fakultet za sport i turizam. Milosavljević, M., Grubor, G., Veinović, M. (2009). <i>Informatika</i> . Beograd: Univerzitet Singidunum. Lovreković, Z. (2002). <i>Čemu služi informatika?</i> Novi Sad: Fakultet za menadžment.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b> Lectures, practical lessons in computer room, individual homeworks, seminar's work, consultations with teacher, case studies.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	51
Practical lessons	14	Oral exam	-
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> Resources in Tourism
<b>Teacher:</b> Vaso Jegdić
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> The aim of the course is to introduce students to natural and anthropogenic tourist resources and their involvement in tourism. Analysis of the importance of space, and natural and anthropogenic tourist resources, in the function of development of this activity. Through further focus on specific categories of resources, the goal is to present models for their analysis, ranking and evaluation.
<b>Course outcome</b> Upon successful completion of this course, students should acquire skills assessing the attractiveness of natural and anthropogenic factors relevant to the development of tourism and to enable the valuation of tourism resources. The student should also acquire the ability to recognize possibilities of a space and its comparative advantages to develop tourism. This should manifest itself through faster and more comprehensive inclusion of these resources in tourism and the development of competitive tourist destination.
<b>Course content</b> <i>Lectures</i> Concept, characteristics and classification of tourism resources; Natural tourism resources: geological, geomorphological resources and climate as a tourism resource; Natural tourism resources: hydrographic resources, flora and fauna; Anthropogenic tourism resources: ethnographic tourism resources, tourism resources of art, culture and cultural creativity as a resource for tourism; Anthropogenic tourism resources: ambient and landscape tourism resources; Population as a resource for tourism; Space as a component of tourism development; Tourist valorization of space and resources; Regionalization and typology of receptive spaces; Tourism products, tourism regions and tourist areas in Serbia; Environmental protection and tourism; General and regional planning of tourism; Tourism as an agent of transformation of space.

<i>Practical lessons</i>			
Analysis of the examples, comparisons of different types and quality of spaces; seminars, field work.			
<b>Course reading list</b>			
Maksin-Mičić, M. (2008). <i>Turizam i prostor</i> . Beograd: Univerzitet Singidunum, Fakultet za turistički i hotelijerski menadžment			
Čomić, Đ. (2008). <i>Turistička geografija</i> . Beograd: Visoka hotelijerska škola strukovnih studija.			
Maksin, M., Pucar, M, Korać, M. i Milijić, S. (2009). <i>Menadžment prirodnih i kulturnih resursa u turizmu</i> . Beograd: Univerzitet Singidunum, Fakultet za turistički i hotelijerski menadžment ( <a href="http://www.singipedia.com/attachment.php?attachmentid">http://www.singipedia.com/attachment.php?attachmentid</a> ).			
<b>Number of classes per week 5</b>		Lectures: 3	Practical lessons: 2
<b>Teaching methods</b>			
Interactive lectures, seminars, presentations of case studies			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	9	Written exam	30
Practical lessons	10	Oral exam	21
Progress tests	15		
Seminars	15		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical Education and Sport, Management and Business in Tourism
<b>Course title:</b> Basics of Management
<b>Teacher:</b> Vladimir Holodkov
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 6
<b>Prerequisites:</b> No
<b>Course objective</b> The curriculum of „Management fundamentals” is oriented to the representation of management as a science, practical skills and professional activities. "Management fundamentals" is providing basic information that enabling students what is expected of managers from the standpoint of process or function and knowledge that should used in the 21st century. The subject is the basis for the acquisition of general knowledge of the theory and practice of management. The purpose of these studies is to understand the basic functions of management (planning, organizing, leading and control) with case studies in tourism and sport.
<b>Course outcome</b> Upon successful completion of the study program "Management Fundamentals", students should define, describe, list and show functions of management in the tourism industry and sport and to recognize the importance of managerial functions and upgrade their skills in their learning in other areas of tourism management and sport at the undergraduate level.
<b>Course content</b> <i>Lectures</i> Historical background of management origins and basic concepts of management; Management and the environment; Organizational culture and organizational behavior; The planning function; Functions of the organization; Human resources functions with elements of motivation; The function of leadership, management and leadership; Decision-making support; Control and Quality; The reporting function; Benchmarking and marketing functions; The function of information systems; Selected topics from tourism and sport (financial management, crisis, risk, logistics, branding, PR, cultural tourism, sport events, ...) <i>Practical lessons</i> Individual work and / or work in groups (developing teamwork skills), business plan development,

practice in the field of planning, organizing, managing and control the practical examples of tourism and sport. Interactive works through the development of critical attitude toward the functions of management.			
<b>Course reading list</b>			
Williams, C. (2010). Principi menadžmenta. Beograd: Datastatus Čerović, S. (2003). Menadžment u turizmu. Novi Sad: Prirodno-matematički fakultet – Departman za geografiju.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Lectures, practical lessons (in workshop form with brainstorming method), individual homeworks, consultation with the teacher, case studies			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	15	Written exam	-
Practical lessons	14	Oral exam	31
Progress tests	40		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: English language 2</b>
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory on the study programme of Management and business in Tourism, Elective on the study programmes of Physical education and Sport; Psychology
<b>Number of ECTS: 3</b>
<b>Prerequisites:</b> Passed exam in English language 1
<b>Course objective</b>
The knowledge gained in this course will enable the students to communicate in a broader range of situations from personal life, but also on general topics. Students are now well underway towards becoming advanced beginners (CEFR level A20) and classes are aimed at significantly reducing the frequency of use of Serbian language in favour of English. The methods employed include participative approach and production of individual language content, resulting in an oral presentation of the desired relevant subject.
<b>Course outcome</b>
Upon completing the course, the students will be able to successfully and relatively fluently; in a grammatically and stylistically adequate manner, master the basic communication in English language, using common phrases and expressions in the present, future and past tenses, with an appropriate distinction of the use of 6 elementary tenses, as well as the business communication register.
<b>Course content</b>
<i>Lectures</i> Future simple, going to, modal verbs, polite addressing
<b>Course reading list</b>
Doff, A. & Jones, C. (2001). Language in Use – Pre-Intermediate. Cambridge University Press, Cambridge. Dubicka, I. & O'Keefe, M. (2003). English for International Tourism, Pre-Intermediate. Longman, Harlow, UK. Powell, M. (2005). Behave yourself. The essential guide to international etiquette. Gusto Company AS, USA Goodale, M. Professional Presentations, a video-based course. Cambridge University Press,

Cambridge, UK.			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 0
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Presentations	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, psychology
<b>Course title:</b> Italian language 2
<b>Teacher:</b> Bojana Radenković Šošić
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Italian language 1
<b>Course objective</b> Enrichment of elementary linguistic and pragmalinguistic features of Italian language and culture. Preparing students for communication in Italian (reading, listening, speaking and writing) in order to understand and successfully use everyday expressions and phrases (travel, in a restaurant).
<b>Course outcome</b> After the course it is expected from students to communicate in a simple way if the interlocutor speaks slowly and clearly and he is ready to help. Students successfully use present, past and future tense, they recognize regular and irregular verbs, they correctly use modal verbs, they have lexical fond of communicative situations (travel, in a restaurant).
<b>Course content</b> <i>Lectures</i> Lectures are based on grammatical units suggested by the course reading list. They include: use of past tense ( <i>Unità 4</i> ), use of future tense ( <i>Unità 5</i> ) and use of possessive adjectives ( <i>Unità 6</i> ). Lectures are completed by acquaintance of lexical elements (A1-2nd level). <i>Practical lessons</i> Applying the acquired knowledge in communicative situations (written and oral).
<b>Course reading list</b> Marin, T., & Magnelli, S. (2006). <i>Progetto italiano 1, corso multimediale di lingua e civiltà italiana (Libro dello studente+ Quaderno degli esercizi)</i> . Roma: Edilingua.

<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 0
<b>Teaching methods</b>			
Interactive teaching, lecturing, workshops in groups and pairs, independent research, online exercises.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	25
Practical lessons	10	Oral exam	26
Progress tests	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: German language 2</b>
<b>Teacher:</b> Danijela Čolić
<b>Course Status:</b> Elective
<b>Number of ECTS: 3</b>
<b>Prerequisites:</b> German language 1
<b>Course objective</b> The objective of the course is to deepen the acquired knowledge and to enable students for oral and written communication in German in following situations: buying, in the city, the scheduling (or delays and canceling) terms, writing greeting cards and invitations on different occasions. The objective is also to enable them to use modals verbs, possessive pronouns, complex cases and expanding sentences. The objective of the course is compatible with the European Framework of Reference for Languages for level A1/1.
<b>Course outcomes</b> Upon successful completion of this course, students are able to express their wishes regarding the purchase, to ask somebody for or to explain directions, to schedule (or delay and cancel) an appointment, to write greeting cards and invitations for different occasions and to use expanding sentences.
<b>Course content</b> <i>Lectures</i> Shopping (price, quantity, delivery); in the city (how to ask someone for directions or how to explain someone directions); terms (scheduling, delays or canceling); clothing (colors); greeting cards (formal and informal occasions). Grammatical units: Modal verbs, complex cases, dative and accusative pronouns, possessive pronouns, ordinal numbers, expanding sentence.
<b>Course reading list</b>

Becker, N., Braunert, J. (2009). <i>Alltag, Beruf &amp; Co. Niveau A1/1</i> . Ismaning: Hueber Verlag.			
Gottstein-Schramm, B., Kalender, S., Specht, F. (2010). <i>Schritte Übungsgrammatik</i> . Ismaning: Hueber Verlag.			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 0
<b>Teaching methods</b> Interactive lectures, work in pairs, group work, use of audio and video materials.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	40
Practical lessons		Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology		
<b>Course title:</b> Spanish language 2		
<b>Teacher:</b> Ivan Mulec		
<b>Course Status:</b> Elective		
<b>Number of ECTS:</b> 3		
<b>Prerequisites:</b> Passed Spanish language course 1		
<b>Course objective</b> The course aims at expanding the acquired basis of the language and educating students for oral and written communication in Spanish in a broad range of topics, from personal life to general topics. The aim of this course is aligned with the European framework of reference for languages at level A1/1.		
<b>Course outcome</b> Upon successful completion of this course, students will be able to speak and write about their personal life and general topics in the present and past tense, to adequately distinguish tenses and use appropriate vocabulary.		
<b>Course content</b> <i>Theory</i> Topics Hobby; housing; in a foreign city; vacation, travel. <i>Grammar</i> Regular and irregular verbs, past tense, adverbs, demonstrative and indefinite pronouns.		
<b>Course reading list</b> Peris, M.P.& Baulenas, S.N. (1997). <i>Gente 1. Curso comunicativo basado en el enfoque por tareas</i> . Difusion Centro de Publicacion y Publicaciones de Idiomas.		
<b>Number of classes per week</b>		Lectures: 2 Practical lessons: 0
<b>Teaching methods</b>		

Interactive lectures, working in pairs, working in groups, learning through audio and video material.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	40
Practical lessons	0	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology
<b>Course title:</b> Social Psychology
<b>Teacher:</b> Bojan Todosijević
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> <i>To introduce students to:</i> the historical development of social psychology; The basic theory of social behavior; the basic postulates of social learning, group psychology and social behavior. <i>Enable students to:</i> analyze and study the social events from the perspective of psychological laws and principles; recognize, analyze, study and modify the social factors of psychic phenomena.
<b>Course outcome</b> It is expected that at the end of the course the student is able to understand the basic socio-psychological concepts and phenomena; analyze social events from a psychological point of view.
<b>Course content</b> <i>Lectures</i> Socialization: socialization processes - forms of learning with an emphasis on the role of social factors; sources and agents of socialization; effects of socialization. Socialization of mental functions: motivation, emotion, perception, memory and forgetting. Attitudes: the concept of attitude, attitude theory, concepts like the concept of attitude - the values, beliefs, prejudices. Social interaction: social perception (basic concepts, the nature of social perception), self-perception, perception, perception of individuals and groups - stereotypes; social relations - attraction, altruism and aggression. Psychology of Group: Basic concepts, types of groups, the elaboration of the basic concepts of group structures and group dynamics. Applied social psychology in the field of business, politics, law and health. <i>Practical lessons</i> Development and demonstration topics discussed in the theoretical teaching. seminar papers.

<b>Course reading list</b>			
Rot, N. (2006). <i>Osnove socijalne psihologije</i> . Beograd: Zavod za izdavanje udžbenika.			
Rot, N. (1999). <i>Psihologija grupa</i> . Beograd: Zavod za izdavanje udžbenika.			
<b>Number of classes per week</b>		Lectures: <b>3</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Lectures, seminars, public presentation of works.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam (alternative)	40
Practical lessons	10	Oral exam	10
Progress tests	40 (20 + 20)		
Seminar	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Agency Management
<b>Teacher:</b> Branko Krasojević
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> Introducing students to the concept, activities, work processes and the role that travel agencies have in the tourism market. Mastering the concept of mediation in tourism and the role of intermediary organizations in the tourism industry from a historical and contemporary perspective. Introduce students to the goals, objectives and elements of the business and operations of various types of travel agencies and tour operators.
<b>Course outcome</b> They will understand the role and importance of travel agencies in the market. Students will be trained to do simple tasks that are performed in different types of travel agencies in terms of increased market competition. They will master the workflows in travel agencies, especially the business operations in the formation and execution of arrangements.
<b>Course content</b> <i>Lectures</i> The concept , the essence of the work , the type and role of agencies in the market . Definition and historical conditioning of changes in the business and the role of travel agencies as intermediary organizations . Analysis of factors control the travel agency; Defining the vision mission and objectives of travel agency ; The place and role of the agency in the tourism market ; Types and diversity of business processes of online travel agencies , depending on the structure and purpose . Travel agencies and tour operators . Business partners of travel agencies ; Business operations in the formation and sale of tourist packages ; Joining tourist agencies ; Modern trends in business travel agencies and tour operators; Modern information technology in the agency business ; Changes in the area of programming , bookings and sales of tourist programs in the occurrences of Internet agents , and the possibility of independent creation and purchase of travel programs . Perspectives of

development of tour operators and travel agencies .			
<i>Practical lessons</i>			
An example of well executed practice. Practical work in travel agencies for a period of 10 working days.			
<b>Course reading list</b>			
Spasić, V. (2011). <i>Poslovanje turističkih agencija i organizatora putovanja</i> . Beograd: Univerzitet Singidunum.			
Štetić, S. i Šalov, P. (2000). <i>Poslovanje putničkih agencija</i> . Beograd: Savezni centar za unapređenje hotelijerstva- ugoditeljstva.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Lectures, exercises, individual work, seminars, multimedia and internet, consultations, projects and fieldwork.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	21
Practical lessons	16	Oral exam	30
Progress tests	26		

**Table 5.2** Course specifications

<b>Study programe:</b> Management and Business in Tourism
<b>Course title:</b> <b>Marketing Principles</b>
<b>Teacher:</b> Gyöngyi Major
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
The subject aims to introduce students to the importance and role of marketing in modern business. Students will learn in this course learn about the basic principles of marketing, marketing mix for both products and services. The case involves the acquisition of basic knowledge of paradigms, methods, techniques and strategies for marketing and developing the ability to create flexible ways to react to the changing conditions of market economy.
<b>Course outcome</b>
After successfully completing the course, students will successfully apply the proper marketing strategy and develop a marketing mix for specific examples. Students will be able to evaluate the moment and manner of marketing to adequately respond to the changing market environment.
<b>Course content</b>
<i>Lectures</i>
Conceptual definition of marketing; critical analysis of the marketing environment; Marketing Mix 4P +3 P; price as an element of the marketing mix; distribution as an element of the marketing mix; promotion mix, marketing information system (MIS) and marketing research; marketing strategy; marketing strategies of new products; marketing services; term relationship management (CRM); Marketing and Ethics.
<i>Practical lessons</i>
It involves exercises that complement the lectures. forms of work that are realized on the exercise: group work to solve the relevant case studies, discussions relating to practices in the tourism industry, in the immediate and distant environment and so on. Team creation of specific marketing activity plan of hypothetical or actual organization izrda PR plans or designing marketing resources.

