



STUDY PROGRAM
***"CONTEMPORARY BUSINESS AND IT
MANAGEMENT"***

**HIGH EDUCATION INSTITUTION "INTERNATIONAL
BUSINESS AND INFORMATION ACADEMY TUZLA"
Bosnia and Herzegovina**

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INTRODUCTION

Based on modern trends that combine economics and business with information technologies in higher education studies, the study program “Contemporary Business and IT Management” has been conceived. The development of information technologies has significantly directed and influenced the development of the economy and other related scientific disciplines. On the other hand, one of the strategic development goals of Bosnia and Herzegovina is the development of an efficient and open economy through the development of small and medium-sized enterprises (SMEs). The analysis of the Strategy for the Development of Small and Medium Enterprises in Bosnia and Herzegovina indicates that the most important internal obstacles to the development or weaknesses of small and medium enterprises are the low level of knowledge and skills related to the application of information technologies, as well as modern knowledge in the field of management.

The need for personnel trained in modern business and IT management arises primarily from the strategic commitment of Bosnia and Herzegovina to ensure that the functioning and development of ICT is based on a high world standard, which is necessary for the integration of Bosnia and Herzegovina into the international division of labor and international integration, as well as the opportunity to use the comparative advantages of the geopolitical position. It is also important to note that there are no reference higher education institutions offering programs that develop IT-business skills and knowledge in Tuzla Canton and its immediate surroundings, and such higher education institutions are rare even in the nearby region.

In the study program Contemporary Business and IT Management, three directions are offered, namely:

1. *IT Management,*
2. *Accounting*
3. *Banking, Insurance and Finance.*

The goal of the study program “Contemporary Business and IT Management” (major: IT Management) is to acquaint students with new economic and IT knowledge, concepts, and business models of entrepreneurship based on knowledge. Students are given the opportunity to master knowledge in modern IT management and the role of ICT in modern business. The study program Modern Business and IT Management offers the acquisition of general competencies based on comprehensive business and economic education, enabling students to gain competencies in the field of modern business and IT management necessary for the successful development and management of their entrepreneurial venture and increasing the competitive advantage of the company they are employed in. In addition to the mentioned general competencies, the study program enables the acquisition of special competencies based on highly professional and technical training in the field of IT management, which is primarily focused on project management.

According to the Recommendations on the Criteria for Licensing of Higher Education Institutions and Study Programs in Bosnia and Herzegovina, this study program is consistent with the study program

“Information Management” at the College of Tourism and Informatics Management Virovitica, the study program “Business Economics” at the Faculty of Organization and Informatics Varaždin and the study program “Business Economics” (Department of Information Management) at the Faculty of Economics in Split.

The study program Contemporary Business and IT Management (major: Accounting) is based on the experience of the world's best universities, and in accordance with the needs of the labor market in the country for highly educated economists with an accounting-financial profile. In this study program, economists would be trained for accounting positions in all types of business entities - banks, insurance companies, trade, agriculture, craftsmen. The education of economists in the study program Contemporary Business and IT Management (specialization: Accounting) can be justified by the fact that all these business entities need expert accounting managers, who can adequately respond to management's questions about the possibilities of further growth and development, and the need for specific knowledge in the mentioned field is especially recognized..

This study program aims to equip students with knowledge that will enable them to use modern accounting methodology, prepare accounting information of both external and internal nature, and utilize it for management purposes and business decision-making by all interested users. Students will be able to analyze financial statements, perform various tasks in the process of internal control, and conduct internal and external audits.

Through the application of specialized accounting software, where the entire accounting process will be monitored in a virtual business entity in the same manner as it is conducted in economic practice, the gap between often abundant theoretical but insufficient practical knowledge and competencies will be bridged. This will allow students to easily and quickly integrate into the accounting process of a specific business entity upon graduation.

The study program Contemporary Business and IT Management (major: Accounting) offers the acquisition of general competencies based on comprehensive business and economic education, whereby students acquire a wide range of knowledge, skills and competencies in the field of modern business necessary for the successful development and management of their own entrepreneurial venture and increasing the competitive advantage of the company in which they are employed.

According to the Recommendations on the Criteria for Licensing of Higher Education Institutions and Study Programs in Bosnia and Herzegovina, this study program is consistent with the study program “Accounting, Auditing and Financial Management” at the Faculty of Economics of the University of Belgrade, the study program “Accounting” at the Faculty of Economics of the Josip Juraj Strossmayer University of Osijek and the study program “Accounting” at the College of Accounting in Ljubljana.

The goal of the study program Contemporary Business and IT Management (major: Banking, Insurance and Finance) is to educate modern economic experts in the field of financial services, whose key segments are banking, insurance and business activities on the capital market, i.e. stock exchange and brokerage operations.

The study program Contemporary Business and IT Management (major: Banking, Insurance and Finance) is based on the experience of the world's best universities, in accordance with the needs of the labor

market in the country for highly educated economists of financial and banking profile. This study program should provide students with competencies in modern analytical techniques and new skills in order to create a solid basis for financial decision-making in everyday practice, and help to increase their individual effectiveness in the field of finance, banking and insurance.

The study program Contemporary Business and IT Management (major: Banking, Insurance and Finance) offers the acquisition of general competencies based on comprehensive business and economic education, whereby students acquire a wide range of knowledge, skills and competencies in the field of modern business necessary for the successful development and management of their own entrepreneurial venture and increasing the competitive advantage of the company in which they are employed. In addition to the mentioned general competencies, the study program enables the acquisition of special competencies based on highly professional qualifications in the field of modern banking, insurance and finance, i.e. the "financial services industry", according to the highest world standards.

According to the Recommendations on the Criteria for Licensing of Higher Education Institutions and Study Programs in Bosnia and Herzegovina, this study program is consistent with the study program "Banking, Insurance and Finance" at the Faculty of Banking, Insurance and Finance of the Belgrade Banking Academy, the study program "Finance, Banking and Insurance" at the Faculty of Economics of the University of Belgrade and the study program "Financial Management" at the Faculty of Economics of the Josip Juraj University Strossmayer in Osijek.

1. COMPLIANCE OF THE STUDY PROGRAM "CONTEMPORARY BUSINESS AND IT MANAGEMENT" WITH THE NEEDS OF THE LABOR MARKET

Existing higher education institutions adapt their enrolment policy to their own resources, while the labour market, which is characterized by high unemployment, suffers from a deficit of certain staff profiles.

This primarily refers to the personnel of the IT profile, because, as the data on the records of the Employment Service of the Canton of Canton shows, almost all personnel of the IT profile have been employed over the past years. In recent years, there have been periods when such professionals were not among those actively seeking employment.

In addition, when analyzing the number of students in secondary schools of Tuzla Canton who have completed their education in the past years, it can be seen that professions of the IT profile (electrical technician of computer engineering and automation, electrical technician of electronics, technician of mechatronics, ICT technician, computer technician, mechanical technician for computer design, technician operator for CNC machines, mechanical technician for power engineering, etc.) make up about a fifth of all professions of the fourth degree. In 2015, in the area of Tuzla Canton, about 600 students acquired the title of technician according to the above listed professions. There are also other schools that educate high school students with an IT orientation (e.g. General Education Grammar School "Meša Selimović" and others). On the other hand, the number of students enrolled in existing higher education institutions in the Tuzla Canton that

offer education for computer and IT professions is up to 300, so the possibility of absorption of high school students of these higher education institutions is relatively low.

Furthermore, by taking into account research in the region and Europe, it is evident that IT staff are the most in demand. Therefore, according to official data collected in the Employment Offices in BiH, IT experts are one of the most sought-after in the labor market, and at the same time one of the least present in the unemployment registers.

In addition, this also applies to bookkeeping and accounting professionals because, as the data on the records of the Employment Service of the Tuzla Canton show, there has been a significant demand for accounting staff in recent years, especially for certified accountants and auditors. The application and implementation of teaching according to this study program becomes especially important after the autumn of 2016, when the Decision on the reduction of the Association of Accountants, Auditors and Financial Workers of the Federation of BiH as the most important actor in the process of certification and licensing of certified accountants and certified auditors was adopted. The Decision on the reduction of the exam for acquiring the title of certified accountant reduces the taking of 4 exams to only one exam if the study program according to which the teaching is conducted is harmonized with the curriculum adopted by the Association of Accountants, Auditors and Financial Workers of the Federation of BiH. This study program is fully aligned with the mentioned curriculum and will enable students who complete it to apply and be exempted from taking exams for acquiring the title of certified accountant in accordance with the association's rules.

According to the document "Recommendations for Educational Enrollment Policy in Tuzla Canton", which was developed by the Government of Tuzla Canton during 2013, the results of the analysis and research of the labor market needs of Tuzla Canton were given. According to them, in the coming period, about 3,500 workers are expected to be employed annually, of which 12.4% or 435 would have a university degree, 38.1% or 1333 would have a high school diploma and 49.5% or 1729 would have a higher vocational qualification, vocational qualification, or unqualified.

In the predictions related to higher education, the most represented are technical studies with 55.4%, followed by social studies with 31% and medical with 13.6%. Within the social sciences, the highest demand is for graduates in economics at 69.6%, followed by law graduates at 20.7%, and only 9.7% for other professions that fall under the social sciences.

The good side and advantage of IPI Academy students is that they will have knowledge and competencies in the field of business, small businesses and in the field of informatics, and in this way, they are enabled to participate almost equally in the affairs of the social and technical profession. Data on unemployed persons in Tuzla Canton with a university degree in economics show the smallest number of economists whose major was banking, which justifies the launch of this study program.

2. COMPLIANCE OF THE STUDY PROGRAM "CONTEMPORARY BUSINESS AND IT MANAGEMENT" WITH THE LAW ON HIGHER EDUCATION OF TUZLA CANTON (LOVOTK)

The study program "Contemporary Business and IT Management" is in accordance with Article 122. It contains the following elements:

2.1. DESCRIPTION OF THE STUDY

The study program "Contemporary Business and IT Management" is designed and structured in accordance with the Law on Higher Education of Tuzla Canton and the Bologna Declaration with the aim of educating students for the acquisition of basic knowledge in the field of accounting and auditing, business and public finance, financial markets and stock market operations, which prepares them for active inclusion in the labor market, as well as self-initiated business projects.

2.2. DURATION OF STUDIES

The duration of studies in the study program "Contemporary Business and IT Management" is **three years** (6 semesters). This is a study program of the first cycle of studies, upon completion of which the student should earn **180 ECTS** study credits. In the study program "Contemporary Business and IT Management," it is planned that students will choose one of three specializations after completing the first year.

2.3. PROFESSIONAL OR ACADEMIC TITLE AND PROFESSIONAL AND SCIENTIFIC TITLE ACQUIRED UPON COMPLETION OF STUDIES

Upon completion of this study program, the student acquires the following professional titles: ***Bachelor of Economics in IT Management, Bachelor of Economics in Accounting and Bachelor of Economics in Banking, Insurance and Finance.***

2.4. CONDITIONS FOR ENROLMENT IN STUDIES

The right to enroll in the study programme is granted to candidates who are citizens of Bosnia and Herzegovina, foreign citizens and stateless persons who have completed a four-year high school in Bosnia and Herzegovina, as well as candidates who have completed secondary school outside Bosnia and Herzegovina, and for whom, after the procedure of nostrification or equivalence, it has been determined that they have completed appropriate secondary education.

When enrolling in the study program, the ranking of candidates will be made based on the conducted tests and other criteria stipulated by the Senate of the IPI Academy.

2.5. ANTICIPATED LEARNING OUTCOMES ACQUIRED BY FULFILLING STUDY OBLIGATIONS WITHIN THE STUDY PROGRAMME

Successful implementation of the study program Contemporary Business and IT Management (major: Information Management) enables graduates to acquire both general and specific competencies and skills, as a basis for their active and successful inclusion in the labor market, and later in private or public companies. The learning outcomes of the study program Contemporary Business and IT Management (major: Information Management) are aligned with modern scientific requirements and international experiences. Completion of this study program will enable students to:

- Acquire competencies in managing business systems of medium and higher complexity
- Gain fundamental knowledge about the functioning and structure of organizations, the importance of business processes, and how they can be efficiently organized and supported by information technology
- Develop business information systems in their work environment
- Recognize business problems suitable for solving using advanced ICT
- Manage and implement information business systems
- Competently lead IT projects
- Design databases and administer them
- Understand and master the concept of e-business with a strong focus on the practical application of acquired knowledge
- Understand economic concepts, financial planning, and ways of financing enterprises
- Apply modern methods and procedures in organizing business processes
- Plan, collect, and analyze large amounts of data
- Know the basics of stock exchange operations and the use of the Internet in stock trading
- Know the basics of accounting and software packages for independent bookkeeping
- Understand theoretical and practical aspects of banking operations
- Perform financial analysis using software tools and create business plans
- Start their own business entities
- Bring entrepreneurial ideas to market realization.

Successful implementation of the study program Contemporary Business and IT Management (major: Accounting) enables graduates to acquire both general and specific competencies and skills, as a basis for their active and successful inclusion in the labor market, and later in private or public companies in which they will find their place. Completion of studies in this study program will enable the following:

- Acquire competence in managing business systems of medium and higher complexity
- Gain knowledge that allows for the performance and management of various accounting tasks in different business entities
- Perform tasks related to the organization of accounting, bookkeeping, decision-making in the fields of accounting and auditing

- Prepare internal reports for planning, control, and auditing purposes, and prepare and present external reports
- Perform tasks in the process of internal control, as well as internal and external auditing
- Apply modern methods and procedures in organizing business processes
- Plan, collect, and analyze large amounts of data
- Know software packages necessary for independent bookkeeping
- Be trained to start their own business entities
- Bring entrepreneurial ideas to market realization

Successful implementation of the study program Contemporary Business and IT Management (major: Banking, Insurance and Finance) enables graduates to acquire both general and specific competencies and skills, as a basis for their active and successful inclusion in the labor market, and later in private or public companies in which they will find their place. Upon completion of studies in the study program Contemporary Business and Information Management (major: Banking, Insurance and Finance), students will be able to:

- Acquire competence in managing business systems of medium and higher complexity
- Gain high-quality (modern and immediately applicable) knowledge from the most important scientific disciplines of modern economics, finance, banking, insurance, and other related scientific disciplines
- Be capable of performing operational and strategic financial management tasks in commercial companies, banks, and other financial institutions, with knowledge of the latest financial products
- Apply modern methods and procedures in organizing business processes
- Plan, collect, and analyze large amounts of data
- Understand capital market activities with an emphasis on stock exchange and brokerage operations, as well as the use of the Internet in stock exchange trading
- Know the basics of accounting and software packages for independent bookkeeping
- Understand theoretical and practical aspects of banking operations
- Perform financial analysis using software tools, as well as the ability to create business plans
- Be trained to start their own business entities
- Bring entrepreneurial ideas to market realization

2.6. APPROXIMATE CONTENT OF COMPULSORY AND ELECTIVE COURSES AND THE NUMBER OF CLASSES REQUIRED FOR THEIR PERFORMANCE

The curriculum of the study program "Contemporary Business and IT Management" is presented in Table 1. The plan provides a list of compulsory and elective courses and the number of hours required for their implementation, and the corresponding number of ECTS credits. The curricula of individual teaching disciplines (Syllabuses) are given in the appendix.