<b>Литература</b>			
Džober, D. i Fahi, DŽ. (2006). <i>Osnovi marketinga</i> . Beograd: Data Status.			
Bakić, O. (2009). <i>Marketing u turizmu</i> . Beograd: Univerzitet Singidunum.			
Rakić, B. (2008). <i>Marketing</i> . Beograd: Megatrend univerzitet.			
<b>Number of classes per week</b>	Lectures: <b>3</b>		Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Lectures, exercises, case study analysis, simulation methods.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	8	Written exam	17
Practical lessons	8	Oral exam	39
Progress tests	8		
Project with presentation	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport; Management and business in tourism
<b>Course title: Law and Ethics</b>
<b>Teachers:</b> Sonja Bunčić, Violeta Zubanov
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 6
<b>Prerequisites:</b> None
<b>Course objective</b> Acquisition knowledge about the application of law in all areas of business, social and legal norms, sources of law, subjects of law, common rules and property relations among the companies, the establishment and dissolution of companies and entrepreneurs, obligations and payment instruments. Introducing to students concepts of morality and ethics, business ethics and ethical responsibilities of entrepreneurs. Mastering the art of creating genuine ethical arguments and the development of an ethical culture and recognition of moral responsibility with the ability to create a moral vision.
<b>Course outcome</b> After successfully mastering the course, students should be familiar with the key categories of law and ethics, and the directions of successful business running within the set of legal and ethical boundaries.
<b>Course content</b> <i>Lectures</i> Social norms and the notion of law. Legal norms and legal sources. Subject of law - natural and legal persons. Common rules for companies. Property relations in the company. Partnership and companies. Termination of companies. Special rules of contract law. Contracts and tourism. Payment instruments and securities in tourism.  Ethics and morality. Business Ethics. Ethical principles in business practices. Ethical principles. Ethics in management. Ethical and unethical management. Ethics and social responsibility of business. Code of Ethics. Ethics and Religion <i>Practical lessons</i> Assessment of business specific business entities through the analysis and discussion and evaluation

of the ethical prism. Seminar papers - case studies of ethical business companies' business selected by students.			
<b>Course reading list</b>			
Baltazarević, V. (2008). <i>Poslovno pravo</i> . Beograd: Megatrend.			
Vučković, Ž. (2006). <i>Biznis i moral</i> . Novi Sad: Cekom.			
Džordž, R. (2003). <i>Poslovna etika</i> . Beograd: Filip Višnjić.			
Balj, B. (2005). <i>Uvod u poslovnu etiku</i> . Beograd: IP Beograd.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Interactive dialogue method during the lectures and practical teaching, individual work on the preparation and analysis of specific ethical problems, the analysis of case studies.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	20	Written exam	31
Practical lessons	10	Oral exam	20
Seminar paper	19		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism, Psychology
<b>Course title:</b> English language 3
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory on the study programme of Management and business in Tourism, Elective on the study programme of Psychology
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Passed exam in English language 2
<b>Course objective</b>
The goal of the course is to extend the knowledge of the basics of grammar, business vocabulary and jargon, as well as the basic elements of writing a CV. Through an active conversational participation and simple role playing, the students are trained to adequately react and communicate in basic business situations within different roles and positions.
<b>Course outcome</b>
Upon a successful course completion, the students will be trained to listen and understand clearly formulated attitudes on general subjects, with an emphasis on business vocabulary, while gradually introducing a more complex vocabulary, as well as to make a clear qualitative distinction of use of various present, future and past tenses within a conceptual or textual unit. The students are encouraged to make an independent presentation on a chosen relevant topic.
<b>Course content</b>
<i>Lectures</i> Complex modal verbs, passive, etiquette of business communication.
<b>Course reading list</b>
Doff, A. & Jones, C. (2001). <i>Language in Use – Pre-Intermediate</i> . Cambridge: Cambridge University Press.
Dubicka, I. & O'Keefe, M. (2003). <i>English for International Tourism, Pre-Intermediate</i> . Harlow, UK: Longman.
Powell, M. (2005). <i>Behave yourself. The essential guide to international etiquette</i> . USA: Gusto

Company AS. Goodale, M. Professional Presentations, a video-based course. Cambridge: Cambridge University Press.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: 0
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Presentations	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology
<b>Course title:</b> Italian language 3
<b>Teacher:</b> Bojana Radenković Šošić
<b>Course Status:</b> elective
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Italian language 2
<b>Course objective</b> Consolidation and enrichment of linguistic and pragmalinguistic features of Italian language and culture. Preparing students for communication in Italian (reading, listening, speaking and writing) in order to understand and successfully use everyday expressions and phrases (film, art, fashion).
<b>Course outcome</b> After the course it is expected from students to be able to understand phrases and frequent expressions regarding their immediate environment and experiences (basic information about family, shopping, local geography, professions), as well as to be able to communicate in order to accomplish routine tasks which require simple and direct exchange of information. Students comprehend inputs gained from authentic material. They can express agreement or disagreement. Students are able to offer, accept or refuse help and to express their opinion.
<b>Course content</b> <i>Lectures</i> Lectures are based on grammatical units suggested by the course reading list. They include: use of past imperfect tense ( <i>Unità 7</i> ), use of direct pronouns and particle <i>ne</i> ( <i>Unità 8</i> ) and use of indirect pronouns ( <i>Unità 9</i> ). Lectures are completed by acquaintance of lexical elements (A2-1st level). <i>Practical lessons</i> Applying the acquired knowledge in communicative situations (written and oral).
<b>Course reading list</b> Marin, T., & Magnelli, S. (2006). <i>Progetto italiano 1, corso multimediale di lingua e civiltà italiana (Libro dello studente+ Quaderno degli esercizi)</i> . Roma: Edilingua.

Moderc, S. (2004). <i>Gramatika italijanskog jezika</i> . Beograd: Udruženje nastavnika italijanskog jezika Srbije.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: 0
<b>Teaching methods</b> Interactive teaching, lecturing, workshops in groups and pairs, independent research, online exercises.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	25
Practical lessons	10	Oral exam	26
Progress tests	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology
<b>Course title: German language 3</b>
<b>Teacher:</b> Danijela Čolić
<b>Course Status:</b> elective
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> German language 2
<b>Course objective</b> The objective of the course is broadening and deepening of the acquired knowledge, that is to enable students for oral and written communication in German at level A2 according to the European Framework of Reference for Languages. The objective is to enable students to read, write and understand processed topics, to express actions in the past and future, as well as the expansion of existing vocabulary.
<b>Course outcomes</b> Upon successful completion of this course, students are able to talk about their background (family and homeland), to talk about jobs, to describe an event in the past (holiday for example), to talk about plans for future, as well as to write and to understand a short text in German on the above-mentioned topics.
<b>Course content</b> <i>Lectures</i> The origin (family, homeland, migration); jobs (job description, job search, job interview); travel (preparation, impressions, desires); health (parts of the body). Grammatical units: Imperative mood, Subjunctive 2, verbs with separable and inseparable prefixes, Perfect Participle, Perfect Tense of regular and irregular verbs, Simple Future
<b>Course reading list</b> Becker, N., Braunert, J. (2009). <i>Alltag, Beruf &amp; Co. Niveau A1/2</i> . Ismaning: Hueber Verlag.

Gottstein-Schramm, B., Kalender, S., Specht, F. (2010). <i>Schritte Übungsgrammatik</i> . Ismaning: Hueber Verlag.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: 0
<b>Teaching methods</b> Interactive lectures, work in pairs, group work, use of audio and video materials.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	20	Written exam	35
Practical lessons		Oral exam	25
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology		
<b>Course title:</b> Spanish language 3		
<b>Teacher:</b> Ivan Mulec		
<b>Course Status:</b> Elective		
<b>Number of ECTS:</b> 3		
<b>Prerequisites:</b> Passed Spanish language course 2		
<b>Course objective</b> The course aims at providing students with a broader knowledge of the Spanish language, expanding existing knowledge and training them for oral and written communication at the level A1/2 with the reference to the European framework for languages. The course will enable students to read, write and understand a slightly longer texts, analyse selected topics, and extend the existing vocabulary.		
<b>Course outcome</b> Upon successful completion of this course, students are able to independently discuss topics, argument their attitudes, and correctly use verb tenses and appropriate vocabulary.		
<b>Course content</b> <i>Theory</i> Topics: Family; business and profession; health; fashion. <i>Grammar</i> Adjectives, comparison of adjectives, imperfect, future tense.		
<b>Course reading list</b> Peris, M.P. & Baulenas, S.N. (1997). <i>Gente 2. Curso comunicativo basado en el enfoque por tareas</i> . Difusion Centro de Publicacion y Publicaciones de Idiomas.		
<b>Number of classes per week</b>		Lectures: <b>2</b> Practical lessons:
<b>Teaching methods</b>		

Interactive lectures, working in pairs, working in groups, learning through audio and video material.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	20	Written exam	40
Practical lessons	0	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport; Management and business in tourism
<b>Course title:</b> Applied Statistics
<b>Teacher:</b> Dušan Perić
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> Introducing students to the possibilities of applying mathematical tools for classification and data analysis, to test scientific hypotheses and drawing conclusions on the principles of probability.
<b>Course outcome</b> After successful completion of this course, students should: <ul style="list-style-type: none"> <li>✓ Understand the logic of the application of statistics as supporting research tool, based on the theory of probability;</li> <li>✓ Independently form statistical database in SPSS and imported data from from any compatible Office program;</li> <li>✓ Recognize the statistical problem, choose appropriately procedure for processing data and applying it to a specific database;</li> <li>✓ Independently read the statistical report, and make a selection of the most important statistical information;</li> <li>✓ Correctly interpret statistical parameters and apply them in a broader sense, and in solving specific research problems.</li> </ul>
<b>Course content</b> <i>Lectures</i> The meaning and significance of the statistics. Historical overview of the development of statistics. Probability and statistical event. The conclusion of the probability. Population (basic set) and the sample in the study. Types, size and sample selection. Statistical series - definition and types. Statistical scale - definition and types. Variables in the study - definition and types. Classification of statistical procedures. The central statistical parameters. Dispersion parameters of statistical sets. Standardized deviation and standard error. Frequency distribution. Theoretical distribution - continuous and discrete. Parametric procedure for means comparing (T-test and analysis of variance). Causal statistical procedures (correlation and regression analysis, cluster analysis and factor analysis). Non-parametric statistics - logic and criteria for the application. <i>Practical lessons</i>

Application statistical program SPSS - logic and application. Rules of formation of statistical databases and data entry. Defining statistical scale. Working with various variables. Determination of the frequency distribution in specific research examples. Graphic illustration of different distributions. Calculation and interpretation of descriptive statistical parameters (mean, mode, median, width variation, variance, standard deviation, coefficient of variation, Z-values, skjunisa and kurtosis). Interpretation of the realized level of significance. Using the t-test for independent and dependent samples and interpretation of results. Analysis of variance application (factorial and repeated measures model) and results interpretation. The logic and application of correlation analysis (interpretation of the Pearson and Spearman correlation coefficient). Application and interpretation of the results of univariate regression analysis. Nonparametric procedures (U-test, Wilcoxon test, Cruscal-Wallis test, Friedman test, $\chi^2$ -test) and results interpretation . Time series analysis.			
<b>Course reading list</b>			
Perić, D. (2012). <i>Statistika primenjena u sportu i turizmu</i> . Novi Sad: Fakultet za sport i turizam. Vincent, J.W. (1995): <i>Statistics in Kinesiology</i> . Champaign, Illinois: Human Kinetics. Perić, D. (2012). <i>Osnove istraživanja u sportu i turizmu</i> . Novi Sad: Fakultet za sport i turizam.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
The frontal method (lectures), standalone work of students, mentoring, group problem solving, interactive workshops and discussions, consultative teaching.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
In-class participation	10	Written exam	20
Practical lessons	10	Oral exam	30
Progress tests	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport; Management and business in tourism; Psychology
<b>Course title:</b> <b>Communicology</b>
<b>Teacher:</b> Violeta Zubanov
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
Gaining basic knowledge of elementary notions of communication as an independent <i>par excellence</i> multi-disciplinary phenomenon (practical and theoretical orientations). Introduction to the development paths of communication and acquiring basic communication skills (active listening, non-violent communication , empathy, assertiveness). Introduction the principles of business protocols, communication in business relationships, professional conduct and etiquette on the basis of improving communication capacities, abilities and skills and it's use in function of individual and group goals with an emphasis on teamwork and professional communication.
<b>Course outcome</b>
After successfully covered formal courses, students should be able to competently apply the acquired knowledge in the field of communications, to better express themselves (through verbal, written, electronic and verbal communication), to have higher levels of specific and non-specific communicational competences, to master the skills of negotiation, lead and participate in team work and communication, and to communicationally adapt to different professional, team and personal contexts of communication. To enable students to recognize the importance of teamwork and communication within the team for the success of team projects and the functioning of the company.
<b>Course content</b>
<i>Lectures</i>
Concept, importance and types of communication. The process of communication. Cultural conditionality of communication. Business culture, protocol and etiquette. Clothing as a communication. Public performance. Business communications. Communication within the organization. Business negotiation. Teamwork and communication within the team. Communication and conflict management. Cultural differences and international business communication.

<i>Practical lessons</i>			
Discussions and analysis, seminar papers analysis, individual work on the preparation and analysis of concrete situations of communication and business communication in the company – case studies. Work to get a higher competence in verbal, non-verbal, written and electronic communication.			
<b>Literature</b>			
Hartley, P.& Bruckmann, C. (2007). <i>Business Communication</i> . [libgen.ifo] (elektronsko izdanje, dostupno u biblioteci Fakulteta)			
Čanak, N. (2011). <i>Komunikologija i timski rad</i> . Novi Sad:Fakultet za sport i turizam.			
Mandić, T. (2001). <i>Komunikologija</i> . Beograd: PS Grmeč-Privredni pregled.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Interactive dialogue method during the lecturers and practical teaching, simulations, role-playing, the analysis of case studies, as well as audio and video pieces of work analysis.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	20	Written exam	30
Practical lessons	10	Oral exam	21
Seminar papers	14	<i>Seminars</i>	5

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism, Psychology
<b>Course title: English language 4</b>
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory on the study programme of Management and business in Tourism, Elective on the study programme of Psychology
<b>Number of ECTS: 3</b>
<b>Prerequisites:</b> Passed exam in English language 3
<b>Course objective</b>
The focus of the course is on an adequate reaction and handling of a range of diverse plausible situations in an English-speaking business environment. The objective of the course is to acquaint the student with the specific lexical core and discourse of business communication, ranging from telephone conversation and taking data to job interviews and communication with clients. The students are offered knowledge in the field of business correspondence in several different roles and positions. An important goal of the course is also an attainment of an efficient spontaneous and appropriate communication in the business environment, as well as the ability of an independent written presentation on a chosen relevant topic.
<b>Course outcome</b>
Upon a successful completion of the semester, the student will be competent in oral and written communication with clients in different situations and roles. The student will also be able to create a simple business offer, a request for any kind of service, but also to answer invitations, advertisements and offers.
<b>Course content</b>
<i>Lectures</i> Passive in all tenses, transformation of imperative form into polite questions and requests, various forms of business correspondence
<b>Course reading list</b>
Dubicka, I. & O'Keefe, M. (2003). <i>English for International Tourism, Pre-Intermediate</i> . Harlow, UK: Longman.

Powell, M. (2005). Behave yourself. The essential guide to international etiquette. USA: Gusto Company AS.			
Goodale, M. Professional Presentations, a video-based course. Cambridge, UK: Cambridge University Press.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: 0
<b>Teaching methods</b>			
Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Presentations	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology
<b>Course title:</b> Italian language 4
<b>Teacher:</b> Bojana Radenković Šošić
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Italian language 3
<b>Course objective</b> Consolidation and enrichment of linguistic and pragmalinguistic features of Italian language and culture acquired during the previous courses of Italian language (Italian language 1, 2 and 3). The focus of the course is on the communication situation regarding Italian media.
<b>Course outcome</b> After the course it is expected from students to use correctly direct and indirect pronouns in compound tenses, to recognize and use simple and compound conditional, to use appropriate vocabulary in order to express a proper opinion, satisfaction or dissatisfaction as well as to produce the most simple suggestions, advices or orders.
<b>Course content</b> <i>Lectures</i> Lectures are based on grammatical units suggested by the course reading list. They include: use of direct and indirect pronouns in simple and compound tenses ( <i>Unità 10</i> ), use of simple and compound conditional ( <i>Unità 11</i> ) and expressing the future in the past ( <i>Unità 11</i> ). Lectures are completed by acquaintance of lexical elements (A2-2nd level). <i>Practical lessons</i> Applying the acquired knowledge in communicative situations (written and oral).
<b>Course reading list</b> Marin, T., & Magnelli, S. (2006). <i>Progetto italiano 1, corso multimediale di lingua e civiltà italiana (Libro dello studente+ Quaderno degli esercizi)</i> . Roma: Edilingua.

Moderc, S. (2004). <i>Gramatika italijanskog jezika</i> . Beograd: Udruženje nastavnika italijanskog jezika Srbije.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: 0
<b>Teaching methods</b> Interactive teaching, lecturing, workshops in groups and pairs, independent research, online exercises.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	25
Practical lessons	10	Oral exam	26
Progress tests	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in tourism, Psychology
<b>Course title:</b> German language 4
<b>Teacher:</b> Danijela Čolić
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> German language 3
<b>Course objective</b> The objective of the course is broadening and deepening of the acquired knowledge, that is to enable students for oral and written communication in German at level A2 according to the European Framework of Reference for Languages. The objective is to enable students for written and oral communication on the following topics: space for living, celebrations, private property, environment.
<b>Course outcomes</b> Upon successful completion of this course, students are able to describe their space for living, to talk about advantages and disadvantages of different spaces for living, to talk about celebrations (customs and experiences), about environmental protection, as well as to write and to understand short texts on the above-mentioned topics.
<b>Course content</b> <i>Lectures</i> Space for living (advantages and disadvantages, resettlement); organizing celebrations (making lists and invitations, customs); private property (what belongs to whom); ecology (waste disposal, environmental protection). Grammatical units: Adjectives, broadening of complex cases, dative and accusative verbs, indirect questions, continuous and non-continuous verbs.
<b>Course reading list</b> Becker, N., Braunert, J. (2009). <i>Alltag, Beruf &amp; Co. Niveau A1/2</i> . Ismaning: Hueber Verlag.

Gottstein-Schramm, B., Kalender, S., Specht, F. (2010). <i>Schritte Übungsgrammatik</i> . Ismaning: Hueber Verlag.			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 0
<b>Teaching methods</b> Interactive lectures, work in pairs, group work, use of audio and video materials.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	35
Practical lessons	/	Oral exam	25
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism, Psychology
<b>Course title:</b> Spanish language 4
<b>Teacher:</b> Ivan Mulec
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Passed Spanish language course 3
<b>Course objective</b> The course aims at providing students with a broader knowledge of Spanish language, and expanding existing knowledge and training them for oral and written communication at the level A1/2 with the reference to the European framework for languages. The course will train students for written and oral communication on topics related to television programs, customs of their country and Spain, ecology etc.
<b>Course outcome</b> Upon successful completion of this course, students will be able to describe their preferences in terms of choice of television programs, talk about customs in their country and compare them with Spanish customs, talk about ways to protect the environment, and to write and understand short texts on the above mentioned topics. They will know how to independently discuss topics, express their opinions, give suggestions and express wishes.
<b>Course content</b> <i>Theory</i> Topics: The television program; customs, protection of the environment. <i>Grammar</i> Imperative, subjunctive, adjectives.
<b>Course reading list</b> Peris, M.P. & Baulenas, S.N. (1997). <i>Gente 2. Curso comunicativo basado en el enfoque por tareas</i> .

Difusion Centro de Publicacion y Publicaciones de Idiomas.			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 0
<b>Teaching methods</b> Interactive lectures, working in pairs, working in groups, learning through audio and video material.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	40
Practical lessons	0	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> Principles of Sustainable Development
<b>Teacher:</b> Vaso Jegdić
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> Understanding of term, concept and principles of sustainable development. Introduction of students with its application to all areas of life and every form of human activity. Developing a holistic view of the world through the understanding of inter and intra sectoral dimensions of sustainable development. Getting to know with the possible negative consequences of unsustainable forms of behavior, and the importance of sustainable development in the socio-psychological, economic and environmental levels.
<b>Course outcome</b> Developing competences in understanding, planning, implementation and evaluation of activities for sustainable development. Upon successful completion of this course, students should know how to recognize the importance of sustainable development, to identify the parameters of the environment, to give their opinion on the state of the factors that make assessment of the current processes and to be able to find a way that any negative trends can be stopped and reversed.
<b>Course content</b> <i>Lectures</i> Concept and genesis of sustainable development; The principles of sustainable development; Tools for sustainable development; Indicators of sustainable development; Local participation in sustainable development - technology and typology; Management of sustainable development through socially responsible behavior in consumption; Inclusion with nature; Social dilemmas and sustainability; Collaboration and partnerships of stakeholders; The triple bottom line - TBL reporting in support of sustainable development; Sustainable planning and management; The project approach to the implementation of sustainable development; The role of education in the implementation of sustainable development strategies.

<i>Practical lessons</i>			
Seminars, field work and study research.			
<b>Course reading list</b>			
Jegdić, V. (2011): <i>Turizam i održivi razvoj</i> . Novi Sad: Fakultet za sport i turizam.			
Schmuck, P., Schultz, P. W. (Eds.). (2002). <i>Psychology of Sustainable Development</i> . Kluwer Academic Publishers.			
Steg, L., van den Berg, A.E. & de Groot, J. (Eds.) (2012). <i>Environmental Psychology: An Introduction</i> . West Sussex, UK: British Psychological Society & JohnWiley & Sons.			
Jovičić, D. (2010). <i>Turizam i životna sredina</i> . Beograd: Ton PLUS.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Interactive lectures, seminars, presentations - case studies.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	30
Practical lessons	10	Oral exam	21
Progress tests	15		
Seminars	15		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> <b>Finances with Accounting</b>
<b>Teacher:</b> Veselin Petrović
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> The aim of this course is to enable students to understand the business environment and ciljebe and tasks of business finance in modern business organizations. Through this course, students will examine the environment in which they are incurred and in which the use of financial information, the content, be familiar and trained in the application of scientific methods to manage the financial performance of companies. This course will familiarize students with the basics of accounting in order to better understand and manage the business finances of the.
<b>Course outcome</b> After passing the course, students will be able to understand the financial flows, analyze and use financial statements and other relevant financial indicators as a basis for making business decisions in their future business activities.
<b>Course content</b> <ul style="list-style-type: none"> <li>▪ Fundamentals of Finance; The importance of business and public finance; Scope and Purpose of the study of business and public finance; Corporate finance and other financial discipline; The objectives of financial management.</li> <li>▪ The financial function of the company; Financial policy; principles of financial policy;</li> <li>▪ Financial statements; Funding rules (vertical, horizontal).</li> <li>▪ Liquidity ratios , activities and financial structure.</li> <li>▪ Du Pont analysis system, basic and extended Du Pont formula.</li> <li>▪ The market value; Concept and types of risk and the effect of leverage.</li> <li>▪ Financial markets and finance, capital markets , money markets; Self-financing , the financing of the role of third parties; Donations, sponsorships and fundraising as a form of Funding.</li> <li>▪ Financial planning, long-term, medium-term and short-term; Partial Plans. The financial aspects of the business plan.</li> </ul>

<ul style="list-style-type: none"> <li>▪ Financial management of working capital; Cash management; Customer management; Inventory management.</li> <li>▪ Mutual funds.</li> <li>▪ Information to support the business upravljanju.</li> <li>▪ Basic accounting categories.</li> <li>▪ Accounting processes.</li> </ul>			
<b>Course reading list</b>			
Perović, V., Nerandžić, B. (2010). <i>Poslovne finansije</i> . Novi Sad: Fakultet tehničkih nauka.			
Nerandžić, B., Perović, V. (2013). <i>Upravljačko računovodstvo: računovodstvo za menadžere</i> . Novi Sad: FTN izdavaštvo.			
<b>Number of classes per week</b>	Lectures: <b>2</b>	Practical lessons: <b>2</b>	Other classes: <b>1</b>
<b>Teaching methods</b>			
Lectures, exercises, discussions, seminars, consultations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	50
Seminar	15	Oral exam	20

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: English language 5</b>
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory
<b>Number of ECTS: 3</b>
<b>Prerequisites:</b> Passed exam in English language 4
<b>Course objective</b> - Making difference and proper use of modal verbs and recommendations - Asking indirect questions in a polite manner - Independent oral presentation on a topic of choice within the context of tourism - Knowledge of vocabulary related to tourism careers, kinds of tour packages, hotel capacities and services, sights, travel and hotel reservations, air travel procedures. - Giving adequate personalised information to tourists with special and/or particular needs.
<b>Course outcome</b> The student is be trained to successfully communicate in English language on a number of familiar topics, make abstract conclusions from the presented oral and written content, to express themselves in a gramatically and stylistically proper way in a certain number of business and general situations, as well as to use simpler professional literature and publications. The outcome of the course is also an entry to B1 level, according to the <i>Common European Framework of Reference for Languages</i> .
<b>Course content</b> <i>Lectures</i> Passive in all tenses, transformation of imperative form into polite questions and requests, various forms of business correspondence
<b>Course reading list</b> Strutt, P. (2006). <i>English for International Tourism, Intermediate</i> . Harlow, UK: Longman. Goodale, M. <i>Professional Presentations, a video-based course</i> . Cambridge, UK: Cambridge University Press. Powell, M. (2005). <i>Behave yourself. The essential guide to international etiquette</i> . USA: Gusto

Company AS. Steinbach, S. (2006). Voices of Experience – Cross Cultural Adjustment (DVD).			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: 0
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Presentations	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Events Planning
<b>Teacher:</b> Milan Nešić
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> Objectives of this course are to secure for students to: master with basic knowledge about essence and need to use management functions of planning in preparing and organizing events; meet and realize importance of planning in tourism as one of the most important fuctions of management necessary for meaningful preparation of events and manifestations; meet and realize elements and phases of management planning events; master basic techniques for making operative plans of events.
<b>Course outcome</b> After successfull finnish of this educational subject, students should be able to know how to: recognize basic coordinates about character and content elements about process of planning event with different level and importance; be trained for practical diferentiation and undstanding of importance for planning events, especially as continous management process, but also as activity of human potentials in organizations; master basic techniques and rules for making operative plans of event; have ability to use theoretical knowledge in creating operative plans of organizations which are dealing with organising events in tourism.
<b>Course content</b> <i>Lectures</i> Definitioning, classification and typology of events. Market and search for events. Events in modern world. „Industrion of events“ – factors, facta, tendencies. Events in tourism. Types and elements of planning event; Conceptuan phase in planning event; Operative phase in planning event; Planning marketing event; Managing events; Culture and entertaining manifestations. Musical manifestations and festivals. Small events- marking the date, moments from life. Corporative events. Events in tourism-chance for deeper experience. Planning and organizing events in tourism; Social-economical aspects of organizing big sport events.

<i>Practical lessons</i>			
Work in groups – students express individual ideas, work or analyzing case study. Planning event. Using swot analyze through doing workshops. Discussions about educational programme topics. Participation in preparing and organising events which are happening on faculty.			
<b>Course reading list</b>			
Andrejević, A. i Grubor, A. (2007). <i>Menadžment događaja</i> . Sremska Kamenica: Fakultet za uslužni biznis.			
Zarić, S. (ur.). (2010). <i>Event Planning-Principles and Practices</i> . Beograd: HESPERIAedu.			
Hall, C.M. (1997). <i>Hallmark Tourist Events: Impact, Management and Planning</i> . Chichester: John Willey Publishing.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>0</b>
<b>Teaching methods</b>			
Interactive teaching, pair work, group work, learning with audio and video material			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Writtten exam	31
Practical lessons		Oral exam	20
Progress tests	20		
Seminar	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism
<b>Course title: Exercise and Health</b>
<b>Teachers:</b> Zlatko Ahmetović, Romana Romanov
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
Introducing the students to the importance physical activities, their application in everyday life of modern man, the effects on health, quality and length of human life. The introduction of the concepts that are related to the theory and practice of free time ("leisure") and content which are associated with physical activities. Gaining knowledge about the application of information in the field of free time with people of different ages, gender, anthropological status and previous experience related to physical activity.
<b>Course outcome</b>
Upon successful completion of the study program Exercise and Health, students should, understand the historical development of leisure and development process to modern forms, systematize knowledge associated with a modern concept of shapes and features of leisure activities, create a clear understanding of bio- psycho - social effects of physical activity on the human body, to be able to design a program of physical activities that are aimed towards different population ( persons 65 + , women , working-age population , etc. . ).
<b>Course content</b>
<i>Lectures</i>
The basic determinants that are associated with periods of free time, so-called. leisure activities. Physical activity as part of everyday human activities, programmed and planned physical activity. The significance of the effects of physical activity in human health. Physical exercise of specific age population. Impact and mechanisms of exercise in maintaining functional ability. Physical activities as elements and contents of leisure. The emergence of "morbogenic triad" and related phenomena. Fitness, basic concepts (health related fitness). Cardiorespiratory endurance (basic physiological parameters, benefits, evaluation of the current state, programs to maintain and improve health). Obesity-development factors, implications on the health status and remediation strategies. Stress-term sources and some concepts of stress management.
<i>Practical lessons</i>

Understanding of theoretical concepts that are associated with: free time, leisure, planning activities, recreation, self-initiated exercises, organized exercises, special programs, maintaining and improvement of health, quality of life, hypokinetic syndrome and mass noninfectious diseases and length of human life. Practical review and analysis of specific exercise programs (cardio programs, weight reduction programs for people 65 + etc).			
<b>Course reading list</b>			
Sharkey, B.J., Gaskill, S.E. (2008). <i>Vežbanje i zdravlje</i> . Beograd: Data Status.			
Powers, S.K. (2001). <i>Exercise Physiology</i> . New York: McGraw-Hill.			
Fahey, T.D., Insel, P.M., Roth, N.J.T. (2001). <i>Fit &amp; Well: Core Concepts and Labs in Physical Fitness and Wellness</i> . Illinois: Human Kinetics.			
Nićin, Dj. (2003). <i>Fitness</i> . Beograd: Fakultet za menadžment u sportu.			
<b>Number of classes per week</b>	Lectures: <b>2</b>		Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Theoretical lectures (presentation, description, explanation, discussion), practice (method of demonstration, practical work of students), multimedia presentations, consultations, seminars.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	20
Practical lessons	15	Oral exam	31
Progress tests	10		
Seminar paper	9		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Rural Development
<b>Teacher:</b> Gyöngyi Major
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
The course aims to introduce factors, which have an effect on rural development in the postmodern world. It wishes to encourage the recognition of marginalized rural development opportunities by using various interpretations of the “rural” concept, and by describing specific problems of the region and new trend developments. There is much emphasis on motivation, namely, how a region can become interested in its own economic, social and ecological welfare. The course aims to provide innovative and comprehensive knowledge to students, along with the indispensable instruments necessary to implement that knowledge, with which they can recognize opportunities to achieve local and regional prosperity.
<b>Course outcome</b>
By the successful completion of the course, the students will acquire knowledge concerning new concepts of rural development, and of best practices in the light of a reinterpreted economic competitiveness. The students will become able to initiate local development projects, and to attend to operative tasks.
<b>Course content</b>
<i>Lectures:</i>
Diversity of space. Urban rural dimension. Transformation of rural space. Developing priorities of integrated rural spaces. Rural development and modernization. Rural peripheries and semi peripheries. Comparative analyze of development’s problems of rural. Connection between sustainability and regional competitiveness. Factors of successful rural’s spaces. Knowledge based rural society – implementation of Triple Helix Model. Social innovation and rural development. The significance of identification in regions of rural. LEADER.