Table 1. Study program: **CONTEMPORARY BUSINESS AND IT MANAGEMENT**

FIRST YEAR					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS
1.	BOF8	Fundamentals of Economics	1	2+3+0	6 compulsory
2.	I10	Business Informatics	1	2+2+1	6 compulsory
3.	MIB2	Economics and Business Organization	1	2+3+0	6 compulsory
4.	IP1	Elective Course 1	1		2x6 optional
5.	IP2	Elective Course 2	1		
6.	I1	Introduction to Computer Information Systems	2	2+3+0	6 compulsory
7.	MIB3	Management	2	2+3+0	6 compulsory
8.	RIR1	Fundamentals of Accounting and Auditing	2	2+3+0	7 compulsory
9.	IP3	Elective Course 3	2		6 elective
10.	O2	Business English	2	2+2+0	5 compulsory
Total Hours of Active Teaching				20+29=49	
Total ECTS					60
SECOND YEAR – ACCOUNTING					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS
1.	BOF10	Applied Financial Management	3	2+3+0	6 compulsory
2.	BOF6	Public Finances	3	2+3+0	6 compulsory
3.	RIR4	Financial Accounting	3	2+3+0	6 compulsory
4.	IP4	Elective Course 4	3		2x6 elective
5.	IP5	Elective Course 5	3		
6.	O3	Business Law and Taxes	4	2+3+0	6 compulsory
7.	RIR5	Cost accounting	4	2+3+0	6 compulsory
8.	BOF5	Banking operations	4	2+3+0	6 compulsory
9.	IP6	Elective Course 6	4		2x6 elective
10.	IP7	Elective Course 7	4		
Total Hours of Active Teaching				20+30=50	
Total ECTS					60
SECOND YEAR – BANKING, INSURANCE AND FINANCE					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS
1.	BOF10	Applied Financial Management	3	2+3+0	6 compulsory

2.	BOF6	Public Finances	3	2+3+0	6 compulsory
3.	RIR4	Financial Accounting	3	2+3+0	6 compulsory
4.	IP4	Elective Course 4	3		2x6 elective
5.	IP5	Elective Course 5	3		
6.	O3	Business Law and Taxes	4	2+3+0	6 compulsory
7.	RIR5	Cost accounting	4	2+3+0	6 compulsory
8.	BOF5	Banking operations	4	2+3+0	6 compulsory
9.	IP6	Elective Course 6	4		2x6 elective
10.	IP7	Elective Course 7	4		
Total Hours of Active Teaching				20+30=50	
Total ECTS					60
SECOND YEAR – IT MANAGEMENT					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS
1.	BOF10	Applied Financial Management	3	2+3+0	6 compulsory
2.	I3	Fundamentals of Marketing and Internet Marketing	3	2+3+0	6 compulsory
3.	R5	Programming Languages and Programming	3	2+1+2	6 compulsory
4.	IP4	Elective Course 4	3		2x6 elective
5.	IP5	Elective Course 5	3		
6.	MIB5	Business Trade	4	2+3+0	6 compulsory
7.	I4	E-Business	4	2+3+0	6 compulsory
8.	R8	Database	4	2+2+1	6 compulsory
9.	IP6	Elective Course 6	4		2x6 elective
10.	IP7	Elective Course 7	4		
Total Hours of Active Teaching				20+30=50	
Total ECTS					60
3RD YEAR - ACCOUNTING					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS
1.	RIR10	Application of Management Accounting	7	2+3+0	6 compulsory
2.	RIR7	Accounting for Budgets and Non-Profit Organizations	7	2+3+0	6 compulsory

3.	RIR6	Accounting of Banks and Insurance Companies	7	2+3+0	6 compulsory
4.	IP8	Elective Course 8	7		2x6 elective
5.	IP9	Elective Course 9	7		
7.	RIR11	Audit and Systems of Internal Control	8	2+3+0	6 compulsory
8.	IP10	Elective Course 10	8		2x6 elective
6.	IP11	Elective Course 11	8		
7.		Professional practice	8		2 compulsory
8.		Undergraduate Thesis	8		10 compulsory
A total of active classes (5th and 6th semesters)				16+24=40	
Total ECTS					60
Total hours of active teaching (from 1st to 6th semester)				56+83=139	
TOTAL ECTS (from 1st to 6th semester)					180
THIRD YEAR – BANKING, INSURANCE AND FINANCE					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS
1.	RIR3	Business planning and analysis	7	2+3+0	6 compulsory
2.	I6	Electronic banking and payment transactions	7	2+3+0	6 compulsory
3.	BOF3	International Business Finance	7	2+3+0	6 compulsory
4.	IP8	Elective Course 8	7		2x6 elective
5.	IP9	Elective Course 9	7		
7.	BOF4	Stock Exchange Operations	8	2+3+0	6 compulsory
8.	IP10	Elective Course 10	8		2x6 elective
6.	IP11	Elective Course 11	8		
7.		Professional practice	8		2 compulsory
8.		Undergraduate Thesis	8		10 compulsory
A total of active classes (5th and 6th semesters)				16+24=40	
Total ECTS					60
Total hours of active teaching (from 1st to 6th semester)				56+83=139	
TOTAL ECTS (from 1st to 6th semester)					180
THIRD YEAR – IT MANAGEMENT					
Ord. No.	Code	Course title	Sem.	Number of classes	ECTS

1.	RIR3	Business planning and analysis	7	2+3+0	6 compulsory
2.	I5	E-commerce	7	2+3+0	6 compulsory
3.	I6	Electronic banking and payment transactions	7	2+3+0	6 compulsory
4.	IP8	Elective Course 8	7		2x6 elective
5.	IP9	Elective Course 9	7		
7.	MIB4	Entrepreneurship	8	2+3+0	6 compulsory
8.	IP10	Elective Course 10	8		2x6 elective
6.	IP11	Elective Course 11	8		
7.		Professional practice	8		2 compulsory
8.		Undergraduate Thesis	8		10 compulsory
A total of active classes (5th and 6th semesters)				16+24=40	
Total ECTS					60
Total hours of active teaching (from 1st to 6th semester)				56+83=139	
TOTAL ECTS (from 1st to 6th semester)					180

List of elective courses - Accounting			
Winter Semester		Summer semester	
Code	Course title	Code	Course title
O1	Mathematics	TK5	Sales Management and Negotiation
R1	Introduction to Computer Science and Information Technology	M3	Multimedia Technologies
TK1	Business Communication	TK10	Advertising
TK4	Presentation Techniques	I4	E-Business
I3	Fundamentals of Marketing and Internet Marketing	MIB5	Business Trade
I5	E-commerce	MIB4	Entrepreneurship
TK7	Publicity and Sponsorship	I7	E-services
TK9	Direct marketing	BOF4	Stock Market Operations
RIR3	Business Planning and Analysis	I11	Customer Support Technologies and Systems
I6	Electronic Banking Payment System	BOF2	Fundamentals and Techniques of Insurance
BOF3	International Business Finance	BOF7	Financial Markets
MIB1	Statistics and Research Methods	TK12	Public Speaking Techniques

As well as all other courses that are taught in the corresponding winter and summer semesters in all study programs at the IPI Academy.

List of elective courses – Banking, Insurance and Finance			
Winter Semester		Summer semester	
Code	Course title	Code	Course title
O1	Mathematics	TK5	Sales Management and Negotiation

R1	Introduction to Computer Science and Information Technology	M3	Multimedia Technologies
TK1	Business communication	TK10	Advertising
TK4	Presentation techniques	I4	E-Business
I3	Fundamentals of Marketing and Internet Marketing	MIB5	Business Trade
I5	E-commerce	MIB4	Entrepreneurship
TK7	Publicity and Sponsorship	I7	E-services
TK9	Direct marketing	RIR11	Audit and Systems of Internal Control
RIR7	Accounting for Budgets and Non-Profit Organizations	I11	Technologies and systems for customer support.
RIR6	Accounting of Banks and Insurance companies	BOF2	Fundamentals of and Techniques Insurance
RIR10	Application of Management Accounting	BOF7	Financial Markets
MIB1	Statistics and Research Methods	TK12	Public Speaking Techniques
As well as all other courses that are taught in the corresponding winter and summer semesters in all study programs at the IPI Academy.			

List of elective courses – IT Management			
Winter Semester		Summer semester	
Code	Course title	Code	Course title
O1	Mathematics	M5	Digital Photography
R2	Fundamentals of Programming	O3	Business Law and Taxes
R1	Introduction to Computer Science and Information Technology	TK5	Sales Management and Negotiation
TK1	Business Communication	M3	Multimedia Technologies
TK4	Presentation Techniques	TK10	Advertising
TK7	Publicity and Sponsorship	I7	E-services
TK9	Direct marketing	BOF4	Stock Exchange Operations
BOF3	International Business Finance	I11	Customer Support Technologies and Systems
R7	Web Programming	BOF2	Fundamentals and Techniques of Insurance
MIB1	Statistics and Research Methods	M1	Multimedia Publishing
		M2	Video Production
		I12	Management Information Systems
		R4	Operating Systems
		TK12	Public Speaking Techniques
As well as all other courses that are taught in the corresponding winter and summer semesters in all study programs at the IPI Academy.			

2.7. CREDIT VALUE OF EACH COURSE DETERMINED IN ACCORDANCE WITH ECTS

The point value of each course and final thesis expressed in ECTS credits can be found in the previous table 1.

2.8. FORM OF TEACHING AND METHODS OF ASSESSMENT FOR EACH SUBJECT

Studies in this study program will be organized as full-time studies, part-time studies and distance learning. The method of testing knowledge can be oral, written and practical, or a combination of the above methods.

2.9. LIST OF COURSES THAT THE STUDENT CAN CHOOSE FROM OTHER STUDIES

Students will be offered, within the elective courses, in addition to the possibility of choosing from the list of elective courses, compulsory courses from other study programs according to the student's affinities, in accordance with the Rules of Study.

Within the study program, in relation to the type of subject, compulsory professional subjects participate with 50%, elective professional with 36.6%, while general subjects participate with 6.67%, and professional practice and final work with 6.67%, which is in accordance with international standards. This is presented in Table 2.

Table 2. Structure of subjects in curricula.

R.b.	Item Type	Number	%
1.	General	2	6,67
2.	Professional - compulsory	15	50,00
3.	Professional - elective	11	36,66
4.	Final Thesis and Professional Practice	2	6,67
5.	Total	30	100,00

2.10. CONDITIONS FOR ENROLMENT OF STUDENTS IN THE NEXT SEMESTER OR THE NEXT ACADEMIC YEAR AND THE MANNER OF COMPLETION OF THE STUDY

The condition for enrollment in the next semester is a verification of the previous semester. Certification of the semester and academic year is mandatory for all students. On the basis of the certified semester and academic year, the number of ECTS study credits achieved by the student is determined.

The winter semester is verified after the end of the winter semester, and the verification of the summer semester after the end of the summer semester classes. Verification of the semester and enrollment in the academic year takes up to two weeks.

The student enrolls in the next year of study on the basis of the achieved ECTS credits from the previous year of study. Students can transfer to the next year of study within one cycle of study a maximum of 10 (ten) ECTS study credits or a maximum of two courses regardless of how many ECTS study credits they carry together.

2.11. PROVISIONS UNDER WHICH STUDENTS WHO HAVE INTERRUPTED THEIR STUDIES OR HAVE LOST THE RIGHT TO STUDY CAN CONTINUE THEIR STUDIES

A student whose status as a student at the IPI Academy has ceased due to the fact that he or she has not enrolled in the next year of study, has not renewed the enrollment in the same year within the prescribed period, and whose rights and obligations as a student are not suspended, may regain the status of a student of the IPI Academy Tuzla, provided that there are spatial and personnel possibilities.

A student whose status as a student at the IPI Academy has been terminated due to the imposition of a disciplinary measure may continue his/her studies after the expiry of the deadline established by the Decision on the imposed measure, whereby the student continues to exercise his/her rights and obligations under the curriculum that is in application at the time of regaining the status of a student.

In both cases, the student must submit an application for regaining student status before the beginning of the academic year.

The re-enrollment of student status is approved by the Director of IPI Academy. This Director's decision determines the student's obligations in accordance with the valid curriculum. Re-enrollment of student status can only be granted once during the course of study at the IPI Academy.

2.12. CONDITIONS FOR TRANSFER FROM OTHER STUDY PROGRAMMES WITHIN THE SAME OR RELATED FIELDS OF STUDY

A student of other study programs of the IPI Academy is allowed to transfer to the study program "Contemporary Business and IT Management" under the conditions and in the procedure set out in the Rules of Study at the IPI Academy.

Students from other higher education institutions, from the same or related fields of study, will be able to transfer and continue their studies in the study program "Contemporary Business and IT Management" at the IPI Academy under the conditions and in the procedure determined by the Statute and Rules of Study at the IPI Academy.

When changing the study program and transferring from another higher education institution, the student must submit an application before the beginning of the academic year. The documentation attached to the application is determined by the Statute, the Rules of Study and the Rulebook on the Recognition of Passed Exams at the IPI Academy. .

3. EMPLOYMENT OPPORTUNITIES FOR STUDENTS WHO ATTENDED AND COMPLETED THE STUDY PROGRAM "MODERN BUSINESS AND INFORMATION MANAGEMENT"

Completion of studies in the study program Contemporary Business and IT Management (major: Information Management) offers a wide range of employment opportunities thanks to a wide range of multidisciplinary knowledge.

Graduates of this study program can find employment:

- All departments of ICT companies
- As project managers responsible for implementing ICT projects
- Sales positions in companies that sell IT equipment and technology
- Positions of e-business managers

- Management positions in online companies
- Financial-accounting departments of enterprises
- Lower and middle management positions in banks and insurance companies
- Starting their own start-up company.

Completion of studies in the study program Contemporary Business and IT Management (major: Accounting) offers a wide range of employment opportunities thanks to a wide range of multidisciplinary knowledge.

Graduates of this study program can find employment:

- In all business entities in various jobs in accounting services (accounts clerk, balancer, general ledger accountant, sub-ledger accountant, material accounting clerk, merchandise accounting clerk, fixed assets accountant, payroll accountant, tax accountant)
- In the positions of management of accounting and management accounting in business entities and non-profit organizations
- Lower and middle management positions in various business entities
- In the field of internal, external and state audit
- Financial manager roles
- As a Financial Analyst
- Starting their own start-up company

Completion of studies in the study program Contemporary Business and IT Management (major: Banking, Insurance and Finance) offers a wide range of employment opportunities thanks to a wide range of multidisciplinary knowledge.

Graduates of this study program can find employment:

- Banks and other financial organizations as well as in state administration
- Insurance companies, pension and health funds
- Positions in finance, accounting, auditing, marketing, and management in companies engaged in banking, insurance, as well as organizational units of enterprises from various economic sectors in the domain of finance
- Financial and commodity exchanges at national and international levels, brokerage-dealer companies, investment funds
- Lower and middle management positions in banks and insurance companies
- Portfolio management positions
- Risk management and actuarial positions
- Insurance intermediaries and agents, risk and loss assessors in insurance
- Financial expert positions (managers for local finance, financial markets, agricultural and rural finance, etc.)
- Project financing positions, as well as in international organizations dealing with development

financing

- Starting their own start-up company

ANNEX 1. SYLLABUS OF THE STUDY PROGRAM "CONTEMPORARY BUSINESS AND IT MANAGEMENT"

First year

Compulsory courses

Full name of the course:		Fundamentals of Economics
Course code:		BOF8
Module level (cycle):		First cycle
Year of study:		I
ECTS credit value:		6
Duration:		One semester
Semester:		First (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is for students to acquire basic knowledge about economic phenomena and processes, as well as the nature and laws of behavior of economic subjects in the conditions prevailing on the market. In addition, the issues of the use of limited resources, the functioning of the market, the role of supply and demand, key decisions on production and prices in different market structures are also discussed. In each of these issues, the emphasis is on the application of basic economic principles in the conditions of an entrepreneurial economy.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • define and explain the basic economic concepts. • understand the concept of resource scarcity and how different economic systems provide answers to fundamental economic issues in their own way. • understand how the market mechanism works, graphically depict the movement of the supply and demand curve in relation to the determinants that act on market supply and demand; • understand and explain consumer behavior, utility, marginal utility theory and the indifference curve; • explain key production and price decisions in different market structures; • analyze the movement of basic macroeconomic indicators, understand the causes and consequences of growth, unemployment, inflation and GDP decline; • independently detect the causes of economic success and failure. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and definition of economics, the concept of scarcity of resources • Development of economics as a science, leading school of economics • Economic Systems and the Modern Economy 		

- Market mechanism, demand, law of demand, determinants of demand, demand curve, substitution effect and income effect, change in demand, supply, determinants of supply, supply curve, change in supply, market equilibrium
- Elasticity of supply and demand, elements that determine elasticity
- Economies of scale, the existence of economies of scale on the supply side, economies of scale on the demand side
- Costs – fixed, variable and marginal, the impact of ICT on costs
- Theory of marginal utility, indifference curve
- Volume of production and turnover of capital, cost of production
- Profit, profit rate and capital accumulation
- Income distribution and factor of production prices
- Imperfect competition and the problem of monopolies, oligopoly and monopolistic competition.
- Basic macroeconomic aggregates
- Economic development
- The Digital Transformation of the Economy
- Fundamentals of Behavioral Economics

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Student participation implies an active relationship in lectures and exercises - In the middle of the semester, test 1 is held with questions based on material covered up to that week - In the 13th week of the lecture, test 2 is held, which includes tasks from the percentage calculus and elasticity of supply and demand 	<ul style="list-style-type: none"> - Student participation 5 points - Test 1: 25 points - Test 2 20 points
<p>The final exam includes theoretical aspects of basic economic phenomena and processes, as well as the laws of behavior of economic subjects.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Hodžić, K., Džafić, Z., Čevjanović, F., 2012, Osnove ekonomije, Ekonomski fakultet u Tuzli, Tuzla.
2. Samuelson, P. A., Nordhaus, W. D., 2005, Ekonomija, 18. izdanje, Mate, Zagreb.

ADDITIONAL LITERATURE

1. Kurtović, S., 2008, Principi ekonomije, Grafičar, Užice.
 2. Benić, Đ., 2004, Osnove ekonomije, 4. izdanje, Školska knjiga, Zagreb.
 3. Ferenčak, I., 2003, Počela ekonomike, 2. izdanje, Ekonomski fakultet u Osijeku, Osijek.
 4. Huerta de Soto, J., 2022, Austrijska škola: tržišni poredak i preduzetnička kreativnost, Centar za javne politike i ekonomske analize Zenica.
1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises and discussions on cases from practice.

Full name of the course:		Business Informatics
Course code:		I10
Module level (cycle):		First cycle
Year of study:		I
ECTS credit value:		6
Duration:		One semester
Semester:		First (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The goal of this course is to equip students for the independent use of personal computers in the business field. Additionally, the course aims to provide knowledge in the areas of the internet and internet technologies, as well as familiarizing students with internet services, methods of finding information on the internet, and the necessary infrastructure. Various aspects of the application of computers in the optimization of business processes and the implementation of electronic business systems will be highlighted. On a pragmatic level, the course will ensure the ability to apply computers in solving business tasks.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • improve business decision-making processes with the use of information technology; • recognize the importance and possibilities of modern software tools in business; • identify available software tools and solutions designed to solve business problems; • independently use basic internet services and software tools used in the business environment. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Informatics as a theoretical and practical discipline • Business Informatics and Organization • The concept and elements of the information system • Functions of the information system • A computer as part of an information system • Methods to display processing results • The Concept of Internet Communication • The emergence and development of the Internet • Web Search • Application of information systems in the business environment • E-commerce • Internet marketing • Fundamentals of e-banking • Fundamentals of Mobile Business 		

- Introduction to Information System Protection

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 6th week of the semester, the first test is carried out - In the 12th week of the semester, the second test is carried out - Throughout the semester, after the practice classes, students submit the completed exercise to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
<p>Final exam The final exam includes a theoretical and practical part. The theoretical part refers to all important aspects of computer science in modern business. The practical part of the exam includes a practical test of students' knowledge and skills on computers.</p>	<p>- Final exam: 50 points (theoretical part 25 points and practical part 25 points)</p>
<p>TOTAL</p>	<p>100</p>

REQUIRED LITERATURE

- 1 Panian, Ž., Strugar, I., 2013, Informatizacija poslovanja, Ekonomski fakultet, Zagreb.

ADDITIONAL LITERATURE

- 1 Milosavljević, M., Veinović, M., Grubor, G., 2013, Informatika, Univerzitet Singidunum, Beograd.
- 2 Bosilj Vukšić, V. et al., 2012, Poslovna informatika, Element, Zagreb.
- 3 Glushko, R. J., McGrath, T., 2005, Document Engineering, The MIT Press, Boston.
- 4 Rainer, R. K. Jr., Turban, E., Potter, R. E., 2006, Introduction to Information Systems: Supporting and Transforming Business, Wiley, Hoboken.
1. Panian, Ž., 2005, Poslovna informatika za ekonomiste, Masmedia, Zagreb.

MANDATORY EQUIPMENT:	Computers, projector, Internet access
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, discussions, exercises.

Full name of the course:		Economics and Business Organization
Course code:		MIB2
Module level (cycle):		First cycle
Year of study:		1
ECTS credit value:		6
Duration:		One semester
Semester:		First (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire knowledge in the field of business operations, business principles, planning and financing, costs of companies, funds and their capacities, and monitoring of business operations and business results of the company. In addition, the aim of this course is for students to acquire basic skills related to structuring an organization, managing an organizational structure, as well as understanding basic managerial processes.</p>		
Learning outcomes:		
<p>Based on the acquired knowledge and specific skills, students become competent to:</p> <ul style="list-style-type: none"> • Understand basic business problems in economic and other organizations; • Analyze processes within a company; • Analyze company factors and their conditions; • Identify costs and predict their trends, and create cost calculations suitable for specific conditions; • Determine results and measure the performance of a company; • Select the most favorable organizational structure for a company; • Solve specific organizational problems, manage parts of the company, and manage the company as a whole. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and content of business economics • Enterprise: basic characteristics, principles of business operations, business start-up • Differentiation and merging of enterprises • Production and productivity • Cost theory: concept and types of costs, cost centers and cost carriers • Cost theory: the dependence of costs on changes in capacity utilization • Cost calculations and investments • Sales and pricing strategies • Enterprise revenue and break-even point analysis • Business result and accounting • The nature, significance and theories of organization 		

- Types of organizational structures
- Contemporary organizational structures
- Organization of business functions
- Organization of workplaces

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	Participation and attendance (The participation of students during lectures and exercises is scored through individual and team work in the creation of tasks, focus groups, simulation of business cases, role-playing games, etc., and through inquiries, discussions and conversations in e-mail communication and during consultations.)	5 points
	Business plan (Students' theoretical and practical knowledge in the part of creating business plans through predefined Excel and Word formats and their knowledge of costs, investments, income, income statement, static and dynamic methods of investment management as well as investment sensitivity analysis are scored)	25 points
	Test 1 (Covers 50% of the planned course content and includes tasks related to simple and weighted means, percentage calculations, mixture calculations, procurement, depreciated and current value of fixed assets, and breakeven analysis.)	20 points
FINAL TEST	Final exam (Covers all planned course content and includes tasks related to simple and weighted means, percentage calculations, mixture calculations, procurement, depreciated and current value of fixed assets, and breakeven analysis.)	50 points
TOTAL		100

REQUIRED LITERATURE

1. Paunović, B., 2014, Ekonomika preduzeća-preduzeće, okruženje i ulaganja, 9. izd., Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.
2. Pokrajčić, D., 2013, Ekonomika preduzeća-principi i ciljevi, 8. izd., Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.
3. Šunjić-Beus, M. et al., 2009, Ekonomika preduzeća, elektronsko izdanje, Ekonomski fakultet u Sarajevu, Sarajevo
4. Kurtić, A., 2005, Poslovna organizacija (Osnove, Teorije, Strukture, Dinamika), OFF-SET, Tuzla.

ADDITIONAL LITERATURE

1. Petković, M., et al., 2014, Organizacija, 11 izd., Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.
2. Karić, M., 2005, Ekonomika poduzeća, 2. izd., Ekonomski fakultet u Osijeku, Osijek.
3. Wehrich H., Koontz H., 1999, Menadžment, Mate, Zagreb.
4. Fitsroy, F., Acs, Z., Gerlovski, D., 2007, Menadžment i ekonomika organizacije, CID, Univerzitet Mediteran, Podgorica.
5. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

MANDATORY EQUIPMENT:

Laptop & Projector

ADDITIONAL EQUIPMENT:

N/A

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, exercises, analysis of business cases and the creation and presentation of a business plan.

Full name of the course:		Introduction to Information Systems
Course code:		I1
Module level (cycle):		First cycle
Year of study:		I
ECTS credit value:		6
Duration:		One semester
Semester:		Second (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is for students to master basic concepts in the field of information systems, understand how to use information systems within a global organization, and become proficient in the process of IS (Information Systems) development. Additionally, the course aims to provide students with knowledge about the key components of information systems (people, software, hardware, data, and communication technologies) and how to integrate these components to create a competitive advantage. Students will also learn to understand how information systems are used in enterprises to improve quality, dynamics, and competitiveness, as well as to familiarize themselves with the tools and procedures for developing information systems.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • understand how and why information systems are used, and how they enable new forms of commerce between individuals, organizations, and governments • identify the technological, individual, and organizational components of information systems • explain globalization and the role that information systems have played in this evolution • compare how enterprises use information systems for competitive advantage versus competitive necessity • identify the main components of information systems infrastructure • describe current and emerging technologies that enable new forms of communication, collaboration, and partnership • classify different types of information systems based on how they provide information needed to create business intelligence for decision support across various levels and functions within an organization • explain how organizations develop and acquire information systems • plan how to secure information resources, focusing on people and technology 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Modern organization in a web-based global environment • Basics of information systems development • Structured systems analysis 		

- E-business and E-commerce
- Data modeling: entity-relationship models, relational model
- Information systems architecture
- The role of information systems in organizations
- Information systems technologies
- Information systems as business support
- Wireless mobile computing and mobile commerce
- Information systems development
- Information systems usage and maintenance
- Analytical processing: decision support systems
- Ethical, social, and global aspects of information systems
- Purchasing information systems and applications

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - In the 7th week of the term, the first assessment is conducted - Test 1. - In the 14th week of the term, the second assessment is conducted - Test 2. - Students' participation during lectures and exercises is awarded a maximum of 10 points. 	<ul style="list-style-type: none"> - Test 1 20 points - Test 2 20 points - Participation 10 points
The final exam covers the entire material that was addressed during the lectures.	50 points
TOTAL	100%

REQUIRED LITERATURE

1. Rainer, R. K. Jr., Turban, E., 2009, Uvod u informacione sisteme podrška i transformacija poslovanja, 2. izdanje, Data Status, Beograd.

ADDITIONAL LITERATURE

1. Rainer, R. K. Jr., Prince, B., Cegielski, C., 2013, Introduction to Information Systems: Supporting and Transforming Business, 5th edition, Wiley, NY.
2. Bajgorić, N., 2003, Informacijska tehnologija, 3. izdanje, Univerzitetska knjiga, Mostar.
3. Stair, R., Reynolds, G., 2012, Fundamentals of Information Systems, Course Technology, Boston.
1. Rainer, R. K. Jr., Prince, B., 2015, Introduction to Information Systems, 6th edition, Wiley, NY.

MANDATORY EQUIPMENT:	Laptop & Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, business case analysis, and the creation and presentation of seminar papers.

Full name of the course:		Management
Course code:		MIB3
Module level (cycle):		First cycle
Year of study:		I
ECTS credit value:		6
Duration:		One semester
Semester:		Second (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is for students to acquire basic skills related to structuring an organization, managing an organizational structure, as well as understanding basic managerial processes. Additional objectives of the course are to introduce students to the importance and goals of human resource management, and to identify the differences between the traditional and modern organizational structure of the company.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze the factors of the company and their conditionality; • choose the most favorable organizational structure of the company; • analyze the processes in the company; • distinguish between the traditional and modern organizational structure of the enterprise; • solve specific organizational problems. • manage parts of the company and the company as a whole. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The nature and significance of management and organization • Principles of Management and Organization • Managerial roles • Types of organizational structures • Theories of organization • Organization of business functions and workplaces • Basic flows in the enterprise • Contemporary trends in the formation of an organization • Shaping the company's communication system • Enterprise Management Processes • Methods and techniques of enterprise management • Communication and negotiation in the framework of leadership – concept, elements, types and barriers • Motivation in the framework of leadership – concept, types, significance and approaches • Groups and teams – characteristics, types and development • Leadership, leaders, and styles 		

GRADING SYSTEM		
PRE-EXAM OBLIGATIONS	Activity and attendance (The activity of students during lectures and exercises is scored through individual and team work in the creation of tasks, focus groups, simulation of business cases, role-playing games, etc., and through inquiries, discussions and conversations in e-mail communication and during consultations.)	5%
	Management plan - development and presentation (Students are credited with theoretical and practical knowledge in the part of developing management plans through predefined Word formats and their knowledge of managerial functions, techniques, skills and instruments, especially the topics: SWOT analysis, vision and mission, strategic and operational goals, outcomes and indicators, actions aimed at achieving goals, organizational structure for the realization of goals, action and operational plan, dynamics of implementation, human resources plan, recruitment and selection, control, monitoring and corrective actions)	25%
	Test 1 (Covers 50% of the planned course content.)	20%
FINAL TEST	Final Exam (Includes all planned subject content.)	50%
	TOTAL	100%
REQUIRED LITERATURE		
<ol style="list-style-type: none"> Petković, M., et al., 2014, Organization, 11th ed., Center for Publishing Activities, Faculty of Economics, Belgrade, Belgrade. Schema, Dž., Rahimić, Z., 2009, Menadžment, Ökonomie fakultet u Sarajevu. 		
ADDITIONAL LITERATURE		
<ol style="list-style-type: none"> Mašić, B., 2010, Management, Singidunum University, Belgrade. Zelenović, D., 2009, Technology of Organization of Industrial Systems-Enterprises, Faculty of Technical Sciences, Novi Sad. Kurtić, A., 2005, Business Organization (Basics, Theories, Structures, Dynamics), OFF-SET, Tuzla. Wehrich H., Koontz H., 1999, Menadžment, Mate, Zagreb. Schema, Dž., Rahimić, Z., 2009, Menadžment, Ökonomie fakultet u Sarajevu. Journals - it is recommended to use articles from professional journals. 		
MANDATORY EQUIPMENT:	Laptop & Projector	
ADDITIONAL EQUIPMENT:	N/A	
METHODS OF CONDUCTING CLASSES		
Classes are conducted through lectures, exercises, analysis of business cases and the development and presentation of a management plan.		

Full name of the course:	Fundamentals of Accounting and Auditing	
Course code:	RIR1	
Module level (cycle):	First cycle	
Year of study:	I	
ECTS credit value:	7	
Duration:	One semester	
Semester:	Second (summer) semester	
Study program:	Contemporary Business and IT Management	
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:	Compulsory	
Access restrictions:	/	
HOURS PER WEEK		
Lectures:	2	
Auditory exercises:	3	
Laboratory exercises:	0	
Course objectives:		
<p>The objective of the course is to introduce students to the basics of modern accounting theory and methodology and its practical application. The aim of the course is to provide students with basic yet comprehensive introductory information in the field of accounting, with an emphasis on the technique of bookkeeping and preparation of accounting reports. Students will become familiar with the content of the balance sheet and income statement, as well as methods of calculating results. An additional goal of the course is to familiarize students with the regulatory framework of financial reporting in Bosnia and Herzegovina and the EU, the structure and application of International Financial Reporting Standards (IFRS). The objective of the course is to enable students to work on appropriate software for solving accounting problems.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use the data for the purpose of formulating accounting information; • record business changes according to the principles of double-entry bookkeeping; • apply modern accounting programs that are used in everyday life accounting operations; • manage the company and supervise the conduct of all business transactions. • understand current legal and professional regulations in the area; • know how to use accounting information to make business decisions in the company. 		
CONTENTS OF THE COURSE		
<ul style="list-style-type: none"> • Introduction to accounting and its concept • Double-entry bookkeeping system • Accounting events and documents • Accounting control • Basic financial statements – balance sheet of the company • Business books and accounting accounts • Basic balance sheet changes • Account as a method of accounting for economic change • Business books in double-entry bookkeeping (systematic and chronological records). • Closing business books, calculating the financial result and determining the final financial 		

position of the company (trial balance, balance sheet and income statement) <ul style="list-style-type: none"> • Regulatory Framework for Financial Reporting in BiH and the EU • International Accounting Standards (IAS) • International Financial Reporting Standards (IFRS) • Preparation and presentation of financial statements • Exercises on computers - on an application accounting program 	
GRADING SYSTEM	
PRE-EXAM OBLIGATIONS <ul style="list-style-type: none"> - Active participation in teaching - In the middle of the semester, test 1 is held with tasks that cover half of the material. - Two weeks before the end of semester, test 2 is held, which includes tasks from the second part of the covered material. 	<ul style="list-style-type: none"> - Participation 10 points - Test 1: 20 points - Test 2 20 points
The final exam includes compiling the opening balance, entering the initial balance in the general ledger and journal, posting business changes in the general ledger and journal, closing the general ledger account, and preparing the final balance sheet.	Final exam 50 points
TOTAL	100 points
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Belek, V., 2021, Profesionalno i finansijsko računovodstvo, FirCon d.o.o. Mostar. 2. Kapić, J., 2011., Računovodstvo, II izdanje, Ekonomski fakultet, Sarajevo. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Klikovac, A., 2009, Financijsko izvještavanje u Europskoj uniji, Mate, Zagreb. 2. Petrović, Z., 2009, Računovodstvo, Departman za poslovnu ekonomiju, Beograd. 3. Žager, K., et al., 2007, Osnove računovodstva: računovodstvo za neračunovođe, 2. izdanje, HZRFD, Zagreb. 4. Miko, L., Kukec S. K., 2008, Računovodstvo. 2. izdanje, TIVA i FOI, Varaždin. 5. Žager, K., et al., 2008, Analiza financijskih izvještaja, 2. prošireno izdanje, Masmedia, Zagreb. 6. Međunarodni računovodstveni standardi. 7. Međunarodni standardi finansijskog izvještavanja. 8. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa. 	
MANDATORY EQUIPMENT:	Computer, projector
ADDITIONAL EQUIPMENT:	Accounting Software
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises, analysis of business cases and work on accounting programs via computer.	