<i>Practical lessons</i>			
Case studies and preview of current results of researches.			
<b>Course reading list</b>			
European Communities (2004). <i>New perspectives for EU rural development</i> . Luxembourg: Office for Official Publications of the European Communities. Dostupno na: <a href="http://ec.europa.eu/agriculture/publi/fact/rurdev/refprop_en.pdf">http://ec.europa.eu/agriculture/publi/fact/rurdev/refprop_en.pdf</a>			
Ashley, C. & Maxwell, S. (2001). Rethinking Rural Development. <i>Development Policy Review</i> , 19 (4).			
Espancia, J. (2014). <a href="#">Innovation and networks in rural areas. An analysis from European innovative projects</a> . <i>Journal of Rural Studies</i> , 34, 1-14.			
Cloke, P. (2003). <i>Country Visions</i> . Harlow: Pearson.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Lecture, Open Space Technology.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	10
Practical lessons	15	Oral exam	30
Progress tests	/	<i>Project</i>	30

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism; Psychology
<b>Course title: Sociology of Culture and Arts</b>
<b>Teacher:</b> Predrag Cvetičanin
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
The aim of the course is to give students an insight into the intertwining of socio - cultural aspects of human reality and to adopt specific sociological approach to the study of culture and art through studying the sociological approach to the study of culture: dirkemijan - skim, Weberian, Marxist, functionalist, semiotic, dramaturgical and post - structuralist; and the two dominant paradigms in sociology of culture: culture - bilistic class theory and the concept of a strict program of cultural sociology. In the field of sociology of art, students will be introduced to contemporary issues and problems which these disciplines engaged in the fields of art production, its distribution and reception.
<b>Course outcome</b>
Students will be able to list the basic characteristics of the most important sociological approach to the study of culture and art; to analyze the relations of power and culture and meaning and social phenomena; to explain how social institutions shape the production, distribution and reception of art; and to independently and critically study the socio-cultural and artistic phenomena in the society in Serbia.
<b>Course content</b>
<i>Lectures</i>
Anthropological, symbolic and aesthetic concept of culture. Sociology of culture and related disciplines: philosophy of culture, cultural anthropology, cultural psychology, cultural studies. Quantitative and qualitative methodological approaches. Culturalist class theory of Pierre Bourdieu. Strong program in cultural sociology Jeffrey Alexander. Access to the production of culture (Richard Peterson, Diana Crane). The art world (Howard Baker). The field of cultural production (Pierre Bourdieu). Art institutions. Study reception of art. Subculture and counterculture. Active audience. Omnivore and Univ. Kitsch, trashy and

trivial art.			
<i>Practical lessons</i>			
Analysis of video, film, media and internet content. Group debate.			
<b>Course reading list</b>			
Aleksander, V. (2007). <i>Sociologija umetnosti</i> . Beograd: Clio.			
Alexander, J. C. & Seidman S. (eds.) (1993). <i>Culture and Society. Contemporary Debates</i> . Cambridge, New York, Oukleigh: Cambridge University Press.			
Alexander, J.C (2003). <i>The Meanings of Social Life: A Cultural Sociology</i> . Oxford: Oxford University Press.			
Bourdieu, P. (2011). <i>Distinkcija - društvena kritika suđenja</i> . Zagreb: Antibarbarus.			
Đorđević, J. (ur) (2008). <i>Studije kulture</i> . Beograd: Službeni glasnik.			
Kloskovska, A. (2001). <i>Sociologija kulture</i> . Beograd: Čigoja štampa.			
Petrović, S. (2005). <i>Kulturologija</i> . Beograd: Čigoja štampa.			
Žunić, D. (1995). <i>Sociologija umetnosti</i> . Niš: Filozofski fakultet.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Interactive teaching, analysis of examples from the internet, debate, analysis of cultural phenomena on examples from companies in Serbia.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	50
Practical lessons	10	Oral exam	20
Progress tests	10		

**Table 5.2** Course specifications

<b>Study program:</b> Management and business in tourism
<b>Course title:</b> <b>Creating and Developing Tourism Products</b>
<b>Professor:</b> Ivan Mulec
<b>Status:</b> Obligatory
<b>ECTS:</b> 7
<b>Requirements:</b> None
<b>Learning objectives</b>
To familiarize students with different touristic products, the specific Demand of certain target groups, the methodology and models for creating products, the fundamental principles of programming services in Tourism.
<b>Learning outcomes</b>
After successfully finishing this course, student will be able to demonstrate his knowledge how to create different tourism products and to meet the demand of the market. Students will be able to identify specific customer requirements and select the appropriate tourism product and to perform an efficient evaluation of the created product. Students will be able to systematically monitor the development and creation of Tourism products on the market, to assess the phases on the life cycle of the products and to observe and apply innovations according to the changes in supply and demand.
<b>Course content</b>
<i>Lectures</i>
Definition of key terms: tourist services, programming, promotion services; programming (input, output), the goals of programming, methods, programming phases; principles and objectives of programming services and product development; Demand & Supply side, celints' expectations, clients' behavior, consumers' satisfaction, market segmentation, segmentation criteria, specifying the target segments and its features, types of Tourist Attractions, objectives of Tourism services and its development; SMART method of setting goals ; identify the key determinants of service : time, place , target segment and profile of tourists; dangers and consequences of poorly programmed parameters; the creation and programing the services: mandatory and optional parts, tangible and intangible elements of the services; phasesin creation of Toruism products: market research and competitive bids for the specific product; quality of service; quality and the measure of quality; promotion and sales services ; control and evaluation of the programs. Product development. Methods for monitoring the life cycle of

the product.			
<i>Practical lessons</i>			
Creation and development of specific products in the tourism industry. Financial aspects of the program; the process of price formation, price policy, the objectives of the evaluation; types, methods of evaluation.			
<b>Course reading list</b>			
Spasić, V. (2011). <i>Poslovanje turističkih agencija i organizatora putovanja</i> . Beograd: Univerzitet Singidunum.			
Veljković, S. (2009). <i>Marketing usluga</i> . Beograd: Ekonomski fakultet.			
<b>Number of classes per week</b>		Lectures: <b>4</b>	Practical lessons: <b>2</b>
<b>Teaching methods:</b>			
Lectures, exercises, individual work, seminars, multimedia and internet, consultations, projects and research.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam (alternative)	(40)
Seminar	34	Oral exam	11
Progress tests (alternative)	40		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Tourist Destination
<b>Teacher:</b> Vaso Jegdić
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
The aim of the course is to prepare students to acquire knowledge about the concept, essentially, types and location which tourist destinations have in the tourism system. The aim of the acceptance of knowledge related to the activities of organizing tourism destination, planning marketing activities in the tourist destination, as well as to enable them to connect and apply their knowledge in solving specific problems. The aim is also to introduce students to modern concepts of tourism destination management in accordance with the principles of sustainable development.
<b>Course outcome</b>
Upon successful completion of this course, students should know how to practically apply: - The concept of sustainable destination development through the planning of sustainable tourism; - Complex concepts of management, for efficient use of resources in tourism. The student should also acquire the ability to analyze the situation and changes in the general and competitive environment in the tourism market, and to assess the impact on the tourist destination.
<b>Course content</b>
<i>Lectures</i>
Tourism destination - the term and the concept; Types of destinations and organizational structure as a key element of the tourism system; The National tourism organization (NTO); Competitiveness and benchmarking of tourist destination; Growth, sustainable development and life cycle of tourist destinations; The factors relevant to management - situation analysis; Potential of tourist destination evaluation; Defining the elements of management (process of planning); Models of cooperation and partnerships in the development of the destination; Management strategy and managing the marketing mix of tourist destinations; Cross-border cooperation as a factor in the development of tourist destinations.

<i>Practical lessons</i>			
Analysis examples of the destination functioning; Life cycle analysis and phases of the cycle evaluation for selected examples of destinations; Factor analysis in the management of destinations. PEST and SWOT analysis of selected destinations. Assessment of market positioning.			
<b>Course reading list</b>			
Jegdić, V. i Marković, D. (2011). <i>Menadžment turističke destinacije</i> . Novi Sad: Fakultet za sport i turizam.			
Jovičić, D. (2002). <i>Menadžment turističke destinacije</i> . Beograd: ŽELNID.			
Popesku, J. (2011). <i>Menadžment turističke destinacije</i> . Beograd: Univerzitet Singidunum.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Interactive lectures, seminars, presentations - case studies.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	9	Written exam	30
Practical lessons	10	Oral exam	21
Progress tests	15		
Seminars	15		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> <b>Entrepreneurship</b>
<b>Teacher:</b> Branko Krasojevic
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
Acquisition of basic knowledge about entrepreneurship, its essence and benefits for self-employment. Understanding the importance of entrepreneurship in modern business, from idea to implementation, teamwork, motivation, family and business franchise, small and medium enterprises. Transfer of basic knowledge about the company, market, marketing, competitiveness and human resources. and characteristics of entrepreneurs.
<b>Course outcome</b>
Specific knowledge and skills of entrepreneurs in the process of ideas, problem solving, successful realization in practice. Ability to work on creating ideas, organization, motivation and team leadership, adapting to changes in the environment, identifying strengths and weaknesses in the business. Introduction to the market opportunities, how to use opportunities and avoid risks, to create business ideas, their implementation and market valorization.
<b>Course content</b>
<i>Lectures</i>
Concept, characteristics and importance of entrepreneurship; The term entrepreneur, background, profile, features, resources, and lifestyles; The individual entrepreneur; leadership; The legal aspects of forming the enterprise; A business plan; The organizational structure of entrepreneurial management; Operational activities; Family businesses; clusters; Franchising; Planning entrepreneurial activities. Entrepreneurship in tourism as a selection of professional road;
<i>Practical lessons</i>
Introducing students to practical work, examples of successful entrepreneurs. Creating a business plan by their own entrepreneurial ideas.

<b>Course reading list</b>			
Penezić, N.(2009). <i>Preduzetništvo – savremeni pristup</i> . Novi Sad:Univerzitet Educons			
Penezić, N.(2003). <i>Kako postati preduzetnik</i> . Beograd			
Petrović, P.(2005). <i>Preduzetnički menadžment</i> . Novi Sad: PMF			
Paunović, B.(2009). <i>Ekonomika preduzeća, okruženje i ulaganje</i> . Beograd: Ekonomski fakultet.			
<b>Number of classes per week</b>	Lectures: <b>2</b>		Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Lectures, exercises, independent study students, seminars, discussions, workshops, multimedia and internet consultations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	21
Practical lessons	16	Oral exam	30
Progress tests	10		
Seminars	13		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: Transport and Tourism</b>
<b>Teacher:</b> Branko Krasojević
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
Gaining basic knowledge of managing transportation companies, as a complementary tourism sector. Transfer of knowledge in the field of business organizations in all aspects of passenger transport, including car rental agencies. Detection of mutual relations and connections between the tour operator, agency and transport activities in tourism. Exploring the link between passenger transport and tourism and their common characteristics
<b>Course outcome</b>
Mastering the material, acquiring theoretical and practical knowledge, primarily understanding the importance of the role that transport has in the tourism system, because without motion there would be no tourism. Mastering the techniques to solve organizational and technological issues related to the activity of passenger transport in tourism in all modes of transport. Acquiring the ability to evaluate the role and importance of certain forms of traffic, the ability to assess the comparative advantages and disadvantages of each mode of transport.
<b>Course content</b>
<i>Lectures</i>
Concept, types and distribution of traffic; Traffic as a factor in the development of economy and society ; Characteristics and cost structure of passenger transport ; Rates in traffic; The market of transport services ; Models of transport accessibility ; Passenger traffic and its relation to tourism. For each mode of transport there will be analyzed: the forms , advantages and disadvantages, its development in the world and Serbia , the effects which are realized: rail transport ,water, land and air , with all the subspecies . International transport organizations ; Technological innovations in the traffic of importance for tourism ; Forms of passenger transport which operate only for tourism ; Rent a car services ; The share of different transport sectors in tourist traffic today and in the future.
<i>Practical lessons</i>

Processing of major normative acts in transport and tourism in Serbia and Europe. Introducing students with practical work, examples of successful transportation companies. Visit to the car rental agency and the Port Novi Sad.			
<b>Course reading list</b>			
Božić, V., Novaković, S.(2008). <i>Ekonomija saobraćaja</i> . Beograd: Ekonomski fakultet.			
Kolarić, N. (2007). <i>Menadžment u saobraćaju</i> . Beograd: Visoka turistička škola.			
Štetić, S.(2003). <i>Saobraćaj u turizmu</i> . Novi Sad: PMF.			
<b>Number of classes per week</b>	Lectures: <b>2</b>	Practical lessons: <b>3</b>	
<b>Teaching methods</b>			
Lectures, exercises, discussion methods, the frontal method, students' individual work, seminars, workshops, multimedia and internet consultations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	12	Written exam	21
Practical lessons	12	Oral exam	30
Progress tests	14		
Seminars	11		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> E-Business
<b>Teacher:</b> Vladimir Holodkov
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
Introducing students to the world of information technology from the perspective of modern business: e-tourism, e-commerce (market, stock market returns and etc.), e-learning, e-banking, e-government, e-business, e-library, e-media, e-marketing, and so to integrate the acquired knowledge in management functions.
<b>Course outcome</b>
Upon successful completion of this course, students should define, describe, list, and determine the application of e-business opportunities in the working practices of tourism.
<b>Course content</b>
<i>Lectures</i>
Business Information Systems; Communication and computer networks; Application software for e-business; Integrated office software packages and integrated document management and workflow; Technology for transaction processing; Technology for decision support; Expert systems; Electronic Data Interchange - the electronic payments and e-banking and e-commerce; European Initiative technological framework of business on the Internet; Internet, extranet and intranet; The concept of virtual enterprises and virtual networks; E-marketing and business information on the Internet; Web architecture and maintenance of Web content – Content Management Software (Joomla!, Wordpress); Data protection / security and legal aspects of the business on the Internet; E-government and e-education; GPS, GIS, RFID, QR technology; Electronic media; Social community on the Internet.
<i>Practical lessons</i>
The exercises in the computer room (Amadeus, booking.com, Wordpress, ...), individual researchs about topic based on comparative analysis (Web sites), solving problems in e-business through workshops (brainstorming), visits to relevant institutions in e-business.
<b>Course reading list</b>

Jošanov, B. (2009). Osnovi elektronskog poslovanja. Novi Sad: Visoka poslovna škola strukovnih studija.			
Sotirović, V. & Egić, B. (2005). Elektronsko poslovanje. Novi Sad: Fakultet za sport i turizam.			
Unković, M., Milosavljević, M. & Stanišić, N. (2010). Savremeno berzansko i elektronsko poslovanje. Beograd: Univerzitet Singidunum.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Lectures, practical lessons in computer room (in Internet environment), individual homeworks, one seminar's work, case studies			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	51
Practical lessons	14	Oral exam	-
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: English language 6</b>
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Passed exam in English language 5
<b>Course objective</b> The objective of the course is to acquaint the student with the rules of the direct speech, indirect questions, sequence of tenses and complex syntactic constructions as well as to train student to act in a range of potential business situation in which various forms of written reply or initiative are required – a survey, request or complaint. The course focus is on understanding and creating personal business offers in written form, as well as on less rigid forms of business correspondence in the English language.
<b>Course outcome</b> The students are taught to independently produce original written content in English, while using professional literature, to express him/herself grammatically and stylistically correct in a greater number of business and everyday situations, as well as to use simple professional publications in English. One of the course outcomes is also a stable level of B1 knowledge, according to the CEFR reference framework.
<b>Course content</b> <i>Lectures</i> Indirect speech, indirect questions, complex syntagms and sentences in English <i>Practical lessons</i>
<b>Course reading list</b> Strutt, P. (2006). English for International Tourism, Intermediate. Harlow, UK: Longman. Goodale, M. Professional Presentations, a video-based course. Cambridge, UK: Cambridge University Press. Powell, M. (2005). Behave yourself. The essential guide to international etiquette. USA: Gusto Company AS. Steinbach, S. (2006). Voices of Experience – Cross Cultural Adjustment (DVD).

<b>Number of classes per week</b>	Lectures: 2	Practical lessons: 0	
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Presentations	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: Animation Theory and Planning</b>
<b>Teacher:</b> Dragica Tomka
<b>Course Status:</b> Elective
<b>Number of ECTS: 7</b>
<b>Prerequisites:</b> None
<b>Course objective</b> Acquisition of basic knowledge on animation as a communication tool and various processes embedded in it. Getting to know the process of preparing and performing animation programme in real-life circumstances based on the previously gained knowledge.
<b>Course outcome</b> Understanding basic characteristics of animation and its significance in various areas involving tourism, culture, recreation and education. Gaining practical experience in planning and execution of animation programme. Development of creative and communicational skills.
<b>Course content</b> <i>Lectures</i> First part of the course covers the introduction to animation as a communicational phenomena and wider social circumstances of animation. Learning is supported by various case studies on animation in various areas. Second part unpacks the process of planning and performing animation programme through several phases, each of which involves students in creating their own programme to be later performed. Finally, after the performance, course focuses on specificities of developing animation programmes in various areas: tourism, recreation, sport and leisure activities, events, education, etc. <i>Practical lessons</i> Seminar: Animation planning: goal-setting, planning, rehearsing, performing and evaluating animation programmes in real-life circumstances. Written paper: Planning animation for a specified profit or non-profit subject.
<b>Course reading list</b> Tomka, G. (2008). <i>Vodičkrozinterpersonalnuanimaciju</i> . Novi Sad: Fakultetza sport iturizam. Cerović, Z.(2008). <i>Animacija u turizmu</i> . Opatija: Fakultetzamenadžment u turizmuiugostiteljstvu.

<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Lectures are interactive with a lot of student work and consultation. Various case studies that involve the analysis of photo, video and audio material. Workshop-style sessions resulting with an animation programme performed in public surrounding on a chosen subject. Individual work on planning animation programme involving research and reading. Presenting one's own work in a group.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	30
Practical lessons	30	Oral exam	21
Progress tests	9		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism	
<b>Course title:</b> Market Communication	
<b>Teacher:</b> Gyöngyi Major	
<b>Course Status:</b> Obligatory	
<b>Number of ECTS:</b> 7	
<b>Prerequisites:</b> None	
<b>Course objective</b> The goal of course is to clarify all possible communication answers of the company to challenge of the market. The emphasis is on the fact that, that the firm's communication is an increasingly less of a linear process, and more of a result of dynamics of activeness and reactiveness. The course will pay particular attention to the fact that there cannot be a static image at the center of the investigation of market communication, but rather complex and dynamic flow, which is the condition for competitiveness, and flexible operating conditions.	
<b>Course outcome</b> After a successful completion of the course, the students will be familiar with the AIDA rules, and be able to use the tools and methods necessary to practice marketing communications.	
<b>Course content</b> <i>Lectures</i> The economical importance of communication. The hierarchy of communications goals and effects. Consumer decision journey. Integrated marketing communication. Subjects of communication. Communicating corporate culture: identity. Brand and image. Tools of communications: ATL and BTL. Public participation. The esthetics and ethics of communication. <i>Practical lessons</i> Case studies, Communication strategy	
<b>Course reading list</b> Ognjanov, G. (2009). <i>Integrirane marketinške komunikacije</i> . Centar za izdavačku delatnost Ekonomskog Fakulteta, Beograd. Vračar, D. (2005): <i>Strategija tržišnog komuniciranja</i> . Beograd: Ekonomski fakultet. Fill, C. (2005): <i>Marketing Communications: Engagements, Strategies and Practice</i> . Harlow: Prentice Hall.	
<b>Number of classes per week</b>	Lectures: <b>2</b> Practical lessons: <b>3</b>

<b>Teaching methods</b> Lecture, Knowledge Cafe			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	15
Practical lessons	15	Oral exam	25
Progress tests		<i>project</i>	30

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism; Psychology
<b>Course title: Consumers Communication Process Management</b>
<b>Teacher:</b> Violeta Zubanov
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<p><b>Course objective</b></p> <p>Recognizing the importance of a planned, controlled and directed communication with consumers. Introduction the methods and processes of communication with consumers. Identifying consumer institution in modern business, his expectations, desires and systems hierarchy as well as values from the perspective of the importance of a successful business. Fostering a proactive relationship directed toward consumers as a key target public as well as understanding the importance of all communication forms and responsibly communication with the consumer, as well as discovering the importance of caring for them.</p>
<p><b>Course outcome</b></p> <p>After successfully mastering the course students will be able to apply the acquired knowledge in the subject field and to improve the skills, techniques and communication models required for the effective communication with consumers. As trained, students will build, implement and analyze a proactive relationship with the consumer and be able to independently define, create and deliver highly professional top quality service.</p>
<p><b>Course content</b></p> <p><i>Lectures</i></p> <p>About communication – Introduction. The concept and strategies consumers communication management process. The written and oral communication. Conflicts in communication with customers. Communication with customers in crisis situations. Personality, motivation, attitudes and expectations of consumers. Needs and knowledges of consumers. Customer care. Excellent service. Creating effective communication with consumers. Corporate social responsibility in communication with consumers. The main postulates of outstanding service.</p> <p><i>Practical lessons</i></p> <p>Seminar papers analysis and organizing discussions and debates on pre-prepared topics related.</p>
<p><b>Course reading list</b></p> <p>Roberts-Phelps, G. (2008). <i>Customer Relationship Management</i>. [libgen.info]. (електронско издање).</p>

McCabe, S. (2009). <i>Marketing Communication in Tourism and Hospitality</i> . [bookfi.org]. (elektronsko izdanje, dostupno u biblioteci Fakulteta)			
Maričić, B. (2008). <i>Ponašanje potrošača</i> . Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Interactive dialogue method, seminar papers analysis, the analysis of case studies.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	
Practical lessons	10	Oral exam	51
Progress tests			
Seminar papers	19		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> Consumer Behavior
<b>Teacher:</b> Gyöngyi Major
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b> The goal of course is to empower the students to use the ground methods, which they must use in monitoring of consumer decision-making. The course is designed to enable students to use the basic methods, which they employ in the investigation of consumer behavior and consumer decision-making. This course opens up the to the complexities of the trend-research system. This course makes an attempt to integrate the theoretical conceptions about the product and service selection of consumers. This course integrates the theoretical concepts of, various products and service selection related habits of consumers. The mapping of consumer's habits. This course teaches the possibility of habit's monitoring by insight researches, against the theory of Pierre Bourdieu. One's mind the habits are untraceable due to their changeable. Contrary to Pierre Bourdieu's finding that, habits are untraceable due to radical variability patterns, the course teaches the transparency of the market, in line with the subject of insight research.
<b>Course outcome</b> The students qualify to monitoring of more module trends by the completion of the course. They will be able to analyze not only in trends of evident consumer manner, but to recognize the speciality in the market of tourism. The completion of the course work, will qualify students to examine multi-module trends. Students will be able to immerse not only into the obvious trends of consumer behaviors, but will be capable to recognize the special, uncommon issues as well - especially in the tourism market.
<b>Course content</b> <i>Lectures</i> The relevance of consumer behavior research, – theoretical frameworks. The effect of consumer behavior on the firm's activity and on the market. Anticipated consumer behavior – trend research. Trend systems (megatrend; trend; contra-trend). Problems in trend research. Trend affinity. Consumer and consumer behavior. Consumer insight – insight as a hidden (latent) content. Brand insight. Generation boundaries. Lifestyle. Scene of experiences. Costumer behavior. The process of costumer decision. Types of costumer decision. Consumer in situ - Decision in store. Connection between design of product and consumer behavior. Consumer satisfaction. Protection of consumers. <i>Practical lessons</i>

Case studies, apply new research methods.			
<b>Course reading list</b>			
Maričić, B. (2003). <i>Ponašanje potrošača</i> . Beograd: Savremena Administracija.			
Schiffmann, L.G.& Kanuk, L.L. (2004). <i>Ponašanje potrošača</i> . Zagreb: Mate.			
Solomon, M. Bamossy, G. S. Askegaard, S (2002). <i>Consumer Behaviour – A European Perspective</i> , Pearson.			
Djeri, L. (2009). <i>Ponašanje potrošača na turističkom tržištu</i> . Beograd: Zadužbina Andrejević.			
<b>Number of classes per week</b>	Lectures: <b>2</b>	Practical lessons: <b>3</b>	
<b>Teaching methods</b>			
Lecture, knowledge cafe.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	15
Practical lessons	15	Oral exam	25
Progress tests	/	Research	30

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Hospitality Industry
<b>Teacher:</b> Branko Krasojević
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> None
<b>Course objective</b>
Introduction to the basic principles of business facilities and hospitality businesses and emerging trends and technologies in the hospitality industry; in order that the process of creating hospitality services and hospitality organizations to adapt to different working conditions. To accept the knowledge of the place and relationships with other members of the hospitality tourism system.
<b>Course outcome</b>
Students will acquire the knowledge to recognize, evaluate, and apply knowledge of the values, characteristics and importance of hospitality. To know how to identify the business processes in the restaurants of different types. To accept the evidence of the importance of hospitality and hospitable activities for the full experience of guests and tourists. Training for work in and with restaurants and models of starting their own catering company.
<b>Course content</b>
<i>Lectures</i>
Definition and general approach to the hospitality industry ; Structure and types of hospitality organizations and elements of distinction . Hospitality facilities ; Classification and categorization of restaurants ; Hotel business ; Other forms of business properties in the tourism industry . Business facilities for providing food and drink ; Economic aspects of the business of catering facilities ; Trends in hotel development ; Integration processes in the hospitality industry ; The application of modern technology ; Directions of development in the world of hospitality and Serbia. Hospitality services . Service quality and customer orientation . Monitoring and application of the results in order to guest satisfaction.
<i>Practical lessons</i>
Analysis of good work practices of hospitality organizations in the world, Serbia and the local community. Analysis and detailed introduction to the work processes and the characteristics of professional jobs in the hospitality industry. Visits and discussions with experts from various organizations in hospitality industry.
Don, Professional Practice: Two weeks of professional practice at work in the restaurants of various

categories. Conducting daily work diary and defense of the report.			
<b>Course reading list</b>			
Čačić, K. (2011). <i>Poslovanje hotelskih preduzeća</i> . Beograd: Univerzitet Singidunum.			
Kosar, LJ. (2002). <i>Hotelijerstvo, teorija i praksa</i> . Beograd: Viša hotelijerska škola.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Lectures, exercises, individual work, seminars, multimedia and internet, consultations, projects and fieldwork.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	21
Practical lessons	14	Oral exam	30
Progress tests	25		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Event Production
<b>Teacher:</b> Predrag Cvetičanin
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b>
Aim of the course is to present a whole process of event production to students, from the concept to the evaluation phase while enabling them to understand practices and procedures related to four basic management functions. Special focus will be paid to festival management.
<b>Course outcome</b>
Upon successful completion of the course, students will have a clear picture of all crucial aspects of event production and will acquire skills needed to participate in the organization of events.
<b>Course content</b>
<i>Lectures</i>
Basic management functions in event production. Staging an event. Sound and light production. Props and scenography. Backstage management. Event catering. Human resources for events. Attracting and managing volunteers. Risk management, evacuation and safety measures for events. Financial aspects of event production. Supervision, control and evaluation of event production. Managing cultural events. Location and visitor management for events.
<i>Practical lessons</i>
Since the overall course is applicative, majority of lessons will be practical, involving analysis of events and festivals, visits and discussions with event managers.
<b>Course reading list</b>
Andrejević, A, i Grubor, A. (2007). Menadžment događaja. Novi Sad: Fakultet za uslužni biznis.
Getz, D. (2005). <i>Event Management &amp; Event Tourism</i> . New York, Sydney, Tokyo: Cognizant communication corporation
Koprivica, M. (2008). Menadžment događaja. Novi Sad: Prometej.
Van Der Waggen, L.& Carlos B. R.(2000). <i>Event Management - Upravljanje događajima za turistička, kulturna, poslovna i sportska događanja</i> . Zagreb: MATE.

Yeoman Ian i dr. (2006). <i>Festivals and Events Management - An International Arts and Culture Perspective</i> . London:Elsevier.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Interactive classes, analysis of event production solutions and challenges, guest lectures, visits and workshops with event managers and group projects of producing events.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	40
Practical lessons	30	Oral exam	20

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> <b>Outdoor Activities</b>
<b>Teacher:</b> Bojan Mededović
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b> Students will be able to realize the true value of nature, the importance of its preservation in the light of contemporary ecological tendencies in tourism and a healthy environment; Acquiring general knowledge about the importance and characteristics of activity in nature and possibilities for implementation of various programs of physical activity that can be implemented in tourism. Acquiring knowledge of planning and programming activities in nature, as well as the positive impact of these activities on the maintenance and improvement of health. Programming competence and innovation development, and application creativity in recreational activities programming.
<b>Course outcome</b> At the end of the course, student should be able to: identify the basic natural phenomena and their validity as factors affecting eventful stay of tourists in destinations; manage basic methods for realization of organizational activities in different types of outdoor activities; realize the danger, beauty and the value of nature in the area of sports and active tourism; learn basic concepts that are important for the proper utilization of natural factors to achieve positive effects that are a function of health, education, recreation and sport modern active tourism. Know how to: planning, programming recreational and sports facilities, depending on weather conditions (summer and winter period, water activities) based on the capabilities of the participants, their physical, physiological and emotional capacities, in relation to natural resources; planning and programming activities according to conditions and possibilities of natural wonders .
<b>Course content</b> <i>Lecture</i> The importance and role of outdoor activities to maintain and improve the health and the modern tourism; The laws of nature and orientation in nature; Planning and programming content to stay in the nature; Mountaineering, hiking and biking as well as content staying active in nature; Organizational touristic nature activities (class of outdoor exercise, camping); Activity on and in the water. Activities in the air. Adrenalin and adventure outdoor programs. Sports recreational and sports educational tourism activities in nature (water, snow, mountain areas); The techniques of movement and staying in nature; Security measures and prevention in outdoor activities; Rescue in nature; Nutrition in nature. General planning and development, and selection of the destination for the implementation of sports and recreational activities. Analysis of environmental factors affecting the constitution of sports activities programs (natural resources, sports facilities, equipment of those sports resources). Programming sports facilities depending on gender, age and health condition.