Full name of the course:		Business English
Course code:		O2
Module level (cycle):		First cycle
Year of study:		I
ECTS credit value:		5
Duration:		One semester
Semester:		Second (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to business and informatics terminology, as well as the lexical and grammatical specificities of the English language, and the role of English in an international context. Additionally, the course aims for students to develop oral and written communication skills using professional and formal forms of English, through writing business letters, electronic media communication, and oral presentations.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • master business and informatics terminology in English • communicate in English language • write business letters for various purposes • independently do presentations in English. 		
COURSE CONTENT:		
<ul style="list-style-type: none"> • Basics of English grammar • Corporate culture • Understanding and using informatics terminology • Understanding and using international business terminology • Informal and formal communication • Communication through electronic media • Writing business letters (complaint letters, orders, recommendation letters, etc.) • Writing CVs, biographies, cover letters • Writing job applications • Making business deals, negotiating • Teamwork • Reading authentic business and informatics articles (newspapers, internet, etc.) • Writing reports and presentations • Using idiomatic phrases in verbal and written communication • Understanding different informatics and business texts 		
GRADING SYSTEM		

PRE-EXAM OBLIGATIONS: Midterm Tests: After 6 weeks of lectures, students are prepared for the midterm test to familiarize them with the types of tasks and the methodology of test-taking. In the 7 th week, a test is conducted covering the material learned up to that week (half of the planned content). This midterm test is not graded and its purpose is to acquaint students with the methodology of the final test at the end of the semester.	/
Seminar paper: Students independently choose/formulate a topic closely related to the IT sector of Bosnia and Herzegovina, as well as the economic sector of Bosnia and Herzegovina, in consultation with the lecturer. The lecturer precisely presents the methodology for preparing the seminar paper during consultations, with a maximum length of 3 pages. The seminar paper must include all elements of this type of work (introduction, main part, and conclusion, including bibliography and scientific sources).	10
Pre-assessment seminar work– Students independently choose/formulate a topic closely related to the IT sector of Bosnia and Herzegovina, as well as the economic sector of Bosnia and Herzegovina, in consultation with the professor. A comparative approach with the above-mentioned sectors of another country is allowed. During consultations, the lecturer precisely presents the methodology for preparing the seminar paper with a maximum length of 6 pages. The seminar paper must include all elements of this type of work (hypotheses, objectives, introduction, main part, analysis, analysis results, and conclusion with bibliography and scientific sources).	30
Attendance, students' participation, and exercises: Participation in exercises with active involvement in work and interaction.	10
TOTAL	50
Final exam	50
TOTAL	100
REQUIRED LITERATURE	
1. Whitby, N., 2013, Business Benchmark, Pre-Intermediate to Intermediate, Personal Study Book 8th Edition, Cambridge: Cambridge University Press.	
ADDITIONAL LITERATURE	
1. Duckworth, M., 2003, Business Grammar & Practice, Oxford: OUP.	
2. Rosenberg, M., 2005, In Business: Activities to bring Business English to Life, Cambridge: Cambridge University Press.	
3. Taylor, S., Gartside, L., 2004, Model Business Letters, E-mails & Other Business Documents. Harlow: Pearson Education Limited.	
4. Haines, S., Nettle, M., Hewings, M., 2007, Advanced Grammar in Use Supplementary Exercises: with answers. Cambridge University Press, Cambridge.	
5. Kiš, M., 2000, Englesko-hrvatski i hrvatsko-engleski informatički rječnik. Naklada Ljevak, Zagreb.	
1. MacKenzie, I., 2002, English for business studies student's book: a course for business studies and economics students. Cambridge University Press, Cambridge.	
MANDATORY EQUIPMENT:	MANDATORY EQUIPMENT:
ADDITIONAL EQUIPMENT:	ADDITIONAL EQUIPMENT:
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, seminars, exercises, problem-based language learning, group work, and presentations.	

Second year

Compulsory courses – *Accounting*

Full name of the course:		Applied Financial Management
Course code:		BOF10
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is for students to master the basic knowledge related to the understanding of the financial operations of companies, with special emphasis on knowledge that can be directly implemented in the real business world. Additional objectives of the course are to introduce students to the process of financial management, techniques of fundraising and allocation, methods of financial analysis, risk analysis and assessment, methods of company valuation and other methods and techniques of financial management, which should enable them to make independent financial decisions in business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the relationship between the financial function and other functions in the company. • actively use financial instruments and techniques in the process of managing the company's finances; • understand the financial, legal and business environment. • understand the concept of the time value of money and methods of valuing the profitability of capital investments; • interpret financial data and conduct a simple financial analysis of the business entity; • know the standard and specific forms of the company financing; • independently make financial decisions in their own business. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The position, role and functioning of the financial system • Financial management, objectives, purpose and role, nature, area of research, relationship with other financial disciplines, problem of multiple participants in financial management • Finance of the enterprise, business functions of the enterprise, the relationship between the financial function and other business functions • Business and tax environment of financial management, money market, capital market, financial intermediaries • Risk, interest and cost of capital • Analysis of financial statements • Time value of money, concepts of securities valuation, valuation of bonds and stocks, 		

calculation of the rate of return

- Financing the company, determining the financing structure and making a financing decision. Capital budgeting.
- Business and financial leverage, total leverage and total risk of the company, coverage relationships, net operating profit approach vs. traditional approach, Modigliani and Miller theory of capital structure, cost of bankruptcy, agency costs
- Working capital management, the concept and importance of working capital management, optimal level and financing of current assets
- Management of cash and marketable securities (motives for holding cash, selection of marketable securities, money market instruments), management of receivables from customers, assessment of the creditworthiness of debtors, lending and collection policies
- Inventory management (ABC method, EOQ method, JIT)
- Short-term financing (spontaneous, contractual, self-financing, loans, specific sources of financing)
- Procedure for assessing the profitability of capital investments, payback period, discounted payback period, IRR, NPV, PI, difficulties in choosing an investment
- Dividends and dividend policy

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Students' participation implies an active participation in lectures and exercises. - In the middle of the semester, Test 1 is held with questions encompass half of the teaching material covered - In the 13th week of the lecture, Test 2 is administered, which includes tasks in the analysis of financial statements and the time value of money. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Test 2 20 points
<p>The final exam covers theoretical aspects of basic knowledge about the financial operations of the company, the process of managing the company's finances, financial analysis, methods of company valuation and financial management techniques.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Van Horne, J. C., Wachowicz Jr., J. M., 2014, Osnove finansijskog menadžmenta, 13. izdanje, Mate, Zagreb.
2. Omerhodžić, S., 2012, Primjenjeni finansijski menadžment, Harfo-graf, Tuzla.

ADDITIONAL LITERATURE

- 1 Zaimović, A., Alibegović, Dž., 2010, Primjena finansijskog menadžmenta - zbirka zadataka sa teorijskim objašnjenjima, Ekonomski fakultet u Sarajevu, Sarajevo.
- 2 Rovčanin, A., 2010, Upravljanje finansijama, 5. dopunjeno izdanje, Ekonomski fakultet u Sarajevu, Sarajevo.
- 3 Komnenić, B., 2008, Finansijski menadžment, Visoka poslovna škola strukovnih studija, Novi Sad.
- 4 Mikerević, D., 2005, Finansijski menadžment, Ekonomski fakultet Banja Luka i Finrar, Banja Luka.

1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES Classes are conducted through lectures, exercises and discussions on cases from practice.	

Full name of the course:		Public Finances
Course code:		BOF6
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of this course is to introduce students to the basic theoretical and practical aspects of public finance, which is necessary for performing tasks in both the private and public sectors. Students will gain knowledge about the basic institutions of public finance, the processes that characterize budget creation policy, and the substantive side of tax policy and public expenditures. This course will enable students to understand public revenues and expenditures, the budget, as well as the tax aspects of transactions, their significance, and practical application.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze and critically reflect on the current fiscal policy in BiH; • analyze the structure of budget revenues and expenditures and understand the impact of public revenues and expenditures on the decision-making process of legal and natural persons; • understand the concept of public debt, and critically evaluate and judge the effects of public debt; • understand fiscal federalism from the aspect of the asymmetry of the fiscal system in BiH and the effects of fiscal equalization; • understand the public finances of the European Union as a basis for understanding the process of applying for and using EU funds; • understand the social security system in BiH and make recommendations for its improvement. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Introduction to Public Finance • Public Finance - An Instrument of Economic Management • Public revenues, concept and types • Basic taxation objectives and tax classification • Indirect taxes • Direct taxes • Public expenditure • Public debt • Fiscal institutions 		

- Treasury and treasury operations
- The budget system and the functions of the budget
- Budget procedures
- Fiscal federalism and fiscal equalization
- Social security system in BiH
- The EU's public finances

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, test 1 is carried out, which includes elementary concepts in the field of public finance, as well as elements and structure of public revenues and public expenditures. - After the 12th week of the lecture, the second test is carried out in the form of test 2, which includes concepts related to the budget, budget structure, principles and rules of budgeting. - After the 7th week of lectures, students defend their seminar papers with the preparation of presentations, based on a list of topics in the field of finance. 	<p>Test 1 15 points Test 2 15 points Seminar paper 20 points</p>
<p>The final exam includes a test of knowledge in the field of budgeting, law on budget execution, components of public debt, as well as the EU budget.</p>	<p>50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Vukić, S., 2016, Javne finansije - teorija i praksa, Grafolade & 77x7, Orašje.
2. Kešetović, I., 2009, Finansije (monetarne i javne), CPA -Tojšići, Tuzla.

ADDITIONAL LITERATURE

1. Sejmenović, J., Komazec, S., Ristić, Ž., 2009, Monetarne i javne finansije, Univerzitet za poslovne studije, Banja Luka .
2. Raičević, B., 2005, Javne finansije, CID EF, Beograd.
3. Brümmerhoff, D., 2000, Javne financije, Mate, Zagreb.
4. Rosen, H.S., 1999, Javne financije, Institut za javne financije, Zagreb.
5. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa..

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises and discussions on cases from practice.

Full name of the course:		Financial Accounting
Course code:		RIR4
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is for students to acquire knowledge that enables them to record and monitor business changes with the possibility of financial reporting in accordance with Accounting Standards and applicable legal regulations. An additional goal of the course is for students to learn to apply the acquired knowledge in practice by working on appropriate software for solving problems in financial accounting.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • successfully master the management of accounting of companies; • prepare financial statements; • keep track of business changes; • use the right software to solve problems in financial accounting. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Organization of financial accounting in modern business conditions • Accounting concepts and principles • Accounting treatments • Basic financial statements • Chart of accounts for companies and the double-entry accounting system • Fixed assets and long-term investments • Inventory valuation and reporting • Cash, temporary investments, and receivables • Equity accounting • Liabilities, provisions, and accruals • Income statement: revenue and realization • Income statement: expenses • Objectives and users of financial statements • Preparation of financial statements and related information and their presentation • Relationship between financial statements and ratio analysis of accounting information 		
GRADING SYSTEM		
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Active participation in teaching 		

<ul style="list-style-type: none"> - In the middle of the semester, test 1 is held, which includes half of the material covered. - Two weeks before the end of semester, test 2 is held, which includes the second part of the material. 	<ul style="list-style-type: none"> - Participation 10 points - Test 1 20 points - Test 2 20 points
<p>The final exam includes tasks related to recording business changes in fixed and working capital, liabilities, capital, as well as income and expenses.</p>	<p style="text-align: center;">Final 50 points</p>
<p>TOTAL</p>	<p style="text-align: center;">100 points</p>
<p>REQUIRED LITERATURE</p>	
<p>1. Škarić Jovanović K., 2015., Finansijsko računovodstvo, Ekonomski fakultet Univerziteta u Beogradu.</p>	
<p>ADDITIONAL LITERATURE</p>	
<p>1. Alexander D., Nobes C., 2011, Financijsko računovodstvo, Mate, Zagreb.</p>	
<p>2. Savez računovođa, revizora i finansijskih radnika FBiH, 2006, Međunarodni standardi finansijskog izvještavanja (MSFI) uključujući i Međunarodne računovodstvene standarde (MRS), Sarajevo.</p>	
<p>3. Vukelić, G., 2008, Finansijsko računovodstvo, BBA, Beograd.</p>	
<p>4. Jahić M., 2004, Finansijsko računovodstvo – MSFI-MRS - PDV, Udruženje revizora BiH, Sarajevo.</p>	
<p>5. Sidney J. Gray, Belverd E. Needles, Jr., 2002, Finansijsko računovodstvo – opšti pristup, Houghton Mifflin Company, Savez računovođa i revizora Republike Srpske.</p>	
<p>6. Aktuelni kontni plan profesionalnog tijela.</p>	
<p>7. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.</p>	
<p>MANDATORY EQUIPMENT:</p>	<p>Computer, projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>Accounting Software</p>
<p>METHODS OF CONDUCTING CLASSES</p>	
<p>Classes are conducted through lectures, exercises, analysis of business cases and work on accounting programs via computer.</p>	

Full name of the course:		Business Law and Taxes
Course code:		O3
Module level (cycle):		First cycle
Year		II
ECTS credit value:		6
Duration:		One semester
Semester:		Fourth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire adequate theoretical and practical knowledge necessary to understand the basic legal concepts, organizational forms of business entities, legal norms, institutions and principles that regulate business relations. In addition, the goal is to introduce students to the contracts that are most often encountered in business practice, as well as to the tax system in BiH.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the manner, basic principles and principles of the functioning of the legal system of a state; • understand the legal framework in which business entities operate and the basic characteristics of companies, and actively participate in solving legal problems in business entities; • know the basic elements of contracts that appear in business practice, and participate in their drafting; • understand the structure of public revenues and expenditures and understand the impact of public revenues and expenditures on the decision-making process of legal and natural persons. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and basic characteristics of companies, the concept of companies and entrepreneurs, management bodies and protection of the interests of owners and creditors • Partnerships, characteristics, partnership, limited partnership • Capital companies, characteristics, joint stock company, limited liability company • Public enterprises, purpose of establishment, ownership and management • Status changes and changes in the form of the company, mergers, acquisitions • Liquidation and bankruptcy proceedings, reasons, purpose and subject of liquidation, tasks of the bankruptcy administrator, reasons and objectives of bankruptcy proceedings, effect on creditors, owners, employees and other interested parties • Legal relations, concept and scope of legal relationship, objects of legal relationship, 		

<ul style="list-style-type: none"> property • Obligations, effect of the contract, causing damage to another, unilateral declaration of will, delay, change of the subject of the bond, fulfillment of obligations • Securities, concept, types, rights in securities, bills of exchange, cheque, shares • Tax system, history of origin, classification, characteristics, territorial affiliation, principles • Elements of taxation, tax entity, taxpayer, tax destination, tax object, tax base and tax rate, tax capacity, tax cadastre and tax administration • Direct and indirect taxes, characteristics, historical overview and significance, corporate income tax, customs duties, excise duties, VAT, elements of taxation for these types of taxes • Other public revenues, taxes, fees, interest and penalties • Double taxation and multiple taxation, types, inability to avoid double taxation, systemic avoidance of double taxation, measures in the domain of bilateral and multilateral relations between countries, tax evasion - causes and consequences • Social security contributions, significance, method of collection, state funds, reform of the social security system and basic information on the functioning of private pension and health funds 	
GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After eight weeks of lectures on topics in business law, a partial test is performed. - Opportunity to write a seminar paper on current topics of business law and taxes. The student can propose their own topic or, in consultation with the lecturer, jointly choose a topic. - Active participation and attendance at the course are credited. 	<p>Partial test 25 points. Seminar paper 20 points Participation at class 5 points</p>
<p>The final exam includes the basics of business law and taxes in the legal system of Bosnia and Herzegovina, knowledge of the characteristics of individual companies, obligations and contracts, types of taxes and methods of taxation.</p>	<p>Final exam 50 points</p>
TOTAL	100 points
REQUIRED LITERATURE	
<p>1 Trifković, M., Simić, M., Trivun, V., Silajdžić, V. i Mahmutćehajić Novalija, F., 2015, Poslovno pravo, uvod u pravo, osnovi obligacija i privredna društva, Ekonomski fakultet u Sarajevu, Sarajevo.</p>	
ADDITIONAL LITERATURE	
<p>1 Trivun, V., Trifković, M., Silajdžić, V., Hošo, J., 2007, Nacionalno i evropsko pravo, Ekonomski fakultet u Sarajevu, Sarajevo.</p> <p>1. Rajčević, M., 2007, Poslovno pravo, Pravni fakultet, Banja Luka.</p> <p>2. Loza, B., 2000, Obligaciono pravo, Pravni fakultet S. Sarajevo, S. Sarajevo.</p> <p>3. Zakonska regulativa u BiH.</p> <p>1. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.</p>	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises and discussions on cases from practice.	

Full name of the course:		Cost accounting
Course code:		RIR5
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Fourth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the concepts, systems, methods and instruments of cost accounting for the purpose of their application in the cost management of products and services. An additional goal of the course is for students to acquire knowledge about tactical and operational planning, monitoring and analyzing realized revenues, costs and profits with the aim of making adequate business decisions.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently develop additional knowledge of tactical and operational planning; • monitor and analyze the realization of revenues, production costs, profits and budgets, with the aim of making adequate business decisions; • understand how to plan and calculate costs; • apply cost calculation method for making individual business decisions; • solve accounting problems with the help of accounting software. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Concept of cost accounting • Structural elements of corporate accounting • Elements and determinants of management-oriented accounting • Preconditions for the introduction and functioning of cost accounting • Cost allocation • Inventory costs for manufacturing companies • Cost-total revenue-profit analysis • Job order costing system • Activity-based costing system and activity-based management • Process costing system • Standard costing system • Master budget, flexible budgets, variances, and control • Costs and business decisions, preconditions for the introduction and functioning of cost accounting 		

- Strategies, balance of results, and strategic profitability analysis
- Specifics of cost accounting in certain industries

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Active participation in the classroom with the presentation of a case study - In the middle of the semester, test 1 is held, which includes half of the material covered. - Two weeks before the end of semester, test 2 is held, which includes the second part of the material. 	<p>Case Study Activity and Presentation 10 Points</p> <p>Test 1 20 points</p> <p>Test 2 20 points</p>
<p>The final exam covers the tasks of CVP analysis, order costing systems, activities, processes, and master budgeting</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Rodić J., Rakovački–Tubić S., 2010., Računovodstvo troškova i učinaka i računovodstvo segmenata poslovanja, Finrar, Banja Luka, Ekonomski fakultet Univerziteta u Banja Luci.

ADDITIONAL LITERATURE

1. Bašić, M., Popić, I., Isaković – Kaplan, Š., Resić, E., 2009, Troškovno računovodstvo – praktikum, Ekonomski fakultet u Sarajevu, Sarajevo.
2. Drury, C., 2008, Management and cost, accounting, 7th ed., Cengage Learning, Stamford.
3. Horngren, T., Charles, F. G., Strikant, D. M., 2000., Cost Accounting a Managerial Emphasis, Prentice Hall International, INC. (u prevodu: Osnove troškovnog računovodstva – upravljački aspekt, Udruženje/udruga računovođa i revizora, FBIH i Udruga računovođa i finansijskih djelatnika Herceg-Bosne).
4. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

<p>MANDATORY EQUIPMENT:</p>	<p>Computer & Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>Accounting software</p>

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Banking operations
Course code:		BOF5
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Fourth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is to enable students to understand the essence and problems of the functioning of banking institutions at the macro and micro level, as well as the interconnection and interdependence between the operations of non-banking sectors and individual clients, on the one hand, and banks on the other. The goal is to introduce students to all aspects of banking operations through the elaboration of examples from banking practice, primarily when it comes to commercial banking operations.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the nature and characteristics of the banking business; • understand and analyze, theoretically and practically, the place and significance of banking as part of the financial system; • critically reflect on the role and importance of the Central Bank of BiH; • know the characteristics of banking products, credit procedures and the mechanism of granting loans; • independently assess the creditworthiness and creditworthiness of the bank's client; • recognize banking risks and signs of banking crises, and take concrete actions in a timely manner. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The emergence and development of banking • The basic principles of banking • Classification of banks • Contemporary trends in banking • Characteristics of the banking system in BiH • Central bank (CB), functions of the CB, place and role of the CB in the banking system • Banking affairs and organization of the bank • The bank's financial and investment potential • Bank credit operations, importance and functions, principles of credit policy, types of bank loans 		

- Conditions and procedures for granting loans
- Internal payment transactions
- Modern banking products
- Documentary operations
- International Banking Operations
- Banking risk management (application of the Basel II and Basel III standards)
- Electronic and Mobile Banking

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Student participations implies an active relationship in lectures and exercises. - In the middle of the semester, Test 1 is held with questions that cover half of the material. - The task refers to the analysis of the creditworthiness of clients and the submission of proposals to the credit committee. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Assignment 20 points
<p>The final exam covers theoretical aspects of basic knowledge about the functioning of banking institutions at the macro and micro level, as well as the interconnection and interdependence between the operations of non-banking sectors and individual clients, on the one hand, and banks on the other.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Rose, P. S., Hudgins, S. C., 2015, Upravljanje bankama i finansijske usluge, 8. izdanje, Mate, Zagreb.

ADDITIONAL LITERATURE

1. Ćirović, M., 2007, Bankarstvo, Bridge Company, Beograd.
2. Zaklan, D., 2000, Bankarstvo u tržišnom makrosistemu, Ekonomski fakultet Univerziteta „Džemal Bijedić“, Mostar.
3. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, exercises, implementation of a research project, discussions on cases from practice.

Second year

Compulsory courses – *Banking, Insurance and Finance*

Full name of the course:		Applied Financial Management
Course code:		BOF10
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is for students to master the basic knowledge related to the understanding of the financial operations of companies, with special emphasis on knowledge that can be directly implemented in the real business world. Additional objectives of the course are to introduce students to the process of financial management, techniques of fundraising and allocation, methods of financial analysis, risk analysis and assessment, methods of company valuation and other methods and techniques of financial management, which should enable them to make independent financial decisions in business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the relationship between the financial function and other functions in the company. • actively use financial instruments and techniques in the process of managing the company's finances; • understand the financial, legal and business environment. • understand the concept of the time value of money and methods of valuing the profitability of capital investments; • interpret financial data and conduct a simple financial analysis of the business entity; • know the standard and specific forms of the company financing; • independently make financial decisions in their own business. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The position, role and functioning of the financial system • Financial management, objectives, purpose and role, nature, area of research, relationship with other financial disciplines, problem of multiple participants in financial management • Finance of the enterprise, business functions of the enterprise, the relationship between the financial function and other business functions • Business and tax environment of financial management, money market, capital market, financial intermediaries • Risk, interest and cost of capital 		

- Analysis of financial statements
- Time value of money, concepts of securities valuation, valuation of bonds and stocks, calculation of the rate of return
- Financing the company, determining the financing structure and making a financing decision. Capital budgeting.
- Business and financial leverage, total leverage and total risk of the company, coverage relationships, net operating profit approach vs. traditional approach, Modigliani and Miller theory of capital structure, cost of bankruptcy, agency costs
- Working capital management, the concept and importance of working capital management, optimal level and financing of current assets
- Management of cash and marketable securities (motives for holding cash, selection of marketable securities, money market instruments), management of receivables from customers, assessment of the creditworthiness of debtors, lending and collection policies
- Inventory management (ABC method, EOQ method, JIT)
- Short-term financing (spontaneous, contractual, self-financing, loans, specific sources of financing)
- Procedure for assessing the profitability of capital investments, payback period, discounted payback period, IRR, NPV, PI, difficulties in choosing an investment
- Dividends and dividend policy

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Students' participation implies an active participation in lectures and exercises. - In the middle of the semester, Test 1 is held with questions encompass half of the teaching material covered - In the 13th week of the lecture, Test 2 is administered, which includes tasks in the analysis of financial statements and the time value of money. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Test 2 20 points
<p>The final exam covers theoretical aspects of basic knowledge about the financial operations of the company, the process of managing the company's finances, financial analysis, methods of company valuation and financial management techniques.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

3. Van Horne, J. C., Wachowicz Jr., J. M., 2014, Osnove finansijskog menadžmenta, 13. izdanje, Mate, Zagreb.
4. Omerhodžić, S., 2012, Primjenjeni finansijski menadžment, Harfo-graf, Tuzla.

ADDITIONAL LITERATURE

- 5 Zaimović, A., Alibegović, Dž., 2010, Primjena finansijskog menadžmenta - zbirka zadataka sa teorijskim objašnjenjima, Ekonomski fakultet u Sarajevu, Sarajevo.
- 6 Rovčanin, A., 2010, Upravljanje finansijama, 5. dopunjeno izdanje, Ekonomski fakultet u Sarajevu, Sarajevo.
- 7 Komnenić, B., 2008, Finansijski menadžment, Visoka poslovna škola strukovnih studija, Novi Sad.

8 Mikerević, D., 2005, Finansijski menadžment, Ekonomski fakultet Banja Luka i Finrar, Banja Luka.

1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises and discussions on cases from practice.	

Full name of the course:		Public Finances
Course code:		BOF6
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of this course is to introduce students to the basic theoretical and practical aspects of public finance, which is necessary for performing tasks in both the private and public sectors. Students will gain knowledge about the basic institutions of public finance, the processes that characterize budget creation policy, and the substantive side of tax policy and public expenditures. This course will enable students to understand public revenues and expenditures, the budget, as well as the tax aspects of transactions, their significance, and practical application.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze and critically reflect on the current fiscal policy in BiH; • analyze the structure of budget revenues and expenditures and understand the impact of public revenues and expenditures on the decision-making process of legal and natural persons; • understand the concept of public debt, and critically evaluate and judge the effects of public debt; • understand fiscal federalism from the aspect of the asymmetry of the fiscal system in BiH and the effects of fiscal equalization; • understand the public finances of the European Union as a basis for understanding the process of applying for and using EU funds; • understand the social security system in BiH and make recommendations for its improvement. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Introduction to Public Finance • Public Finance - An Instrument of Economic Management • Public revenues, concept and types • Basic taxation objectives and tax classification • Indirect taxes • Direct taxes • Public expenditure • Public debt • Fiscal institutions 		

- Treasury and treasury operations
- The budget system and the functions of the budget
- Budget procedures
- Fiscal federalism and fiscal equalization
- Social security system in BiH
- The EU's public finances

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, test 1 is carried out, which includes elementary concepts in the field of public finance, as well as elements and structure of public revenues and public expenditures. - After the 12th week of the lecture, the second test is carried out in the form of test 2, which includes concepts related to the budget, budget structure, principles and rules of budgeting. - After the 7th week of lectures, students defend their seminar papers with the preparation of presentations, based on a list of topics in the field of finance. 	<p>Test 1 15 points Test 2 15 points Seminar paper 20 points</p>
<p>The final exam includes a test of knowledge in the field of budgeting, law on budget execution, components of public debt, as well as the EU budget.</p>	<p>50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

3. Vukić, S., 2016, Javne finansije - teorija i praksa, Grafolade & 77x7, Orašje.
4. Kešetović, I., 2009, Finansije (monetarne i javne), CPA -Tojšići, Tuzla.

ADDITIONAL LITERATURE

6. Sejmenović, J., Komazec, S., Ristić, Ž., 2009, Monetarne i javne finansije, Univerzitet za poslovne studije, Banja Luka .
7. Raičević, B., 2005, Javne finansije, CID EF, Beograd.
8. Brümmerhoff, D., 2000, Javne financije, Mate, Zagreb.
9. Rosen, H.S., 1999, Javne financije, Institut za javne financije, Zagreb.
10. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa..

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises and discussions on cases from practice.

Full name of the course:		Financial Accounting
Course code:		RIR4
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is for students to acquire knowledge that enables them to record and monitor business changes with the possibility of financial reporting in accordance with Accounting Standards and applicable legal regulations. An additional goal of the course is for students to learn to apply the acquired knowledge in practice by working on appropriate software for solving problems in financial accounting.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • successfully master the management of accounting of companies; • prepare financial statements; • keep track of business changes; • use the right software to solve problems in financial accounting. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Organization of financial accounting in modern business conditions • Accounting concepts and principles • Accounting treatments • Basic financial statements • Chart of accounts for companies and the double-entry accounting system • Fixed assets and long-term investments • Inventory valuation and reporting • Cash, temporary investments, and receivables • Equity accounting • Liabilities, provisions, and accruals • Income statement: revenue and realization • Income statement: expenses • Objectives and users of financial statements • Preparation of financial statements and related information and their presentation • Relationship between financial statements and ratio analysis of accounting information 		
GRADING SYSTEM		
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Active participation in teaching 		

<ul style="list-style-type: none"> - In the middle of the semester, test 1 is held, which includes half of the material covered. - Two weeks before the end of semester, test 2 is held, which includes the second part of the material. 	<ul style="list-style-type: none"> - Participation 10 points - Test 1 20 points - Test 2 20 points
The final exam includes tasks related to recording business changes in fixed and working capital, liabilities, capital, as well as income and expenses.	Final 50 points
TOTAL	100 points
REQUIRED LITERATURE	
2. Škarić Jovanović K., 2015., Finansijsko računovodstvo, Ekonomski fakultet Univerziteta u Beogradu.	
ADDITIONAL LITERATURE	
8. Alexander D., Nobes C., 2011, Financijsko računovodstvo, Mate, Zagreb.	
9. Savez računovođa, revizora i finansijskih radnika FBiH, 2006, Međunarodni standardi finansijskog izvještavanja (MSFI) uključujući i Međunarodne računovodstvene standarde (MRS), Sarajevo.	
10. Vukelić, G., 2008, Finansijsko računovodstvo, BBA, Beograd.	
11. Jahić M., 2004, Finansijsko računovodstvo – MSFI-MRS - PDV, Udruženje revizora BiH, Sarajevo.	
12. Sidney J. Gray, Belverd E. Needles, Jr., 2002, Finansijsko računovodstvo – opšti pristup, Houghton Mifflin Company, Savez računovođa i revizora Republike Srpske.	
13. Aktuelni kontni plan profesionalnog tijela.	
14. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.	
MANDATORY EQUIPMENT:	Computer, projector
ADDITIONAL EQUIPMENT:	Accounting Software
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises, analysis of business cases and work on accounting programs via computer.	

Full name of the course:	Business Law and Taxes
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Course code:	O3	
Module level (cycle):	First cycle	
Year	II	
ECTS credit value:	6	
Duration:	One semester	
Semester:	Fourth (summer) semester	
Study program:	Contemporary Business and IT Management	
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:	Compulsory	
Access restrictions:	/	
HOURS PER WEEK		
Lectures:	2	
Auditory exercises:	3	
Laboratory exercises:	0	
Course objectives:		
<p>The aim of the course is to acquire adequate theoretical and practical knowledge necessary to understand the basic legal concepts, organizational forms of business entities, legal norms, institutions and principles that regulate business relations. In addition, the goal is to introduce students to the contracts that are most often encountered in business practice, as well as to the tax system in BiH.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the manner, basic principles and principles of the functioning of the legal system of a state; • understand the legal framework in which business entities operate and the basic characteristics of companies, and actively participate in solving legal problems in business entities; • know the basic elements of contracts that appear in business practice, and participate in their drafting; • understand the structure of public revenues and expenditures and understand the impact of public revenues and expenditures on the decision-making process of legal and natural persons. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and basic characteristics of companies, the concept of companies and entrepreneurs, management bodies and protection of the interests of owners and creditors • Partnerships, characteristics, partnership, limited partnership • Capital companies, characteristics, joint stock company, limited liability company • Public enterprises, purpose of establishment, ownership and management • Status changes and changes in the form of the company, mergers, acquisitions • Liquidation and bankruptcy proceedings, reasons, purpose and subject of liquidation, tasks of the bankruptcy administrator, reasons and objectives of bankruptcy proceedings, effect on creditors, owners, employees and other interested parties • Legal relations, concept and scope of legal relationship, objects of legal relationship, property 		

- Obligations, effect of the contract, causing damage to another, unilateral declaration of will, delay, change of the subject of the bond, fulfillment of obligations
- Securities, concept, types, rights in securities, bills of exchange, cheque, shares
- Tax system, history of origin, classification, characteristics, territorial affiliation, principles
- Elements of taxation, tax entity, taxpayer, tax destination, tax object, tax base and tax rate, tax capacity, tax cadastre and tax administration
- Direct and indirect taxes, characteristics, historical overview and significance, corporate income tax, customs duties, excise duties, VAT, elements of taxation for these types of taxes
- Other public revenues, taxes, fees, interest and penalties
- Double taxation and multiple taxation, types, inability to avoid double taxation, systemic avoidance of double taxation, measures in the domain of bilateral and multilateral relations between countries, tax evasion - causes and consequences
- Social security contributions, significance, method of collection, state funds, reform of the social security system and basic information on the functioning of private pension and health funds

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After eight weeks of lectures on topics in business law, a partial test is performed. - Opportunity to write a seminar paper on current topics of business law and taxes. The student can propose their own topic or, in consultation with the lecturer, jointly choose a topic. - Active participation and attendance at the course are credited. 	<p>Partial test 25 points. Seminar paper 20 points Participation at class 5 points</p>
<p>The final exam includes the basics of business law and taxes in the legal system of Bosnia and Herzegovina, knowledge of the characteristics of individual companies, obligations and contracts, types of taxes and methods of taxation.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

- 2 Trifković, M., Simić, M., Trivun, V., Silajdžić, V. i Mahmutćehajić Novalija, F., 2015, Poslovno pravo, uvod u pravo, osnovi obligacija i privredna društva, Ekonomski fakultet u Sarajevu, Sarajevo.

ADDITIONAL LITERATURE

- 2 Trivun, V., Trifković, M., Silajdžić, V., Hošo, J., 2007, Nacionalno i evropsko pravo, Ekonomski fakultet u Sarajevu, Sarajevo.
4. Rajčević, M., 2007, Poslovno pravo, Pravni fakultet, Banja Luka.
5. Loza, B., 2000, Obligaciono pravo, Pravni fakultet S. Sarajevo, S. Sarajevo.
6. Zakonska regulativa u BiH.
1. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

MANDATORY EQUIPMENT:	Laptop, Projector
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ADDITIONAL EQUIPMENT:	N/A
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METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises and discussions on cases from practice.