<i>Practical teaching</i>			
Group and individual work-planning and preparing for a stay in nature; Preparation and implementation of walking tours; preparation of the trip; participation in Fruška Gora marathon; Cooperation on tourism and other organizations projects that have a basis for residence and physical activity in nature. Practical work. Display parameters for monitoring the intensity of the program.			
<b>Course reading list</b>			
Savić, Z. i Miletić, K.J. (2012). <i>Aktivnosti u prirodi</i> . Niš: Fakultet sporta i fizičkog vaspitanja. Bartoluci, M. (2004). <i>Sport u turizmu</i> . Zagreb: Kineziološki fakultet Sveučilišta u Zagrebu. Vračarić, B. (2003). <i>Ishrana u prirodi</i> . Beograd: Vojno-izdavački zavod „Narodna knjiga“. Pešić, Z. (2013). <i>Preživeti u prirodi</i> . Beograd: Medija centar „Obrana“.			
<b>Number of classes per week</b>		Lecture: <b>3</b>	Practical teaching: <b>3</b>
<b>Teaching methods</b>			
Lecture, practical teaching, individual work, seminars, multy media and internet, consultation.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	20
Practical lessons	34	Oral exam	31

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Theory and Practice of Wellness
<b>Teacher:</b> Romana Romanov
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b>
The aim of this course is to introduce students to the basic concepts upznaju, historical background, and the various forms of wellness in the world. To learn the differences between the different concepts and forms related to the quality use of leisure time, and to learn to evaluate and plan wellness activities whenever it is necessary to improve the quality of life and/or travel-or modern man/woman.
<b>Course outcome</b>
Students will learn to essentially distinguish the concepts and phenomena of recreation, wellness, fitness, outdoor activities. On the basis of these differences to know how to recognize the importance and place of wellness in practice. On the basis of knowledge of the core values of wellness to know how to, in plans for tourism development or local spaces, program wellness spaces and facilities in order to provide conditions for better living.
<b>Course content</b>
<i>Lectures</i>
Introduction to the basic conceptual guidelines of wellness concept (physical aspect, social aspect, emotional and mental aspect, spiritual aspect, environment). The historical development of the concept of wellness in the world and in our country. Different theories and models of wellness: a unified theory, theory of health "Iceberg" John V. Travis, Model of 6 dimensions and dr. Needs of modern man which result in the appearance and development of wellness services. Introduction to the health, financial and economic aspet wellness. Distinction between the concepts of city and destination wellness (in relation to the structure of the program and the objectives to be achieved). Resources for development of wellness - natural, physical, material, personnel. The development and distribution of wellness services in the world. Wellness area and destinations. Wellness organizations, associations, clusters. Profession in wellness and personnel structure. Different forms of tourism based on improving health.
<i>Practical lessons</i>
Understanding the basic concepts, so called. wellness wheel. Analysis of the diversity of theory of wellness and the importance of the implementation of wellness in daily life. Analysis and comparison of different

spaces that provide services for the improvement of living. Analysis of good examples form practices.			
<b>Course reading list</b>			
Smith, M., Puczko, L. (2009). <i>Health and Wellness Tourism</i> . UK: Elsevier.			
Čanak, N. (2008). <i>Teorija zdravog življenja</i> . Novi Sad: Fakultet za sport i turizam.			
Sheldon, P. & Bushell, R. (2009). <i>Introduction to Wellness and Tourism, Wellness and Tourism: Mind, Body, Spirit, Place</i> . NY: Cognizant Communication Corporation.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Theoretical lectures (presentation, description, explanation, discussion), practice (practical work with students), multimedia presentations, consultations, workshops and seminars.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Writtten exam	20
Practical lessons	15	Oral exam	31
Progress tests	10		
Seminar paper	9		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: Complementary Sectors in Tourism</b>
<b>Teacher:</b> Branko Krasojević
<b>Course Status:</b> Elective
<b>Number of ECTS: 8</b>
<b>Prerequisites:</b> None
<b>Course objective</b>
Acquisition of knowledge in the field of business enterprises in the sectors of the economy that are complementary to tourism, especially rural tourism (agriculture, handicraft, art crafts, entrepreneurship and hospitable business, passenger transportation , sport , recreation , cultural creativity , gastronomy , wine production and processing , education , the non-governmental sectors to other sectors ). Getting to know the significance, roles and needs of partnerships and networking of the sector for the purpose of forming high-quality services and products and the diversification of products and better marketing.
<b>Course outcome</b>
Understanding the importance of the sectors and business organizations in complementary sectors of the tourism industry. Ability to create tourism offer to complementary sectors in order to improve the social and economic life of the local population as the bidder of these products and services.
<b>Course content</b>
<i>Lectures</i>
The modern tourist market - the actors, products, and changes in demand. Travel services and products as a symbiosis of products of different business sectors . Rural areas as a tourist attraction and a provider of diversified products of a number of manufacturers. Identification of complementary sectors who takes part in the creation and marketing of integrated services for rural tourism. Agriculture. Some branches of agricultural production and tourism links with: farming, animal husbandry , fruit growing. Products and services of agriculture in tourism. Wine, viticulture and more attractive fields in business and tourism. Handicraft: Handicrafts, their modernization and revival and implementation of tourism creative services. Craft items as souvenirs. Family entrepreneurial business in providing hospitable service. Gastronomy - a culture of healthy traditional diet, preparation and supply in tourism. Services of transportation companies. Physical, material and human resources necessary for specific types of complementary services.
<i>Practical lessons</i>
Exercises, individual work of students and consultations. Analyzing positive examples from practice.

Visits to companies engaged in the provision of complementary services in the tourism industry.			
<b>Course reading list</b>			
Bogdanov, N.(2007). MalaruralnadomaćinstvauSrbijiiruralnanepoljoprivrednaekonomija. Beograd:UNDP. Dostupno na <a href="http://www.ruralinfoserbia.rs/publikacije/undp_mala_ruralna_domacinstva.pdf">http://www.ruralinfoserbia.rs/publikacije/undp_mala_ruralna_domacinstva.pdf</a>			
Božić, V.,Novaković, S.(2008).Ekonomijasaobraćaja.Beograd: Ekonomskifakultet.			
Penezić, N.(2009). Preduzetništvo – savremeni pristup. Novi Sad:Univerzitet Educons.			
Tomić, D., Ševarlić, M i Zekić, S. (2011.). <i>Agrarna i ruralna politika u Srbiji- Nužnost ubrzanja reformi</i> .Beograd: Društvo agrarnih ekonomista Srbije; Subotica: Ekonomski fakultet.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Lectures, exercises, discussions, independent work of students, seminars, workshops, multimedia and internet, consultations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	12	Written exam	21
Practical lessons	20	Oral exam	30
Progress tests	17		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> History of Culture and Arts
<b>Teacher:</b> Predrag Cvetičanin
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b>
The aim of this subject is to introduce students to the basic notions and theoretical approaches within the field of culturology; to gain insight into the principles of interpretation of the history of culture and basic notions of the history of art; to review cultural and art achievements during the history of culture, starting from ancient history to the present day.
<b>Course outcome</b>
Upon a successful completion of this course, students will be able to identify the works of art and architecture which belong to different historical periods and art styles; to indicate basic characteristics of cultural and art styles throughout history; and to create presentations about cultural goods by implementing the acquired historical and theoretical knowledge.
<b>Course content</b>
<i>Lectures</i>
Anthropological, symbolic and aesthetic notions of culture. Culture and civilisation. Evolutionary theory of culture. Psychoanalytical theory of culture. Theory of cultural cycles. Principles of interpreting the history of culture. Basic notions of the history of art. Formalism in the history of art. Social history of art. Ancient history (paleolithic and neolithic culture). Ancient Eastern civilisations. Greek and Roman Empires. Early Christian culture and art. Byzantine culture and art. Romanesque. Gothic. Renaissance. Mannerism. Baroque. Rococo. Classicism. Romanticism. Realism. Impressionism and post-Impressionism. Modern art. Avant-garde. Neo-avantgarde. Post-modern art.
<i>Practical lessons</i>
During practical classes, the examples of cultural and art works and practices during the history of culture will be presented and analysed and, also, individual and group presentations of cultural goods will be exercised.
<b>Course reading list</b>
Aranson. H. H (2008). <i>Istorija moderne umetnosti</i> . Beograd: Orion Art.

Branković, S. (2009). <i>Istorija kulture i civilizacije</i> . Beograd: Megatrend.			
Petrović, S. (2005). <i>Kulturologija</i> . Beograd: Čigoja štampa.			
Hauzer, A. (1966). <i>Socijalna istorija umetnosti i književnosti I i II</i> . Beograd: Kultura			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Interactive classes, the analysis of prepared video materials, the analysis of samples from the Internet, individual and group presentations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	40
Practical lessons	30	Oral exam	20

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Fieldwork 1
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 4
<b>Prerequisites:</b> None
<b>Course objective</b> The goal of the fieldwork is to master planning, organization and execution of a program of tourist services and travel, during which the students will be introduced to the various aspects of tourism, as well as leisure and event management of certain developed tourist destinations in Serbia. One of the goals is to introduce students to various forms of tourist companies (tourist organizations, travel agencies, hotels, small and family businesses, farms, etc.). The emphasis is on a direct contact between students and employees and service providers in the tourism market in Serbia, as well as a critical analysis of the information obtained.
<b>Course outcome</b> Having successfully completed their fieldwork, students will know how to adequately plan and implement a travel program. They will be introduced to a professional way of communication with stakeholders in the tourism market. Students will be in direct contact with employees in tourism who they visit during the fieldwork, and will be able to meet the real tourist market in Serbia with all its good and bad sides, and to critically analyze the information obtained.
<b>Course content</b> Each student receives a specific assignment that coincides with their interests and possible future professional orientation. Assignments are of different types and are related to specific occupations in tourism, leisure and management including organizing travel programs, making contact with people from the tourism practices, as well as other activities that precede the execution of the program. Students can get an assignment that involves tour leading, or those related to tour guiding, tourist animation, or organizing workshops to discuss impressions and knowledge gained during the fieldwork.

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: Local Development</b>
<b>Teacher:</b> Vaso Jegdić
<b>Course Status:</b> Elective
<b>Number of ECTS: 6</b>
<b>Prerequisites:</b> None
<p><b>Course objective</b></p> <p>The aim of this course is that students learn and accept the knowledge about the importance of local development for the global situation. To meet with global recommendations on the principles, objectives and importance of local development. To identify and analyze the functional relationship between the local development of certain spatial units and the tourism system, as an integrative and inductive factor of local development.</p>
<p><b>Course outcome</b></p> <p>The main outcome of this course is to enable students: to define the local tourist areas that can induce an overall profitable and sustainable local development, to explain themselves the interaction between the overall local development of specific local areas and analyze the possibility of their tourism development and deployment, independently create tourism plans and programs of given local area within an integrated local development plan. This should manifest itself through faster and more comprehensive implementation of tourism plans for local economic and overall development.</p>
<p><b>Course content</b></p> <p><i>Lectures</i></p> <p>Basic concepts and principles of local development. Globally vs locally. Management of local economic development. The functioning of the local government structure and position of tourism in this structure. Training of local communities for tourism development. Planning for tourism development at the local level. Entrepreneurship for local development. The concept of sustainable development as a guiding principle of development policy at the local level. Cross-sector partnerships for local development. Forms of tourism based on local development. The impact of tourism on the transformation of the local communities, the area and the local economy. Strategic planning for tourism development of local communities. Tourism and local development in documents and normative regulations. Basic characteristics of the system of local government financing. Models of development and management of tourism at local destinations. Local development policies in the EU.</p> <p><i>Practical lessons</i></p> <p>Seminars, fieldwork - visitation to local communities and study research.</p>

<b>Course reading list</b>			
Grupa autora (2012). <i>Turizam i lokalni razvoj, naučna monografija</i> . Novi Sad: Fakultet za sport i turizam.			
Pavlović-Križanić, T. i Šovljanski, R. (2010). <i>Priručnik za strateško planiranje i upravljanje lokalnim razvojem u Republici Srbiji</i> . Novi Sad: Krimel.			
UNDP, SDC (2009). <i>Metodologija za integrisano planiranje lokalnog razvoja, teoretski deo</i>			
UNDP, SDC (2009). <i>Metodologija za integrisano planiranje lokalnog razvoja, praktični deo</i>			
Ramirez, L. & Kebede (ur.) (2010). <i>Strateško planiranje lokalnog razvoja, studije slučaja malih i srednjih evropskih gradova</i> . Beograd: UN-HABITAT SIRP.			
<b>Number of classes per week 5</b>		<b>Lectures: 3</b>	<b>Practical lessons: 2</b>
<b>Teaching methods</b>			
Interactive lectures. Working through thematic workshops, creative discussions on specific examples. Visiting the local communities and learn about their functioning. Getting to know with concepts of local development and the position of tourism at the local level.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
In-class participation	9	Written exam	30
Practical lessons	10	Oral exam	21
Seminars	30		

**Table 5.2** Course specifications

<b>Study programme:</b> Physical education and sport, Management and business in tourism, Psychology
<b>Course title: Human Resource Management</b>
<b>Teacher:</b> Vladimir Holodkov
<b>Course Status:</b> Elective
<b>Number of ECTS: 6</b>
<b>Prerequisites:</b> None
<b>Course objective</b>
Exploring, understanding, developing and mastering a wide range of functions of human resource management, as well as its application in practice of tourism. Understanding the specific needs of tourism human resources, as well as ways of motivating and retaining good staff and talent.
<b>Course outcome</b>
Upon successful completion of the curriculum "Human Resource Management", students should define, describe, list and show functions of this type of management in the area of tourism. Stands out as the outcome, recognizing the need to develop human resources in the tourism environment by the innovation, the knowledge economy and the learning organization in accordance with the recommendations of the World Tourism Organization - a network of knowledge in tourism.
<b>Course content</b>
<i>Lectures</i>
The concept of human resource management (what is it, what is it, a list of functions, the HRM importance in the tourism); Anticipation; and planning; Recruitment and selection; Socialization of employees; Motivation and reward; Education and training of employees; The rights and safety of employees; Trade unions - Syndicate; Career management and job turnover; Empowerment; Re-engineering of business organization and change management; Knowledge management and the creative industries; Innovation; Learning organizations; Evaluation of the quality of work of employees; Psychology of Human Resources; Function sociogram; The function of informal groups; Controversy: Mobing- Bullying / Nepotism / Tribalism
<i>Practical lessons</i>
Learning by case studies and examples of processed theoretical topics in the practice of tourism.
<b>Course reading list</b>
Bahtijarević-Šiber, F. (1999). <i>Management ljudskih potencijala</i> . Zagreb: Golden marketing.
Torrington, D., Hall L., Tajlor S. (2004). <i>Menadžment ljudskih resursa</i> . Beograd: Narodna biblioteka

Srbije. Đorđević-Boljanović, J., Pavić, S.Ž. (2010). Osnove menadžmenta ljudskih resursa. Beograd: Univerzitet Singidunum.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b> Lectures, exercises in the form of workshops (brainstorming elements), individual homeworks, seminar's work, essay, consultations with then teacher, case studies			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	45
Practical lessons	10	Oral exam	15
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism; Psychology
<b>Course title: Leadership and Personnel Management</b>
<b>Teacher:</b> Violeta Zubanov
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 6
<b>Prerequisites:</b> None
<b>Course objective</b> Introducing the concept, characteristics and leadership styles and the recognition and understanding the concept of leadership as a process directed towards changes that creates new value. Acquiring practical knowledge about self and own capabilities of achieving leadership potential as well as understanding social perceptions, attitudes, basic problems and procedures necessary for successful personnel management. Adoption of theoretical and practical knowledge about managing own personal and professional life from goal-setting, decision-making, planning and implementation, to achieving the goal and subsequent psychological success.
<b>Course outcome</b> After successfully covered formal courses, students of this program will be able to improve their emotional intelligence, enhance creativity, imagination and communication skills, and to develop organizational abilities both in all aspects of personal and professional life and able to design, technical preparation and effectively present their ideas and messages at different levels and in a variety of technical and content requirements. By applying this knowledges, students could be successful leaders with the necessary knowledge and skills the functions involves.
<b>Course content</b> <i>Lectures</i> Leadership - concept, aspects, psychological characteristics of leaders and leadership. The role and functions of leaders. Styles and practical aspects of leadership. Time management. Leadership development of individuals and organizations. Concept, scope and objectives of personnel management. Emotional intelligence. Self-motivation. Self management. Stress management and <i>burn-out</i> sindrom. Self-presentation and the techniques of self-presentation. Social perception. Diversities management. <i>Practical lessons</i> Seminar papers analysing and organizing discussions and debates on pre-prepared topics related.

Work on increasing emotional awareness, better organization of time and other elements of Personnel Management.			
<b>Course reading list</b>			
Pendelton, D. & Furnham, A. (2012). <i>Leadership: All You need to Know</i> . [bookfi.org]. ISBN: 978-0-230-31945-5 (elektronsko izdanje, dostupno u biblioteci Fakulteta)			
Grubić-Nešić, L. (2008). <i>Znati biti lider</i> . Novi Sad: AB print.			
Gini, A. & Green, R.M. (2013). <i>10 virtues of outstanding leaders: leadership and character</i> . [bookfi.org]. ISBN: 978-0-470-67231-0 (elektronsko izdanje, dostupno u biblioteci Fakulteta)			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 2
<b>Teaching methods</b>			
Interactive dialogue method during the lecturers and practical teaching, simulations, role-playing, the analysis of case studies, and audio and video materials analysis. Independent students preparing for the seminar papers presentations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	20	Written exam	
Practical lessons	10	Oral exam	51
Seminar papers	19		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title:</b> Crisis Management
<b>Teacher:</b> Milan Nešić
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 6
<b>Prerequisites:</b> None
<b>Course objective</b>
Objectives of this course are to secure for students to: acquire necessary knowledge about term of crisis, causes and terms under which they arise, possibilities to manage with crisis situation; meet with basic strategies for controlling crisis; help students to understand essence of crisis, so to develop knowledge and skills necessary for managing crisis situations in tourism; through complexed content of subject to master basic knowledges for evaluation of solution in implementation of ruling risks in tourism;
<b>Course outcome</b>
After successful finish of the course of this educational subject, students should be able to: in basis be capable to recognize crisis situations, so to develop capabilities for using strategies in unviolent resolving crisis situation; understand and explain conceptual guidelines natural and technical risks; define elements of vulnerability from potential risks in tourism; master basic techniques for minimizing risks from natural disasters in tourism
<b>Course content</b>
<i>Lectures</i>
Occurrence, causes and efficient in recognizing crisis. Term, types and shapes of crisis management. Principles of crisis management. Management processes in managing crisis. Natural disasters as source of risks in tourism. Organisational risks in tourism. Techniques and processes for managing in crisis situations. Managing risks in tourism. Strategies for overcome crisis. Conflict and unconflict crisis.
<i>Practical lessons</i>
Work in groups – exhibit of seminars and study cases from subject coverage of crisis management; workshop – crisis communication; early recognize of crisis situation in tourism; leading discussion on concrete examples about topics from educational program.
<b>Course reading list</b>
Živković, R. (2007). <i>Krizni menadžment u turizmu; Upravljanje turističkim destinacijama</i> . Beograd:

Univerzitet Singidunum. Keković, Z., Kešetović, Ž. (2006). <i>Krizni menadžment i prevencija krize</i> . Beograd: Filip Višnjić. Kešetović, Ž. (2008). <i>Krizni menadžment</i> . Beograd: Fakultet bezbednosti.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b> Exposure to teachers on topics from the curriculum. Interactive teaching. Independent and group work students.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	/
Practical lessons	10	Oral exam	51
Progress tests	5		
Seminars	24		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Event Marketing
<b>Teacher:</b> Gyöngyi Major
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b> The course is designed for an event-based marketing interpretation of the economy-related experience. („Experience economy” Pine and Gilmore, 1999.) The current focus is on the appearance of added value at the center of the consumption experience. The subject matter of the course concentrates on event-creation. It prioritizes marketing events in tourism.
<b>Course outcome</b> After a successful completion of the course, students will be able to use event-marketing communication tools, and to measure the impact of these events.
<b>Course content</b> <i>Lectures</i> Event and experience. Event marketing. Principles and factors of planning in integrated marketing communication of events. The impact of the type and significance of the event on the planning and realization of the marketing campaign. Own and sponsored events, festivals, exhibitions and fairs. Identification of public. Image of events. Role of communication. Marketing management of events and tourism. Conditions of identity creation. The measurement of an event’s effect and its popularity.  <i>Practical lessons</i> Best practice, marketing plan of event.
<b>Course reading list</b> Richards, B. (1997). <i>Marketing turističkih atrakcija, festivala i posebnih događaja</i> . Protecon, Zagreb, Andrejević, A. & Grubor, A.(2007). <i>Menadžment događaja</i> . Novi Sad: Fakultet za uslužni biznis. (5. poglavlje) Hoyle, L. H. (2002). <i>Event Marketing – How to Successfully Promote Events, Festivals, Conventions and Expositions</i> . New York: John Wiley & Sons, Inc. Dostupno na: <a href="http://www.untag-">http://www.untag-</a>

<a href="http://smd.ac.id/files/Perpustakaan_Digital_1/EVENT%20MARKETING%20Event%20Marketing%20How%20to%20successfully%20promote%20events,%20festivals,%20conventions,%20and%20e.pdf">smd.ac.id/files/Perpustakaan_Digital_1/EVENT%20MARKETING%20Event%20Marketing%20How%20to%20successfully%20promote%20events,%20festivals,%20conventions,%20and%20e.pdf</a>			
Fried, K., Goldblatt, J., & Rutherford-Silvers, J. (2000). <i>Event Marketing</i> . Washington, DC: George Washington University.			
<b>Number of classes per week</b>		Lectures: <b>3</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Lecture, knowledge cofe.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	15	Writtten exam	10
Practical lessons	15	Oral exam	40
Progress tests		<i>Project</i>	20

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: Recreational and Wellness Areas</b>
<b>Teacher:</b> Milan Nešić
<b>Course Status:</b> Elective
<b>Number of ECTS: 8</b>
<b>Prerequisites:</b> None
<b>Course objective</b> Objectives of this course are directed on that so the students can meet basic terms and understand essence of recreative and wellness resources; meet and understand distinction of terms about recreation and wellness; meet wit h typology and characteristics of spaces designed for recreation and wellness tourism; to be given informations about factors which affect on neatness and quality of specific types of space designed for recreation and wellness content in tourism; meet with purpose of analyzed recreation and wellness spaces in tourism; master with necessary terminology which is necessary for using professional and other literature.
<b>Course outcome</b> After sucessfull finnish of the course of this educational subject, students should be able to: form an ability and creativity necessary for future managers in tourism whcih will be dealt with and content aspects on recreational and wellness spaces; make qualitative analiye of specific space and his basic characteristics; formulise knowledge which are necessary for further planning, setting and realization of event on touristic recreative and wellness spaces; independently use, analyze and apply appropriate professional literature.
<b>Course content</b> <i>Lectures</i> Within educational course it will be processed next thematic units: Recreative and wellness spaces (term specification); Classification and types of recreational spaces in tourism; Recreation spaces and recreational contents as resources of sport tourism; Natural spaces as places for realisation of content in sport recreation; Recreational spaces of dedicated type; Wellness as concept of life of modern tourists; Wellness spaces as resources of selectional shapes of tourism; Spaces and contents as resources wellness prophylaxis; Recreation and wellness spaces as places of fun and culture events in tourism; Managing wit recreational and wellness spaces in tourism; Safety management of recreation and wellness spaces in tourism. <i>Practical lessons</i> Work in groups - exhibit of seminars and study cases from subject coverage recreation and wellness tourism; apply of swot analysis through workshops; making questionnaire and anylizing results; leading discussions

on concrete examples about topics of educational program.			
<b>Course reading list</b>			
Andrijašević, M. (2010). <i>Kineziološka rekreacija</i> . Zagreb: Kineziološki fakultet.			
Mikalački, M. (2005). <i>Sportska rekreacija</i> . Novi Sad: Fakultet fizičke kulture.			
Travis, J.W., Ryan, R.S. (2004). <i>Wellness workbook</i> . Toronto: Celestial Arts.			
Maksin-Mičić, M. (2008). <i>Turizam i prostori</i> . Beograd: Univerzitet Singidunum.			
Smith, M., Puczko, L. (2009). <i>Helath and wellness tourism</i> . Oxford: Butterworth-Heinemann.			
<b>Number of classes per week</b>		Lectures: <b>3</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b>			
Teacher exposure about topics from educational program. Commitmen of students through discussion with tendency to say and defend their thoughts (interactive class). Individual and group student work.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Writtten exam	/
Practical lessons	10	Oral exam	51
Progress tests	5		
Seminars	24		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Family Business
<b>Teacher:</b> Branko Krasojević
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b>
Introduction to the theoretical and practical aspects of the formation and management of family businesses. Identifying the specifics of family businesses in terms of organizational forms, financing, succession, risk, insurance, and other, in order to successful business growth and business development.
<b>Course outcome</b>
Studying this course enables the use of key skills for successful establishing and running the family business, recognition of good entrepreneurial ideas and ways of transforming them into the required products and services.
<b>Course content</b>
<i>Lectures</i>
The concept and definition of small, medium and large businesses; Family business and the environment; Strategies of family firms; Legislation and forms of the family business; The characteristics of management in family business; Planning and organizing a family business; Valorisation of results of the family business; Sources of funding of family affairs; Mechanism of institutions to support SME development; Examples of successful family business.
<i>Practical lessons</i>
Exercises, individual work of students and consultations. Analyzing positive examples from practice. Visit to the farm engaged in family business in tourism.
<b>Course reading list</b>
Vord, Dž. (2006). <i>Развој породичних компанија</i> . Нови Сад: Адизес АСЕЕ.
Ђурић Кузмановић, Т. (2006). <i>Породично пословање – дефинисање и методологија истраживања, Школа бизниса</i> . Нови Сад: Пословни факултет.

Đurić Kuzmanović, T. (2006). <i>Međuzavisnost rodne podele uloga i resursa u domaćinstvu i porodičnom biznisu, Škola biznisa</i> . Novi Sad: Poslovni fakultet.			
<b>Number of classes per week</b>		Lectures: <b>3</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Lectures, exercises direct application, discussion, independent work of students, seminars, workshops, multimedia and internet, consultations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	12	Written exam	21
Practical lessons	12	Oral exam	30
Progress tests	14		
Seminars	11		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: Cultural Management</b>
<b>Teacher:</b> Predrag Cvetičanin
<b>Course Status:</b> Elective
<b>Number of ECTS: 8</b>
<b>Prerequisites:</b> None
<b>Course objective</b> Aim of the course is to introduce basic terms, theories and skills needed to analyse various organizational aspects of cultural field and execute various cultural management tasks.
<b>Course outcome</b> Since cultural management consists of analytical-descriptive, project-modelling and theoretical-conceptual dimension, completion of the course will equip students with: (1) theoretical knowledge in cultural policy and management, (2) skills needed to analyse and research existing models and approaches to managing cultural activities and actors and (3) skills and knowledge needed to plan and design new organizational models in cultural organizations.
<b>Course content</b> <i>Lectures</i> Introduction to cultural policy and cultural development. Cultural rights and cultural needs. Cultural policy bodies and policy levels. Models, strategies and instruments of cultural policy. Strategic planning in culture. Decentralisation in culture. Transitional cultural policy. Managing cultural institutions. Project management in culture. Modelling cultural projects. Financial management in culture. Sponsorships and fundraising. Marketing in culture. Socio-cultural animation. <i>Practical lessons</i> Researching and analysing cultural policy and cultural management models. Developing students skills for creation and implementation of various cultural management models.
<b>Course reading list</b> Adižes, I. (2008). <i>Menadžment za kulturu</i> . Novi Sad: Asee. Byrnes, W. J. (2003). <i>Management and the Arts</i> . Amsterdam: Focal Press. Dragičević-Šešić, M. i Stojković, B. (2011). <i>Kultura: menadžment, animacija, marketing</i> . Beograd: Clio.

Đukić, V. (2010). <i>Država i kultura, studije savremene kulturne politike</i> . Beograd: Institut za pozorište, film, radio i televiziju Fakulteta dramskih umetnosti.			
Mandi, S. (2002). <i>Kulturna politika - Kratak vodič</i> . Novi Sad: Vega media.			
Molar, K. (2000). <i>Kulturni inženjering</i> . Beograd: Clio.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Interactive classes, analysis of video and printed materials. Visits to cultural institutions and guest lectures from cultural managers. Individual and group student projects.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>		<b>Final exam</b>	
In-class participation	10	Written exam	40
Practical lessons	30	Oral exam	20

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism			
<b>Course title:</b> English language 7			
<b>Teacher:</b> Mladen Tomić			
<b>Course Status:</b> Obligatory			
<b>Number of ECTS:</b> 3			
<b>Prerequisites:</b> Passed exam in English language 6			
<b>Course objective</b> The objective of the course is to integrate the knowledge gained in previous semesters and significantly improve the oral communication skills through practicing of increasingly complex professional situations. The course will prepare the students to deal with a number of unforeseen situations, as well as to describe offers, package holidays and entities not encountered thus far in literature, in a way that will integrate the important elements of the grammar and style units covered so far.			
<b>Course outcome</b> The student is competent to adequately communicate on the B2 level according to the CEFR <i>The Common European Framework of Reference for Languages</i> , with minor relying on fixed patterns and greater awareness of stylistic and register traits of various situations, events and kinds of interaction.			
<b>Course content</b> <i>Lectures</i> Dealing with unforeseen situations in business and travels. Describing complex occurrences and events. Recounting various previous experiences. <i>Practical lessons</i>			
<b>Course reading list</b> Strutt, P. (2006). <i>English for International Tourism, Intermediate</i> . Harlow, UK: Longman. Goodale, M. <i>Professional Presentations, a video-based course</i> . Cambridge, UK: Cambridge University Press. Powell, M. (2005). <i>Behave yourself. The essential guide to international etiquette</i> . USA: Gusto Company AS. Steinbach, S. (2006). <i>Voices of Experience – Cross Cultural Adjustment (DVD)</i> .			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			

<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Presentations	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study program:</b> Management and Business in Tourism
<b>Course title:</b> <b>Worldwide Tourism Destinations</b>
<b>Teacher:</b> Ivan Mulec
<b>Course Status:</b> Obligatory
<b>ECTS:</b> 7
<b>Requirements:</b> None
<p><b>Course objective</b></p> <ul style="list-style-type: none"> <li>• Introduce students to the tourism regionalization and the most important tourist destinations of the world with examples of good practices in development of selected tourist destinations in the world;</li> <li>• Introduce students to the tourism demand and supply and the developments of some most famous Tourism Destinations in the world;</li> <li>• Provide students with critical thinking and mutual comparison of tourist destinations;</li> <li>• Analyzing travel deals and tourism products of successful and well-known tourist destination.</li> </ul>
<p><b>Course outcome</b></p> <p>After successfully completing the course, the student is able to:</p> <ul style="list-style-type: none"> <li>• List and explain the development of tourism in comparative and successful tourist destinations;</li> <li>• Analyze the current situation and the tourist trade in selected tourist destinations of the world;</li> <li>• Properly apply best practices from around the world.</li> </ul>
<p><b>Course content</b></p> <p><i>Lectures</i></p> <p>Principles of tourism regionalization. Historical overview of tourism trends in the world. Analysis of statistical data and recent trends of tourism trends in the world. The most important tourist destinations in Europe, North, Central and South America, the Caribbean Basin, Africa, the Middle East, Asia, Australia and Oceania.</p> <p><i>Practical lessons</i></p> <p>Analysis of natural and anthropogenic resources, protected areas, the most important tourist attractions, tourism infrastructure and superstructure, the organization of tourism in selected tourist destinations.</p>
<b>Course reading list</b>