Full name of the course:	Cost accounting
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Course code:	RIR5
Module level (cycle):	First cycle
Year of study:	II
ECTS credit value:	6
Duration:	One semester
Semester:	Fourth (summer) semester
Study program:	Contemporary Business and IT Management
Module coordinator:	Lecturer:
	Teaching Assistant:
Status of the subject:	Compulsory
Access restrictions:	/
HOURS PER WEEK	
Lectures:	2
Auditory exercises:	3
Laboratory exercises:	0
Course objectives:	
<p>The aim of this course is to introduce students to the concepts, systems, methods and instruments of cost accounting for the purpose of their application in the cost management of products and services. An additional goal of the course is for students to acquire knowledge about tactical and operational planning, monitoring and analyzing realized revenues, costs and profits with the aim of making adequate business decisions.</p>	
Learning outcomes:	
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently develop additional knowledge of tactical and operational planning; • monitor and analyze the realization of revenues, production costs, profits and budgets, with the aim of making adequate business decisions; • understand how to plan and calculate costs; • apply cost calculation method for making individual business decisions; • solve accounting problems with the help of accounting software. 	
COURSE CONTENT	
<ul style="list-style-type: none"> • Concept of cost accounting • Structural elements of corporate accounting • Elements and determinants of management-oriented accounting • Preconditions for the introduction and functioning of cost accounting • Cost allocation • Inventory costs for manufacturing companies • Cost-total revenue-profit analysis • Job order costing system • Activity-based costing system and activity-based management • Process costing system • Standard costing system • Master budget, flexible budgets, variances, and control • Costs and business decisions, preconditions for the introduction and functioning of cost accounting • Strategies, balance of results, and strategic profitability analysis • Specifics of cost accounting in certain industries 	

GRADING SYSTEM	
PRE-EXAM OBLIGATIONS <ul style="list-style-type: none"> - Active participation in the classroom with the presentation of a case study - In the middle of the semester, test 1 is held, which includes half of the material covered. - Two weeks before the end of semester, test 2 is held, which includes the second part of the material. 	Case Study Activity and Presentation 10 Points Test 1 20 points Test 2 20 points
The final exam covers the tasks of CVP analysis, order costing systems, activities, processes, and master budgeting	Final exam 50 points
TOTAL	100 points
REQUIRED LITERATURE	
2. Rodić J., Rakovački–Tubić S., 2010., Računovodstvo troškova i učinaka i računovodstvo segmenata poslovanja, Finrar, Banja Luka, Ekonomski fakultet Univerziteta u Banja Luci.	
ADDITIONAL LITERATURE	
5. Bašić, M., Popić, I., Isaković – Kaplan, Š., Resić, E., 2009, Troškovno računovodstvo – praktikum, Ekonomski fakultet u Sarajevu, Sarajevo.	
6. Drury, C., 2008, Management and cost, accounting, 7th ed., Cengage Learning, Stamford.	
7. Horngren, T., Charles, F. G., Strikant, D. M., 2000., Cost Accounting a Managerial Emphasis, Prentice Hall International, INC. (u prevodu: Osnove troškovnog računovodstva – upravljački aspekt, Udruženje/udruga računovođa i revizora, FBiH i Udruga računovođa i finansijskih djelatnika Herceg-Bosne).	
8. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.	
MANDATORY EQUIPMENT:	Computer & Projector
ADDITIONAL EQUIPMENT:	Accounting software
METHODS OF CONDUCTING CLASSES	
Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.	

Full name of the course:	Banking operations
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Course code:	BOF5	
Module level (cycle):	First cycle	
Year of study:	II	
ECTS credit value:	6	
Duration:	One semester	
Semester:	Fourth (summer) semester	
Study program:	Contemporary Business and IT Management	
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:	Compulsory	
Access restrictions:	/	
HOURS PER WEEK		
Lectures:	2	
Auditory exercises:	3	
Laboratory exercises:	0	
Course objectives:		
<p>The objective of the course is to enable students to understand the essence and problems of the functioning of banking institutions at the macro and micro level, as well as the interconnection and interdependence between the operations of non-banking sectors and individual clients, on the one hand, and banks on the other. The goal is to introduce students to all aspects of banking operations through the elaboration of examples from banking practice, primarily when it comes to commercial banking operations.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the nature and characteristics of the banking business; • understand and analyze, theoretically and practically, the place and significance of banking as part of the financial system; • critically reflect on the role and importance of the Central Bank of BiH; • know the characteristics of banking products, credit procedures and the mechanism of granting loans; • independently assess the creditworthiness and creditworthiness of the bank's client; • recognize banking risks and signs of banking crises, and take concrete actions in a timely manner. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The emergence and development of banking • The basic principles of banking • Classification of banks • Contemporary trends in banking • Characteristics of the banking system in BiH • Central bank (CB), functions of the CB, place and role of the CB in the banking system • Banking affairs and organization of the bank • The bank's financial and investment potential • Bank credit operations, importance and functions, principles of credit policy, types of bank loans • Conditions and procedures for granting loans • Internal payment transactions • Modern banking products 		

- Documentary operations
- International Banking Operations
- Banking risk management (application of the Basel II and Basel III standards)
- Electronic and Mobile Banking

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Student participations implies an active relationship in lectures and exercises. - In the middle of the semester, Test 1 is held with questions that cover half of the material. - The task refers to the analysis of the creditworthiness of clients and the submission of proposals to the credit committee. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Assignment 20 points
<p>The final exam covers theoretical aspects of basic knowledge about the functioning of banking institutions at the macro and micro level, as well as the interconnection and interdependence between the operations of non-banking sectors and individual clients, on the one hand, and banks on the other.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

2. Rose, P. S., Hudgins, S. C., 2015, Upravljanje bankama i finansijske usluge, 8. izdanje, Mate, Zagreb.

ADDITIONAL LITERATURE

4. Ćirović, M., 2007, Bankarstvo, Bridge Company, Beograd.
5. Zaklan, D., 2000, Bankarstvo u tržišnom makrosistemu, Ekonomski fakultet Univerziteta „Džemal Bijedić“, Mostar.
6. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, exercises, implementation of a research project, discussions on cases from practice.

Compulsory courses – IT Management

Full name of the course:		Applied Financial Management
Course code:		BOF10
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is for students to master the basic knowledge related to the understanding of the financial operations of companies, with special emphasis on knowledge that can be directly implemented in the real business world. Additional objectives of the course are to introduce students to the process of financial management, techniques of fundraising and allocation, methods of financial analysis, risk analysis and assessment, methods of company valuation and other methods and techniques of financial management, which should enable them to make independent financial decisions in business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the relationship between the financial function and other functions in the company. • actively use financial instruments and techniques in the process of managing the company's finances; • understand the financial, legal and business environment. • understand the concept of the time value of money and methods of valuing the profitability of capital investments; • interpret financial data and conduct a simple financial analysis of the business entity; • know the standard and specific forms of the company financing; • independently make financial decisions in their own business. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The position, role and functioning of the financial system • Financial management, objectives, purpose and role, nature, area of research, relationship with other financial disciplines, problem of multiple participants in financial management • Finance of the enterprise, business functions of the enterprise, the relationship between the financial function and other business functions • Business and tax environment of financial management, money market, capital market, financial intermediaries • Risk, interest and cost of capital • Analysis of financial statements • Time value of money, concepts of securities valuation, valuation of bonds and stocks, calculation of the rate of return 		

- Financing the company, determining the financing structure and making a financing decision. Capital budgeting.
- Business and financial leverage, total leverage and total risk of the company, coverage relationships, net operating profit approach vs. traditional approach, Modigliani and Miller theory of capital structure, cost of bankruptcy, agency costs
- Working capital management, the concept and importance of working capital management, optimal level and financing of current assets
- Management of cash and marketable securities (motives for holding cash, selection of marketable securities, money market instruments), management of receivables from customers, assessment of the creditworthiness of debtors, lending and collection policies
- Inventory management (ABC method, EOQ method, JIT)
- Short-term financing (spontaneous, contractual, self-financing, loans, specific sources of financing)
- Procedure for assessing the profitability of capital investments, payback period, discounted payback period, IRR, NPV, PI, difficulties in choosing an investment
- Dividends and dividend policy

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Students' participation implies an active participation in lectures and exercises. - In the middle of the semester, Test 1 is held with questions encompass half of the teaching material covered - In the 13th week of the lecture, Test 2 is administered, which includes tasks in the analysis of financial statements and the time value of money. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Test 2 20 points
<p>The final exam covers theoretical aspects of basic knowledge about the financial operations of the company, the process of managing the company's finances, financial analysis, methods of company valuation and financial management techniques.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Van Horne, J. C., Wachowicz Jr., J. M., 2014, Osnove finansijskog menadžmenta, 13. izdanje, Mate, Zagreb.
2. Omerhodžić, S., 2012, Primjenjeni finansijski menadžment, Harfo-graf, Tuzla.

ADDITIONAL LITERATURE

1. Zaimović, A., Alibegović, Dž., 2010, Primjena finansijskog menadžmenta - zbirka zadataka sa teorijskim objašnjenjima, Ekonomski fakultet u Sarajevu, Sarajevo.
2. Rovčanin, A., 2010, Upravljanje finansijama, 5. dopunjeno izdanje, Ekonomski fakultet u Sarajevu, Sarajevo.
3. Komnenić, B., 2008, Finansijski menadžment, Visoka poslovna škola strukovnih studija, Novi Sad.
4. Mikerević, D., 2005, Finansijski menadžment, Ekonomski fakultet Banja Luka i Finrar, Banja Luka.
5. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises and discussions on cases from practice.	

Full name of the course:	Fundamentals of Marketing and Internet Marketing
Course code:	13
Module level (cycle):	First cycle

ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire basic knowledge, both theoretical and practical, in the field of marketing. In addition, the goal is to introduce students to the possibilities of applying the Internet in marketing, with an emphasis on marketing communications, with the content and specifics of traditional instruments of the marketing mix, and new possibilities, techniques and tools enabled by Internet marketing. Students will understand the essential basics of using marketing as a business concept (marketing, information system and market segmentation). An additional goal of the course is to educate students to apply modern marketing skills and tools in solving problems that arise in business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use modern marketing skills and tools in solving problems that are common in business practice; • identify the possibilities of applying marketing and internet marketing within business systems; • identify and apply internet marketing techniques and strategies; • independently demonstrate the implementation of a marketing plan on concrete examples. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and definition of marketing • Marketing environment and internet environment • Market research • Segmentation, positioning and forecasting • Consumer behavior • The elements of a marketing mix • Marketing organization • Internet marketing techniques • Social media in internet marketing • E-marketing information systems • Features and benefits of e-products • New marketing mix strategies for e-marketplaces • Mobile Marketing • Competitive, global and social aspects of marketing • International Marketing 		
GRADING SYSTEM		

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 2nd week of lectures, students choose a topic for the preparation of a seminar paper, which they need to submit and if they want to achieve the maximum number of points, then present it by the end of the semester. - During the exercises, students do an analysis of the marketing mix of the product/service, which they need to submit by the end of the semester in writing. - After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material covered. 	<ul style="list-style-type: none"> - Seminar paper 20 points. - Assignment (analysis of the marketing mix of product/service) 5 points. - Test 25 points.
<p>The final exam includes basic marketing concepts, marketing mix, concepts within Internet marketing, as well as other, selected topics from modern marketing.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
<p>TOTAL</p>	<p>100 points</p>
<p>REQUIRED LITERATURE</p> <ol style="list-style-type: none"> 1 Ružić, D., Biloš, A., Turkalj, D., 2014, E-marketing, III. izmijenjeno i prošireno izdanje, Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku. 2 Kotler, P., Wong, V., Saunders, J., Armstrong, G., 2006, Osnove marketinga – četvrto europsko izdanje, Mate, Zagreb. <p>ADDITIONAL LITERATURE</p> <ol style="list-style-type: none"> 1 Kotler, P., Keller, K., 2008, Upravljanje marketingom, 12. izdanje, Mate, Zagreb. 2 Strauss, J., El-Ansary, A., Frost, R., 2003, E-marketing, 3rd ed., Prentice Hall. 1. Jobber, D., Fahy, J., 2006, Osnovi marketinga, Data Status, Beograd. 	
<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
<p>METHODS OF CONDUCTING CLASSES Classes are conducted through lectures, discussions, exercises.</p>	

Full name of the course:		Programming Languages and Programming
Course code:		R5
Module Level/Cycle:		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Third (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		1
Laboratory exercises:		2
Course objectives:		
<p>The aim of this course is to introduce students to the capabilities and applications of general-purpose programming languages. Additionally, the course aims for students to acquire theoretical and practical knowledge in programming with C++ and Java, as well as to develop object-oriented programming skills.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to independently:</p> <ul style="list-style-type: none"> • Write a program in C++; • Write a program in Java; • Create a graphical user interface in Java; • Write object-oriented programs. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Overview of programming languages • Concept of object-oriented programming • Overview of the C++ language • Classes and objects • Constructors and destructors • Operator overloading • Introduction to the Java programming language • Basic elements of the Java language • Control statements • Basic data structures • Introduction to graphical programming • Dynamic memory allocation • Containers and algorithms • Generic programming 		
Inheritance		
GRADING SYSTEM		

PRE-EXAM OBLIGATIONS	
<ul style="list-style-type: none"> - Test covering 50% of the material (theoretical and practical parts) in the 8th week of instruction. - Project work (design and implementation of an object-oriented program) by the 13th week of instruction. - Attendance and participation in classes. 	Test – 20 points Project – 20 points Attendance and activity – 10 points
Final exam (theoretical and practical parts)	50 points
TOTAL	100%
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Kraus, L., 2019, Programski jezik C++ sa rešenim zadacima, 11. izdanje, Akademska misao, Beograd. 2. Schildt, H., 2018, Java kompletan priručnik, 10. izdanje, Mikro knjiga, Beograd. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Lippman, S., 2020, C++ Primer, 6. izdanje, Addison – Wesley, Boston. 2. Brokken, F., 2023, C++ Annotations, verzija 12.4.0 (https://fbb-git.gitlab.io/cppannotations/). 3. Schildt, H., 2022, Java The Complete Reference, 12. izdanje, McGraw – Hill, NY. 	
MANDATORY EQUIPMENT:	Projector, desktops, Netbeans IDE software with C++11 compiler and Java SE Development Kit
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Lectures, practical laboratory exercises, project development.	

Full name of the course:		Business Trade
Course code:		MIB5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fourth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the methods, techniques, principles and organization in business trade. Identifying the importance of modern trade on the development of the economy of developed countries in uncertain business conditions is an additional objective of the course. Furthermore, the aim of the course is to introduce students to the practice of contemporary business management in trade by analyzing the importance of e-commerce and marketing, and to enable them to understand the problems and challenges in contemporary trade and possible ways of analyzing and solving them.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the target market and key consumers as the most important competitive advantages; • manage human resources as one of the key success factors in trade; • independently manage trade organizations or functional units or processes within trade organizations; • understand the importance of communication in modern trade organizations; • formulate and develop their own financial plans within the framework of trade organizations; • understand the impact of e-commerce in the development of market economies, especially in trade organizations; • recognize the importance of proper determination of purchase and sale prices as well as trade margins for different products/services. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Basics and special features of trade • Plan development and strategic planning in trade • Identifying target customers and collecting information needed in developing and modifying trade strategies • Organizing and managing human resources in trade • Leading and motivating human resources within trade organizations • Communication within trade organizations • Managing trade goods • Formation of prices in trade • Communicating with customers 		

- Business documentation in trade operations
- Financial strategy of a trading company and planning
- Supply chain operations and information system management
- Strategies for the growth and international expansion of trade enterprises
- Marketing trade
- E-commerce

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Seminar paper – at the beginning of the summer semester, students choose a topic for the seminar paper, which they are required to complete by the 12th week of the exercises, and with the assistance of a course assistant. - First partial test – after seven lessons or 50% of the theoretical material, the first partial test is held. - Attendance and participation - students secure points by their presence and participation at lectures and exercises. 	<ul style="list-style-type: none"> - Seminar paper – 25 points - First partial test – 20 points - Class attendance and participation – 5 points
<p>Final exam – covers all theoretical aspects of business trade related to 15 teaching units and contains 20 theoretical questions.</p>	<ul style="list-style-type: none"> - Final exam – 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

- 1 Dunković, D., 2015, Poslovno upravljanje u trgovini, Ekonomski fakultet, Zagreb.

ADDITIONAL LITERATURE

- 1 Dunkley, G., 2004, Free Trade-Myth, Reality and Alternatives, Zed Books, London.
- 2 Levy, M., Weitz, B.A., 2011, Retailing Management, McGrawHill/Irwin, New York.
- 3 Liebmann, H.P., Swoboda, B., Zentes, J., 2008, Handelsmanagement, Verlag Vahlen, Munchen.
- 4 Segetlija, Z., Knego, N., Knežević, B., Dunković, D., 2011, Ekonomika trgovine, Novi informator, Zagreb.
- 5 Kurtić, A., Kulović Dž., 2011, Poslovno vođenje, Centar za lično i profesionalno usavršavanje – WAMY, Sarajevo.
- 6 Župljanin S., 2010, Savremena trgovina – Strategija i politika trgovine u BiH, Nezavisni univerzitet Banja Luka.
- 7 Begtić, R., 1997, Marketing u trgovini, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.
- 8 Segetlija, Z., Knego, N., Knetević, B., Dunković, D., 2011, Ekonomika trgovine, Novi informator, Zagreb.
- 9 Dedić, M., Klopić, R., 1997, Komuniciranje u trgovini, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.
1. Begtić, R., 1998, Spoljnotrgovinsko poslovanje, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		E-Business
Course code:		I4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fourth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is to introduce students to the concepts of electronic and mobile business. Students will learn about the role and significance of various forms of electronic business. They will become familiar with the fundamental changes in business processes and organization after the introduction of electronic and mobile business, as well as with the most important systems in electronic business. Additionally, as an extension of E-business, students will be introduced to mobile applications and mobile business.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • recognize the possibilities of modern electronic and mobile business systems • apply various available software tools and solutions intended for electronic business • independently use basic electronic business applications • apply electronic business tools to specific business problems 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to electronic business • Information systems and electronic and mobile business • Organizational models of electronic business • Electronic business infrastructure • CRM systems • Implementation of electronic business in companies • E-customer relationships • Basics of Internet marketing • E-supply chain • ERP systems • Electronic payment systems • Mobile business • Mobile application models • E-services • Security mechanisms in electronic business 		

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GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 6th week of the semester, the first knowledge assessment is conducted through Test 1. - In the 12th week of the semester, the second knowledge assessment is conducted through Test 2. - Throughout the semester, after each exercise session, students submit their completed exercises to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
<p>Final exam</p> <p>The final exam covers the theoretical and practical aspects of applying electronic business.</p>	<ul style="list-style-type: none"> - Final exam: 50 points
TOTAL	100
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Paavilainen, J., 2007, Mobile Business Strategies: Understanding the Technologies and Opportunities, Wireless Press. 1. Jelassi, T., 2007, Startegies for E-Business: Creating Value Through Electronic and Mobile Commerce, Prentice Hall. 	
MANDATORY EQUIPMENT:	Computers, projector, Internet access
ADDITIONAL EQUIPEMNT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is conducted through lectures, discussions, and exercises.	

Full name of the course:		Database
Course code:		R8
Module level (cycle):		First cycle
Year of study:		II
ECTS credit value:		6
Duration:		One semester
Semester:		Fourth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The objectives of the course are to acquire theoretical and practical knowledge about data models and databases, and to gain theoretical knowledge about database management systems. An additional goal is to enable students to create and use relational databases.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the architecture and components of database management systems • independently design an entity-relationship schema for a database • independently create a relational database • independently use SQL (Structured query language) on a database. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Database concept • Data management • Data models • Database languages • Database components and architecture • Types of relationships in databases • Database management systems • Database design • Database maintenance • Database programs • Structured query language (SQL) • Creating forms and tables, creating queries • Generating reports, user requirements analysis • Storage, file structure, and indexing • Special databases, case studies 		
GRADING SYSTEM		
PRE-EXAM OBLIGATION: - Test covering 50% of the material (theoretical and practical) in the 8 th week of instruction.		Test – 20 points Project – 20 points Attendance and

- Project development (database design and implementation) by the 13 th week of instruction.	participation – 10 points
- Attendance and participation in classes	
Final exam (theoretical and practical)	50 points
TOTAL	100 points
REQUIRED LITERATURE	
1. Silberschatz, A., 2019, Database System Concepts, 7. izdanje, McGraw-Hill, New York.	
ADDITIONAL LITERATURE	
1. Garcia, H., 2009, Database Systems: The Complete Book, 2. izdanje, Pearson Education, Boston.	
2. Date, C. J., 2004, An Introduction To Database Systems, 8. izdanje, Pearson Education, Boston.	
3. Ullman, J. D., 2008, A First Course In Database Systems, 3. izdanje, Pearson Education, Boston.	
4. Foster, E. C., 2022, Database Systems: A Pragmatic Approach, 3. Izdanje, Apress, New York.	
1. Lazarević, B., 2003, Baze podataka, FON, Belgrade.	
MANDATORY EQUIPMENT:	Projector, Desktops, Microsoft SQL Server Express Software, Microsoft SQL Client Software (HeidiSQL)
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, practical laboratory exercises, and project development.	

Third year
Compulsory courses - Accounting

Full name of the course:		Application of Management Accounting
Course code:		RIR2
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the concepts, systems, methods and instruments of management accounting for the purpose of their application in managing the costs of products and service costs. The aim of the course is for students to acquire knowledge of the conceptual framework of modern accounting, as well as knowledge of the elements and determinants of management accounting. Understanding the importance of management accounting in a company is an additional objective of the course.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the significance of management accounting in a company; • independently develop additional knowledge of tactical and operational planning; • monitor and analyze the realization of revenues, production costs, profits and budgets, with the aim of making adequate business decisions; • understand the determinants of management accounting. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Structural elements of corporate accounting • Management, conceptual framework of modern accountin • Elements and determinants of managerial-oriented accounting • Cost accounting, basic adjustments of accounting to the needs of modern management • Management accounting and the changing environment • Cost accounting, short-term segment calculation, external and internal users • Activities and importance of management accounting in planning (budgeting) • Activities and significance of management accounting in the function of control • The importance and importance of a flexible budget • Types and character of deviations from the budgeted values of direct and indirect costs and revenues • Activities and significance of management accounting as a motivational management mechanism 		

- Activities and importance of management accounting in the function of the decision making process
- Focusing on key topics in the decision-making and control of management and the managing accountant
- Stages of the business decision-making process and management accounting
- Instruments in evaluating alternatives and facilitating the finding of an adequate source

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - The participation includes students' participation in exercises in terms of solving tasks on the board and during lectures. - In the 8th week of the semester, Test 1 is held with questions that cover half of the material. - In the 13th week of the semester, Test 2 is held, which includes tasks related to rational analysis, budgeting, calculation of segments and deviations. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 20 points - Test 2 25 points
<p>The final exam covers theoretical aspects of the conceptual framework of modern accounting, as well as the elements and determinants of management accounting, and tasks.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100</p>

REQUIRED LITERATURE

1. Stevanović, N., Malinić, D., Milićević, V., 2012, Upravljačko računovodstvo, Ekonomski fakultet Beograd, Beograd.

ADDITIONAL LITERATURE

1. Rodić J., and Rakovački – Tubić S., 2010, Računovodstvo troškova i učinaka i računovodstvo segmenata poslovanja, Finrar i Ekonomski fakultet Univerziteta u Banja Luci, Banja Luka.
2. Horngren, T.; Charles, F. G.; Strikant, D. M., 2000, Cost Accounting a Managerial Emphasis, Prentice Hall International, INC. (u prevodu: Osnove troškovnog računovodstva – upravljački aspekt, Udruženje/udruga računovođa i revizora, FBiH i Udruga računovođa i finansijskih djelatnika Herceg-Bosne).
3. Bašić M., Popić I., Isaković – Kaplan Š., Resić E., 2005, Troškovno računovodstvo – praktikum, Ekonomski fakultet u Sarajevu, Sarajevo.
4. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

MANDATORY EQUIPMENT:	Computer & Projector
ADDITIONAL EQUIPMENT:	Accounting software

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Accounting for Budgets and Non-Profit Organizations
Course code:		RIR7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to provide students with additional specific theoretical and practical knowledge related to budget accounting and non-profit organizations. Practical examples will highlight the unique aspects of budget and non-profit organization accounting. An additional goal is for students to master the application of the chart of accounts for budget users and non-profit organizations, and to differentiate between the accounting of budgetary and non-profit organizations and the accounting of commercial companies.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • work in accounting departments in the public sector and non-profit organizations; • differentiate between budget accounting and non-profit organization accounting • apply the chart of accounts for budget users as well as non-profit organizations; • distinguish the accounting of budgetary and non-profit organizations from the accounting of commercial companies; • prepare basic financial reports for budgetary and non-profit organizations. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • System of budget users' accounting • Impact of legal regulations on the organization of accounting for budget rule users in FBiH • Budget planning • Budget adoption process • Treasury operations and impact of treasury operations on accounting organization • Application of budget chart of accounts • Financial reporting • International Public Sector Accounting Standards (IPSAS) • Organizing non-profit organizations • Non-profit accounting • Structure of chart of accounts for non-profit entities and account analysis • Analysis of profit and loss accounts for non-profit entities • Reporting to donors 		

GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the middle of the semester, test 1 is held with tasks that include the material covered in accounting and budget operations. - In the last week of the semester, Test 2 is held, which includes tasks related to the accounting of non-profit organizations. 	<ul style="list-style-type: none"> - Test I 25 points - Test II 25 points
<p>The final exam includes a test of knowledge of the work of public budget organizations and non-profit organizations through tasks related to the accounting recording of business changes.</p>	<ul style="list-style-type: none"> - Final exam 50 points
TOTAL	- 100 points
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Bašić, M., Šapina, H., Jahić, L., 2014, Računovodstvo udruženja i fondacija, Ekonomski fakultet u Sarajevu, Sarajevo. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Bašić, M., Šapina, H., 2013, Budžet i računovodstvo budžeta, JP NIO Službeni list BiH, Sarajevo. 2. Zakon o budžetu , http://www.fmf.gov.ba/zakoni/2013/Zakon%20o%20budzetima.pdf , http://www.fmf.gov.ba/v2/userfiles/userfiles/file/Izmjene%20Zakon%20o%20budzetima_bos%20(2).pdf , Sl. Novine 102/13, 9/14,13/14 3. Zakon o izvršenju budžeta. (zakon se donosi svake godine novi i važi jednu godinu.) 4. Uredba o računovodstvu budžeta, http://www.fmf.gov.ba/v2/userfiles/userfiles/file/uredbe/Uredba%20o%20racunovodstvu%20proracuna%20u%20FBiH%20.pdf 5. Pravilnik o finansijskom izvještavanju. http://www.fmf.gov.ba/userfiles/file/Pravilnik%20o%20finansijskom%20izvjestavanju%20_precisceni%20tekst.pdf 6. Zakon o trezoru, Sl. Novine 26/16, http://www.fmf.gov.ba/v2/userfiles/userfiles/file/zakoni/Zakon%20o%20trezoru%20(B).pdf 7. Other applicable regulations and articles. 	
MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	Laptop, Projector
METHODS OF CONDUCTING CLASSES	
Classes are carried out through lectures, exercises, analysis of business cases.	

Full name of the course:	Accounting of Banks and Insurance
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		Companies
Course code:		RIR6
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsive
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to provide students with specific knowledge and skills on monitoring and analyzing business changes and accounting for them, related to the operations of banks and insurance companies. An additional goal is to enable students to distinguish between the functioning and work of bank accounting and the work of corporate accounting.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • distinguish the chart of accounts of banks and insurance companies from the charts of accounts of other entrepreneurs; • apply accounting techniques for recording assets, liabilities, equity, income and expenses of financial institutions; • prepare the annual financial statements of banks and insurance companies. • have the skills necessary to work in the accounting departments of banks and insurance companies. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The Bank's Accounting System • Specifics of bank accounting in relation to corporate accounting • Banks' chart of accounts • Money and cash equivalents. • Reserve requirements for assets and liabilities • The bank's financial statements • Credit rating of banks • Insurance company accounting • Specifics of accounting of insurance companies in relation to accounting of business entities • Accounting standards governing the operation of an insurance company • Chart of accounts of insurance companies • Documentation in insurance • Risks in insurance • Calculation of specific reserves in insurance 		

- Financial statements of insurance companies

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 7th week, Test I is carried out, which includes a test of knowledge on the analytical monitoring of business changes through the bank's accounting. - In the last week, Test II is planned, which includes a test of knowledge on the analytical monitoring of business changes of insurance companies. 	<ul style="list-style-type: none"> - Test I 25 points - Test II 25 points
<p>A final exam that includes a test of knowledge of the accounting system of banks and insurance companies, through practical tasks for recording business changes.</p>	<ul style="list-style-type: none"> - 50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Lukić, R., 2016, Bankarsko računovodstvo, Univerzitet u Beogradu - Ekonomski fakultet, Beograd.

ADDITIONAL LITERATURE

1. Međunarodni računovodstveni standardi i standardi finansijskog izvještavanja, 2005, SRRFBiH, Sarajevo.
2. Mićin, K. 2008, Računovodstvo osiguravajućih društava, Hasibo d.o.o., Zagreb.
3. Kočević, J., 2006, Osiguranje, Centar za izdavačku djelatnost Ekonomskog fakulteta Beograd, Beograd.
4. Jahić, M., 2008, Računovodstvo finansijskih institucija, Revicon, Sarajevo.
5. www.nados.ba
6. www.fba.ba
7. Zakonska regulativa iz oblasti

MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	Laptop, Projector

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Control and Audit of Internal Systems
Course code:		RIR11
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Sixth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the fundamentals of control and auditing of information systems. Students will master auditing standards and risks, phases of the information systems audit process, and controls related to the development, management, and access of information systems. Additionally, the course aims to familiarize students with software tools significant for the control and auditing of information systems.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the objectives of the audit and control of information systems; • explain the audit process; • identify and describe the controls of individual components of the information system; • identify potential audit risks within the information systems. • use tools to measure the performance of information systems; • use tools for computer-aided auditing of information systems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Business Strategy and Information System Strategy • Audit Types and Audit Approach • Audit of Information Systems • Auditing standards • Audit risks • Conducting the audit procedure of the information system • Controls in the process of information system development • Control as a component of information system management. Data control. Access control to the information system. • General Information System Audit Programs • Activity-specific audit tools • Tools for measuring the performance of the information system • Using tools in Computer-Aided Business Auditing • Evaluation of Critical Application Controls • Evaluation of the effectiveness of the system • Managing the Audit Function of Information Systems 		
GRADING SYSTEM		
PRE-EXAM OBLIGATIONS		50%

<ul style="list-style-type: none"> - Partial tests - Project development - Seminar paper - Attendance - Participation at classes - Exercises 	
Final exam	50%
TOTAL	100%
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Panian, Ž., Spremić, M., 2007, Korporativno upravljanje i revizija informacijskih sustava, Zgombić i partneri, Zagreb. 2. Stankić, R., Krsmanović, B., 2009, Upravljački informacijski sistemi, Fakultet spoljne trgovine, Bijeljina. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Panian, Ž., 2001, Kontrola i revizija informacijskih sustava, Sinergija, Zagreb. 2. Nyirongo, A., 2015, Auditing Information Systems: Enhancing Performance of the Enterprise, Trafford Publishing, Bloomington. 1. Hunton, J. E., Bryant, S. M., Bagranoff, N. A., 2004, Information technology Audit, Wiley, Indiana. 	
MANDATORY EQUIPMENT:	Computers, projector, Internet access
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is conducted through lectures and exercises.	

Third year

Compulsory subjects - *Banking, Insurance and Finance*

Full name of the course:		Business Planning and Analysis
Course code:		RIR3
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives: The aim of this course is to provide students with additional knowledge and skills on tactical and operational planning as well as methods and types of business analysis. Acquiring knowledge and skills for efficient and correct business planning, as well as acquiring knowledge for independent development of a business plan and analysis of the company's business are also the objectives of the course. An additional goal is for students to gain knowledge about the calculation of the justification of investments and indicators of the company's business performance.		
Learning outcomes: Upon completion of this course, students will be able to: <ul style="list-style-type: none">effectively analyze the important factors of the entrepreneurial business;independently develop an entrepreneurial business plan and analysis;develop the content of the business plan, and the content of the investment study;draw up and explain a plan of individual costs, as well as a financial plan, and develop a simple example of a capital investment plan;calculate the justification for the investment;correctly describe and interpret the company's business performance indicators, investment indicators, liquidity, activity and indebtedness, and their interdependence.		
COURSE CONTENT <ul style="list-style-type: none">Concept and systems of planningFunction and purpose of planningObjectives and principles of planningDevelopment of management and controlling as determinants of planningPlanning processOperational planning: business functions, resources and resultsOrganization, planning and analysis of business as an organization and as a processBusiness plan – budgetingInformation system: external informationInformation system: internal information – accounting and other operational and		

statistical data <ul style="list-style-type: none"> • Methods of analysis and significance of indicators • Business monitoring and evaluation: analysis of resources, business functions • Analysis of business results and investments • Assessment of liquidity, stability, indebtedness and efficiency, assessment of creditworthiness • Contemporary trends in business planning and analysis 	
GRADING SYSTEM	
PRE-EXAM OBLIGATIONS <ul style="list-style-type: none"> - Creation and presentation of a business plan - In the middle of the semester, Test 1 is administered, featuring questions that encompass half of the material covered. - Two weeks before the end of the semester, test 2 is held, which includes the second part of the material covered. 	<ul style="list-style-type: none"> - Business plan 30 credits - Test 1 10 points - Test 2 10 points
The final exam includes tasks from the evaluation of investments and the analysis of financial statements.	50 points
TOTAL	100 points
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Gulin D., Perčević H., Tušek B., Žager L., 2012, Poslovno planiranje, kontrola i analiza, Hrvatska zajednica računovođa i finansijskih djelatnika, Zagreb 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Knežević G., Stanišić N., Mizdraković V., 2013, Analiza finansijskih izveštaja, Univerzitet Singidunum, Beograd. 2. Pučko D., 2005, Analiza in načrtovanje poslovanja, Ekonomska fakulteta, Univerza v Ljubljani, Ljubljana. 3. Osmanagić- Bedenik, N., 2002, Operativno planiranje, Školska knjiga, Zagreb. 	
MANDATORY EQUIPMENT:	Computer & Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises, analysis of business cases from practice, as well as the development and presentation of business plans and investment projects.	