Boniface B., Cooper C. (2009). <i>Worldwide Destinations: The Geography of Travel and Tourism</i> . Amsterdam:Elsevier.			
Boniface B., Cooper C. (2009). <i>Worldwide Destinations Casebook: The Geography of Travel and Tourism</i> . Amsterdam: Elsevier.			
<b>Number of classes per week</b>		Lectures: <b>4</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Lectures, exercises, group work, case studies.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Pre-commitments</b>	points	<b>The final exam</b>	points
In-class participation	10	Written exam	/
Seminar	20	Oral exam	30
Progress tests	40		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> <b>Thematic Tourism</b>
<b>Teacher:</b> Dragica Tomka
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 6
<b>Prerequisites:</b> None
<b>Course objective</b> The aim of this course is to introduce students with contemporary status and factors that affect development of different tourism forms in the world and in Serbia. Students will learn how to recognize different factors, conditions and effects of different tourism forms in the country, Europe and rest of the world. Based on this, they will be able to plan and focus the development of unique tourism forms in the best way to meet tourist expectations and manage the effects on tourist destinations and organisations.
<b>Course outcome</b> Upon successful completion of this course, students will be able to recognize the links between different tourism factors. They will develop the skills to link basic factors in the process of product programming: resources, products and effects. Students will develop an ability to differentiate basic types of tourist`s needs and their variability, as well as their importance for the market segmentation and service design in order to satisfy the needs of different types of tourists.
<b>Course content</b> <i>Lectures</i> Lectures are conceptualised with an aim to teach students about different factors of each type of tourism. Lectures contain analysis of the main tourism types founded upon: natural resources (ecotourism, fishing, hunting, nautics, spa tourism etc.), culture (city break, rural, ethno, educational and MICE tourism), sport activities (active, outdoor, extreme, sport events), health (medical, recovery, wellness), tourism based on ideas and creativity (creative, thematic parks, thematic routes, special interests, dark tourism etc.) For an each group of thematic tourism all factors will be analyzed (historical background, psychological factors, material resources, human resources, principals, effects). Also, quality, regional prevalence and effects (economic, social, medical) will be analyzed in detail. <i>Practical lessons</i> Visits of successful businessman and experts in tourism. Students practise using PEST and SWOT analysis of selected tourism types. Debates with different tourism organizations are being organized. This course contains a special part performed in small groups based on different tourism types, with

an aim to develop projects for chosen tourist destination based on conducted research.			
<b>Course reading list</b>			
Tomić, E. (2010). Tematski oblici turizma. Novi Sad: Edukons.			
Tomka, D. (2007). Osnove turizma, (deo o oblicima turizma). Novi Sad: Tims.			
Douglas, Douglas & Derret (2004). Special interest tourism – context and cases. Australia: J.Wiley&Sons, Ltd.			
<b>Number of classes per week</b>		Lectures: <b>3</b>	Practical lessons: <b>2</b>
<b>Teaching methods</b>			
Beside theoretical and interactive lectures, realization of this course implies work through debates, workshops and discussions which confront results of previous researches and projects within each tourism type.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	20
Practical lessons	20	Oral exam	10
Progress tests	14	Project presentation	21

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: Audience Development</b>
<b>Teacher:</b> Predrag Cvetičanin
<b>Course Status:</b> Elective
<b>Number of ECTS: 8</b>
<b>Prerequisites:</b> None
<b>Course objective</b>
Aim of the course is to introduce basic theories and practices of engaging, researching and developing audiences as well as to illuminate the role and significance of managers in intermediating between artistic or/and historical content, its creators, financiers and audiences.
<b>Course outcome</b>
Upon successful completion of the course, students will be able to (1) recognize and understand various theories, practices and types of audiences, (2) apply basic tools of audience research and (3) design and implement audience development plan.
<b>Course content</b>
<i>Lectures</i>
Audiences in reception theories and media studies. Audience through history (theatrical, reading and broadcasting audiences). Elite and mass culture ( <i>highbrow, middlebrow, lowbrow</i> ). Active audiences. Audiences as fans and consumers. Cultural omnivores and univores. Relational aesthetics, dialogical and participatory arts. Audiencehood and digital practice. Audience research in practice. Marketing and sales in culture. Audiences of various cultural institutions (museum, gallery, theatre, festival and concert audiences). Strategies of community development. New media and audience development.
<i>Practical lessons</i>
As a part of the practical lessons, students will gain first practical experiences in conducting small-scale audience research and using digital tools for audience development.
<b>Course reading list</b>
Aleksander, V. (2007). Sociologija umetnosti – istraživanje lepih i popularnih formi. Beograd: Clio.
Burio, N. (2001). Relaciona estetika. Beograd: Centar za savremenu umetnost.
Butsch, R. (2008). The Citizen Audience: Crowds, Publics, and Individuals. London: Routledge.
Creeber, G. & Martin, R. (2009). Digital Cultures. London: Open University press.
Kolber, F. (2010). Marketing u kulturi i umetnosti. Beograd: Clio.

Dragičević-Šešić, M. i Stojković, B (2011). Kultura: menadžment, animacija, marketing. Beograd, Clio.			
Žilber, K. (2005). Muzej i publika. Beograd: Clio.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Interactive classes, analysis of video and printed materials. Pilot audience research. Individual and group student projects.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	10	Written exam	40
Practical lessons	30	Oral exam	20

**Table 5.2** Course specifications

<b>Study programme:</b> Physical Education and Sport, Management and Business in Tourism
<b>Course title:</b> Sport Events
<b>Teacher:</b> Milan Nešić
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b> Meeting basic apprehensions and understanding essence of sport objects management and sport events as integral sport factor. Complexed explanation of term sport event and sport competition. Recognising of basic activities of sport objects management and sport events. Understanding of management functions of planing, organising, managing and controlle in activities bounded to realisation of sport events and work of sport objects. Meeting with the process of organization and managing sport events. Mastering terminology which is necessary for using of professional and other literature.
<b>Course outcome</b> After successfull finnish of this educational course, students should be able to: adopt basic informations about character and content elements of sport competitives as the most expressed type of expression and valorisation of sport products; to be trained to follow professional literature from this area, to be trained for following modern tendecies in organisationing and implementation of sport competitives of different level and importance, on sport objects of different levels and complexity; to solve organization-controlling requests which comes from process of preapring and organising sport competitions in immediate enviroment.
<b>Course content</b> <i>Lectures</i> Within educational course it will be processed next thematic units: <i>Sport objects:</i> Terms and types; Sport objects as necessary resources in sports; Categories of sport objects and their influence on activities in sport; Sport objects and management; Characteristics of planing management in sport objects. <i>Sport events:</i> Term designation of sport event; Sport event and sport competition; Types and characteristics of sport events (complexed-big sport events; branch type sport events; sport events of propaganda-manifestation character); Sport competitions (types and characteristics); Competitive system in sports. <i>Managing with sport event:</i> Management of sport event; Planing of sport event(etapes of planing; activity of management in some plan phases); Organisation coverage of sport event (preparation of sport event; realisation of sport event; evaluation of sport event); Marketing of sport event. <i>Practical lessons</i>

Work in groups - of seminars and study cases from subject coverage of karate sport; interpretation of sport rules and their apply through workshops; making discussions on concrete examples about topics of course program.		
<b>Course reading list</b> Nešić, M. (2007). <i>Menadžment sportskih događaja</i> . Bačka Palanka: Logos. Nešić, M. (2008). <i>Sport i menadžment</i> . Novi Sad: Fakultet za sport i turizam. Nešić, M., Fratrić, F. (2013). <i>Osnove organizacije sporta</i> . Sremska Kamenica: Univerzitet Edukons. Andrejević, A., Grubor, A. (2007): <i>Menadžment događaja</i> . Sremska Kamenica: Fabus.		
<b>Number of classes per week</b>	Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Frontal method (teaching). Method of demonstration. Visualisation of content through video presentations. Practicing of motorical elements. Independent student work. Advisor classes. Student praxis.		
<b>Course grading scheme (maximum of 100 points)</b>		
<b>Course activity</b>	points	<b>Final exam</b>
In-class participation	10	Written exam
Practical lessons	15	Oral exam
Progress tests	10	
Seminars	10	

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title: Products of Rural Areas in Tourism</b>
<b>Teacher:</b> Branko Krasojević
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b> The main goal is to familiarize students with the key, and competitive values of rural areas as a resource for the production, creation and marketing of products and services through tourism. Training to identify key factors and conditions for the placement of the main products of rural areas and complementary sector through rural tourism. Creating products of rural tourism in the area.
<b>Course outcome</b> Students will be trained to recognize the potential of rural areas, activity and life of people of people to create products and services for tourism, and the importance of tourism to revive and faster development of the village. Identifying resources of rural areas for the needs of the tourism industry.
<b>Course content</b> <i>Lecture</i> Factors of Rural Development and the types of products from rural areas . The range of product and services in the rural area that can be placed through tourism. Elements of specificity, authenticity and potential market product placement of rural areas through tourism. Creation and development of of rural areas. Branding of products. From the base developed through the competitive products of rural areas. Products of farming, viticulture and horticulture, handicrafts, household services. Knowledge of responsibilities and activities of international organizations and associations that direct, monitor and research emergence of tourism in rural space. Critical analysis of rural tourism in Serbia from the perspective of quality products that are sold. <i>Practical lessons</i> Exercise, synthesizing problems, rules and getting to know the products of rural tourism in a given area. Examples of good practice in the world. Self-creation of programs and product placement through rural tourism and recognition of sensibilities of the local population for the purpose of tourism.
<b>Course reading list</b>

<p>Đorđević Milošević, S., Milovanović, J. (2012). <i>Održivi turizam u funkciji ruralnog razvoja</i>. Beograd: Univerzitet Singidunum. (<a href="http://www.srpskamagaza.com/doks/Odrzivi_Turizam_elektronsko_izdanje.pdf">http://www.srpskamagaza.com/doks/Odrzivi_Turizam_elektronsko_izdanje.pdf</a>)                  Janković, S. (2009). <i>Evropska unija i ruralni razvoj Srbije</i>. Beograd: Institut za primenu nauke u poljoprivredi.</p>			
<b>Number of classes per week</b>		Lectures: 2	Practical lessons: 3
<b>Teaching methods</b> Lectures, exercises, discussions, samostalniradstudenata, seminars, workshops, multimedia and internet, consultations.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	12	Written exam	21
Practical lessons	12	Oral exam	30
Progress tests	14		
Seminars	11		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title: Wellness Programs</b>
<b>Teacher:</b> Romana Romanov
<b>Course Status:</b> Elective
<b>Number of ECTS:</b> 8
<b>Prerequisites:</b> None
<b>Course objective</b> The aim of the course is to acquaint students with the substance and typology of programs of wellness concepts , to understand the difference of wellness classifications and wellness programs, as basic elements of wellness tourism to different from other forms of tourism, wellness programs to observe from the perspective of promoting wellness tourism in the world and in our country and to identify contemporary events, responsibilities and activities of international and national organizations and associations that direct, monitor and investigate the phenomena in wellness tourism.
<b>Course outcome</b> Upon successful completion of the study program Wellness programs, students should define the difference between wellness program and an active vacation, recreational programs at a tourist destinations from programs for health tourism, to systematize knowledge in the field of wellness tourism and recognize the different forms of tourism that implement wellness programs in their offer.
<b>Course content</b> <i>Lectures</i> The term, concept, essence and classification of wellness services (active, passive, consuming). Designing a wellness program in relation to the classification of services. Different forms of wellness tourism (spa, health, dental, rehabilitation, wellness and recreation, wellness in nature, etc.). Models of wellness programs. Wellness programs in residence. Wellness programs (packages of services) and users (young, couples, mature population, weekend programs, etc.). Creation, innovation of wellness programs in relation to the resource base and demand. Monitoring and advertising of wellness programs in a variety of media venues. The development trend of wellness programs. <i>Practical lessons</i> Identification of wellness programs and different destination in wellness centers (search websites of important wellness centers in the regions of the world). Analyzing tourism wellness programs in relation to the various regions in the world. Wellness programs offered on the cruise ship travels. Wellness programs and religious tourism from the perspective of spirituality. Case study of wellness

destination or wellness facility (which wellness programs can offer) for concluding about the possible application in practice. Wellness programs in the city and in the countryside.			
<b>Course reading list</b> Smith, M., Puczko, L. (2009). <i>Health and Wellness Tourism</i> . UK: Elsevier. Travis, J.W., Ryan, R.S. (2004). <i>Wellness Workbook</i> . USA: Celestial Arts. Maksić-Mičić, M. (2008). <i>Turizam i prostor</i> . Beograd: Univerzitet Singidunum.			
<b>Number of classes per week</b>		Lectures: <b>2</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Theoretical lectures (presentation, description, explanation, discussion), practice (practical work with students), multimedia presentations, consultations, workshops, seminars.			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	15	Written exam	20
Practical lessons	15	Oral exam	31
Progress tests	10		
Seminar paper	9		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and business in tourism
<b>Course title: English language 8</b>
<b>Teacher:</b> Mladen Tomić
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 3
<b>Prerequisites:</b> Passed exam in English language 7
<b>Course objective</b> The goal of the course is to render the student competent to analyse and produce several various kinds of written content and introduce him/her into the jargon and the discourse of scientific and professional literature. The forms covered by the course syllabus are the column, overview article, evaluation and survey sheets, advertisement and seminar paper on a chosen topic with the use of scientific literature. This goal entails an independent production of seminar paper as a transitional form towards scientific paper, with the use of more complex vocabulary and constructions
<b>Course outcome</b> The student can communicate on a stable B2 level, according to the <i>The Common European Framework of Reference for Languages</i> , with a minimal reliance on fixed language patterns and with a greater awareness of style traits of various written forms and their implications. The student will be trained to search professional and scientific sources in English and use them in a way adequate to the chosen form.
<b>Course content</b> <i>Lectures</i> Style difference among different kinds of written forms, use of sources of reference and proper citation, other written forms. <i>Practical lessons</i> Applied situational dialogue
<b>Course reading list</b> Strutt, P. (2006). <i>English for International Tourism, Intermediate</i> . Harlow, UK: Longman. Goodale, M. <i>Professional Presentations, a video-based course</i> . Cambridge, UK: Cambridge University Press. Powell, M. (2005). <i>Behave yourself. The essential guide to international etiquette</i> . USA: Gusto Company AS.

Steinbach, S. (2006). Voices of Experience – Cross Cultural Adjustment (DVD).			
<b>Number of classes per week</b>		Lectures: <b>1</b>	Practical lessons: <b>3</b>
<b>Teaching methods</b> Interactive lessons, pair work, group work, use of multimedial content			
<b>Course grading scheme (maximum of 100 points)</b>			
<b>Course activity</b>	points	<b>Final exam</b>	points
In-class participation	9	Written exam	31
Seminar paper	20	Oral exam	20
Progress tests	20		

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Fieldwork 2
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 4
<b>Prerequisites:</b> None
<p><b>Course objective</b></p> <p>The goal of the fieldwork is to master planning, organization and execution of a program of tourist services and travel, during which the students will be introduced to the various aspects of tourism, as well as leisure and event management of certain developed tourist destinations in Serbia. One of the goals is to introduce students to various forms of tourist companies (tourist organizations, travel agencies, hotels, small and family businesses, farms, etc.). The emphasis is on a direct contact between students and employees and service providers in the tourism market in Serbia, as well as a critical analysis of the information obtained.</p>
<p><b>Course outcome</b></p> <p>Having successfully completed their fieldwork, students will know how to adequately plan and implement a travel program. They will be introduced to a professional way of communication with stakeholders in the tourism market. Students will be in direct contact with employees in tourism who they visit during the fieldwork, and will be able to meet the real tourist market in Serbia with all its good and bad sides, and to critically analyze the information obtained.</p>
<p><b>Course content</b></p> <p>Each student receives a specific assignment that coincides with their interests and possible future professional orientation. Assignments are of different types and are related to specific occupations in tourism, leisure and management including organizing travel programs, making contact with people from the tourism practices, as well as other activities that precede the execution of the program. Students can get an assignment that involves tour leading, or those related to tour guiding, tourist animation, or organizing workshops to discuss impressions and knowledge gained during the fieldwork.</p>
<b>Number of classes per week</b>
Lectures: <b>0</b>
Practical lessons: <b>2</b>

**Table 5.2** Course specifications

<b>Study programme:</b> Management and Business in Tourism
<b>Course title:</b> Bachelor's Thesis
<b>Teacher:</b> Bachelor's thesis committee
<b>Course Status:</b> Obligatory
<b>Number of ECTS:</b> 7
<b>Prerequisites:</b> Fulfilled obligations provided in the curriculum
<p><b>Course objective</b></p> <p>The aim of the bachelor's thesis is to prove that the candidate is able to apply the knowledge gained during the undergraduate studies in order to solve specific problems. Therefore, it involves the research in the framework of the primary studies program.</p>
<p><b>Course outcome</b></p> <p>The candidate should apply the knowledge related to the usage of methods to a specific problem in a particular field, explain the results based on the knowledge gained during the studies, and thus prove his/her qualifications.</p>
<p><b>Course content</b></p> <p>Having completed tasks from the curriculum of the study program Management and Business in Tourism, and successfully completed Fieldwork I and II, students will be entitled to access the thesis application in accordance with the standards and regulations of the Faculty.</p>
<p><b>Course reading list</b></p> <p>Selected literature shall be in accordance with the chosen topic of the thesis.</p>