Full name of the course:		Electronic Banking Payment System
Course code:		I6
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is to introduce students to the possibilities of using new information and telecommunication technologies in financial institutions, with a special emphasis on banking applications. Additionally, the goal is for students to clearly understand the advantages and disadvantages of electronic banking, to comprehend electronic payment systems and the concept of electronic money, as well as to become familiar with potential risks associated with electronic banking and the security mechanisms for protection. The final goal is to equip students to manage specific tasks in modern electronic banks and in the operational conditions of electronic financial systems.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the possibilities, advantages, and disadvantages of electronic banking • comprehend electronic payment systems • recognize potential risks associated with electronic banking • identify the possibilities to apply various security mechanisms for protection within electronic financial systems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Concept and development of electronic banking • Technical and technological foundation of electronic banking • Key protocols supporting internet banking: HTTP (Hypertext Transfer Protocol) • SSL (Secure Sockets Layer) • SWIFT system • Electronic payment traffic • Large-scale electronic payment systems • Electronic money • Electronic checks • Electronic payment cards • ATM systems • POS systems • Internet security • Security mechanisms within electronic banking 		

- Mobile banking

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - Every three weeks, knowledge assessment is conducted through exercises on the material covered up to that point. - After 4th week, assessment is conducted through Quiz 1 on the basics, development of e-banking, and key protocols. - After 10th week, assessment is conducted through Quiz 2 on e-money, e-checks, and electronic payment cards. - After 15th week, assessment is conducted through Quiz 3 on ATM and POS systems and mobile banking. - At the middle of the semester, Test 1 is conducted with questions covering half of the course material. 	<ul style="list-style-type: none"> - Exercise 1: 4 points - Exercise 2: 3 points - Exercise 3: 4 points - Exercise 4 4 points - Quiz 1 5 points - Quiz 2 5 points - Quiz 3 5 points - Test 1: 20 points
<p>The final exam covers the entire course of the course.</p>	<p>- Final test 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Uroš, T., 2016, Elektronsko bankarstvo, Visoka škola poslovnih studija, Beograd.
2. Vuksanović, E., 2009, Elektronski sistemi plaćanja, Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac.

ADDITIONAL LITERATURE

1. Radovanović, P., 2009, Elektronsko bankarstvo kao okosnica digitalne ekonomije, Visoka poslovna škola strukovnih studija, Leskovac.
2. Shah, M., Clarke, S., 2009, E-Banking Management Issues, Solutions, and Strategies, IGI Global, Hershey.
1. Časopisi – preporučuje se korištenje članaka iz ekonomskih časopisa.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, group work and discussions, exercises, preparation and presentation of seminar papers.

Full name of the course:		International Business Finance
Course code:		BOF3
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	LECTURER	
	TEACHING ASSISTANT:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the problems of the international monetary system, the functioning of the modern foreign exchange market, monetary integration, the role of international financial and monetary institutions in the modern world economy, as well as the problems of international liquidity and financial crises. An additional goal of the course is to familiarize students with alternative business methods in the foreign market, with an emphasis on exports. It also aims to equip them with basic techniques for export financing and export credit insurance.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the functioning of the international monetary system; • understand changes in international business flows that are the result of real and financial factors. • know the rules of international business, especially the issues of exchange rate changes; • propose an adequate positioning of the company in the conditions of international business; • differentiate between various forms of international capital movement; • assess the optimal type of investment in foreign markets depending on the company's goals; • identify the causes of crises and contagions; • distinguishes all alternatives to doing business in a foreign market; • Identify the function and reasons for the establishment of an offshore company. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • The concept of international business finance • Forms of international movement of capital • International Monetary and Financial Institutions (IMF) • International Monetary and Financial Institutions-World Bank (WB) • Bosnia and Herzegovina and international monetary institutions • Foreign exchange market • Theory and systems of exchange rates • Balance of payments balancing theory and policy 		

- Optimal currency area
- Alternatives to doing business in a foreign market
- Credit and export insurance
- International Direct Investment (FDI)
- The financial crisis and the outbreak
- The Great Depression and the Financial Crisis of 2008
- Offshore companies

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, knowledge is tested in the form of test 1, which includes basic concepts in the field of international business finance, forms of capital movements, the importance and role of the International Monetary Fund (IMF). - After the 12th week of the lecture, the second knowledge test is carried out in the form of test 2, which includes the concepts of the role and significance of the World Bank (WB), the importance and role of the international monetary market, the foreign exchange market, the theory and systems of exchange rates, and the optimal currency area. - After the 8th week of the lecture, students will defend their seminar papers. In the first week, students are presented with a list of overview topics in the field of international business finance. In addition to the presentation, students must also make a presentation for the selected topics for presentation. 	<p>Test 1 20 points</p> <p>Test 2 20 points</p> <p>Seminar paper 10 points</p>
<p>The final exam includes a test of knowledge in the field of credit and export insurance, international direct investments, financial crises and contagions, the great financial crisis, and the elements and role of the so-called offshore companies.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Klincov, R., 2010, Međunarodna ekonomija i finansije, Univerzitet za poslovne studije, Banja Luka.

ADDITIONAL LITERATURE

1. Mishkin F. S., Eakins S. G., 2005, Međunarodne poslovne finansije institucije, prevod, Mate, Zagreb.
2. Krugman, P.R., Obstfeld M., 2004, International Economics: Theory and Policy, 6th ed., Pearson Addison Wesley, Boston.
3. Burnazović, T., Imširović, I., 1999, Svjetska banka i Međunarodni monetarni fond, Kantonalna privredna komora Tuzla, "Grin" Gračanica.

4. Sinanagić M., 2008, Strategijske varijante ulaska na inostrano tržište, Gama-X, Brčko.
- Internet izvori:**
5. hrcak.srce.hr/file/41468, Bilas V., Teorija optimalnog valutnog područja (Pregledni znanstveni članak 339.738(4)).
6. http://www.dei.gov.ba/dei/dokumenti/informativni_clanci Monetarno okrupnjavanje na evropskom tlu - Ekonomska i monetarna unija (Vijeće Ministara BiH, Direkcija za evropske integracije).
7. Ahec-Šonje A., Analiza osjetljivosti bankarskog sustava-primjena "signalne metode", hrcak.srce.hr/file/44538.
8. Brzaković T., Uzroci i razmjere Svjetske finansijske krize i putevi izlaska, <http://fbim.meste.org/>.
9. Cherles P. Kindleberger, Robert Z. Aliber, Najveće svjetske finansijske krize, <http://www.poslovni.hr/media>.
10. Pavić D., Balta I., Uzorci Velike gospodarske krize u SAD-u i Hooverovo upravljanje krizom, hrcak.srce.hr/file/115564.
11. Šonje V., Finansijska kriza: beskonačna briča, www.hnb.hr/documents, <http://www.icei.epk.ba/admin/dokumenti>
12. Direktne strane investicije u zemljama u razvoju sa posebnim osvrtom na zemlje zapadnog balkana: dinamička i strukturna obilježja, Klapić, M., Nuhanović, A., Ekonomski fakultet Univerziteta u Tuzli.
13. <http://www.fipa.gov.ba/informacije/statistike/investicije>
14. <http://www.ubs-asb.com/>, Strane direktne investicije kao oblik finansiranja globalne ekonomije, Stojanović-Jovanović, S., Ekonomski fakultet Beograd.
15. www.cbbh.ba (zvanična web stranica Centralne banke BiH).
16. www.worldbank.org (zvanična web stranica Svjetske banke).

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises, analysis of business cases, and the creation and presentation of essays.	

Full name of the course:		Stock Market Operations
Course code:		BOF4
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Sixth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the organization and functions of the stock exchange in contemporary conditions, with the operations of the leading stock markets in the world, and especially with trading on the stock markets in BiH. Additionally, students will be introduced to the legal and organizational aspects of stock market operations, the place, role and importance of stock exchanges in the financial market. Students will get acquainted with the activities of professional stockbrokers, learn how to trade on the stock exchange, and have the opportunity to trade on the stock exchange using information technology. The ultimate goal of the course is for students to acquire practical knowledge that will enable them to find employment on the stock exchange, in brokerage-dealer firms, and banks.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use available information to make decisions to act on the stock exchange as investors or issuers; • understand the origin and function of stock exchanges in the world and in Bosnia and Herzegovina; • independently conduct technical and fundamental analysis; • assess the possibility of investing in the stock market as well as raising capital through the stock exchange; • use trading applications on the stock exchange of professional brokers, and in this way they can buy and sell securities. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The place and role of the stock exchange in the financial market • The concept and origin of the stock exchange • Principles of operation and types of stock markets, functions of the stock exchange • Basic financial instruments • Stock market transactions • Analysis of the origin and function of stock markets in BiH and comparison with other stock markets • Over-the-counter market 		

<ul style="list-style-type: none"> • Professional stockbrokers • Broker-dealer jobs • Stock market listings and other ways of organizing stock market operations • Active trading on the stock market • Stock exchange trading systems and clearing and settlement systems • Fundamental and technical analysis of securities on the stock exchange • Application of information technology and the internet in stock market operations • Analysis of real trading examples and simulation of trading on SASE 	
GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - The participation involves an active students' participation in lectures and exercises. - In the mid-term, test 1 is carried out with questions that cover half of the course material. - The presentation refers to the preparation and presentation of a presentation on a given topic in the field of stock market operations. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Presentation 20 points
<p>The final exam includes theoretical aspects of the basic knowledge about the organization and functions of the stock markets in contemporary conditions, and the work of the leading stock markets in the world, especially about trading on the stock markets in BiH.</p>	<p>Final exam 50 points</p>
REQUIRED LITERATURE	
<p>1 Dugalić V., Štimac M., 2009, Osnove berzanskog poslovanja, Stubovi kulture, Belgrade.</p>	
ADDITIONAL LITERATURE	
<p>1 Petrović, B.P., 2009, Berze i berzansko poslovanje, Prometej Zemun, Beograd. 2 Bodie Z., Kane A., Marcus A. J., 2006, Počela ulaganja, Mate, Zagreb. 3 Graham B., 2003, Inteligentni investitor, Masmedia, Zagreb. 4 Damodaran A., 2007, Korporativne finansije-teorija i praksa, prevod, MODUS, Podgorica. 5 Mishkin F. S., Eakins S. G., 2005, Finansijska tržišta i institucije, Mate, Zagreb. 6 Omerhodžić S., 2008, Finansijska tržišta i institucije, Harfo-graf d.o.o., Tuzla. 7 Omerhodžić S., 2007, Finansijski menadžment, Harfo-graf d.o.o., Tuzla. 8 Vidučić Lj., 2001, Finansijski menadžment, RRiF-plus, Zagreb. 1. Zvanične web stranice Sarajevske i Banjalučke berze (www.sase.ba i www.blberza.com), te web stranice profesionalnih berzanskih posrednika (brokerskih kuća).</p>	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
<p>Instruction is delivered through lectures, exercises, drafting documents modeled on practical examples, analyzing business cases, creating and presenting essays, simulation of stock market trading.</p>	

Full name of the course:		Business Planning and Analysis
Course code:		RIR3
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to provide students with additional knowledge and skills on tactical and operational planning as well as methods and types of business analysis. Acquiring knowledge and skills for efficient and correct business planning, as well as acquiring knowledge for independent development of a business plan and analysis of the company's business are also the objectives of the course. An additional goal is for students to gain knowledge about the calculation of the justification of investments and indicators of the company's business performance.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • effectively analyze the important factors of the entrepreneurial business; • independently develop an entrepreneurial business plan and analysis; • develop the content of the business plan, and the content of the investment study; • draw up and explain a plan of individual costs, as well as a financial plan, and develop a simple example of a capital investment plan; • calculate the justification for the investment; • correctly describe and interpret the company's business performance indicators, investment indicators, liquidity, activity and indebtedness, and their interdependence. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Concept and systems of planning • Function and purpose of planning • Objectives and principles of planning • Development of management and controlling as determinants of planning • Planning process • Operational planning: business functions, resources and results • Organization, planning and analysis of business as an organization and as a process • Business plan – budgeting • Information system: external information • Information system: internal information – accounting and other operational and statistical data • Methods of analysis and significance of indicators 		

- Business monitoring and evaluation: analysis of resources, business functions
- Analysis of business results and investments
- Assessment of liquidity, stability, indebtedness and efficiency, assessment of creditworthiness
- Contemporary trends in business planning and analysis

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Creation and presentation of a business plan - In the middle of the semester, Test 1 is administered, featuring questions that encompass half of the material covered. - Two weeks before the end of the semester, test 2 is held, which includes the second part of the material covered. 	<ul style="list-style-type: none"> - Business plan 30 credits - Test 1 10 points - Test 2 10 points
The final exam includes tasks from the evaluation of investments and the analysis of financial statements.	50 points
TOTAL	100 points

REQUIRED LITERATURE

- Gulin D., Perčević H., Tušek B., Žager L., 2012, Poslovno planiranje, kontrola i analiza, Hrvatska zajednica računovođa i finansijskih djelatnika, Zagreb

ADDITIONAL LITERATURE

- Knežević G., Stanišić N., Mizdraković V., 2013, Analiza finansijskih izveštaja, Univerzitet Singidunum, Beograd.
- Pučko D., 2005, Analiza in načrtovanje poslovanja, Ekonomska fakulteta, Univerza v Ljubljani, Ljubljana.
- Osmanagić- Bedenik, N., 2002, Operativno planiranje, Školska knjiga, Zagreb.
- Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

MANDATORY EQUIPMENT:	Computer & Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases from practice, as well as the development and presentation of business plans and investment projects.

Full name of the course:	E-commerce
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Course code:		15
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Compulsory
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is for students to master the theoretical foundations and technological assumptions of electronic commerce as a factor of business globalization in today's business environment. Additionally, the goal is for students to become familiar with the application of IT in the design and management of e-commerce systems, as well as to master concepts related to electronic commerce, business models, technological foundations, and revenue models of electronic commerce. Students will also become acquainted with the basics of security in electronic commerce.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • identify and apply business models that can be implemented using methods and techniques of electronic commerce • recognize various revenue models in electronic commerce • independently design and manage projects for the implementation of electronic sales points • apply various available software tools and solutions intended for electronic commerce. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Innovations brought by scientific and technical progress • The place of electronic commerce in e-business • Electronic commerce environment • Development of electronic commerce • Technological foundations of electronic commerce • Business models of electronic commerce • Revenue models • Payment systems in electronic commerce • The International Article Number (EAN) system and innovations based on EPOS technologies • Digital products and services • E-commerce site models • Internet trading • Marketing in electronic commerce • Building an e-commerce website • E-commerce security 		
GRADING SYSTEM		

<p>PRE-EXAMINATION OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 6th week of the semester, the first test is conducted (test 1). - In the 12th week of the semester, the second test is conducted (test 2). - Throughout the semester, after the practice classes, students submit the completed exercise to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
<p>Final Exam: The final exam involves assessing knowledge in the field of electronic commerce and the essential aspects of applying this method of business.</p>	<ul style="list-style-type: none"> - Final exam: 50 points
<p>TOTAL</p>	<p style="text-align: center;">100</p>
<p>REQUIRED LITERATURE</p>	
<p>1. Bjelić, P., 2012, Globalna elektronska trgovina, Ekonomski fakultet, Beograd.</p>	
<p>ADDITIONAL LITERATURE</p>	
<p>1. 1. Milosavljević, M., Mišković, V., 2011, Elektronska trgovina, Univerzitet Singidunum, Beograd.</p>	
<p>2. Chaffey, D., 2007, E-Business and E-Commerce Management, Prentice-Hall, London.</p>	
<p>1. Laudon, K.C., Guercio Traver, C., 2004, E-Commerce: Business, Technology, Society, Addison-Wesley, Boston</p>	
<p>MANDATORY EQUIPMENT:</p>	<p>Computers, projector, Internet access</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
<p>METHODS OF CONDUCTING CLASSES</p>	
<p>Instruction is conducted through lectures, discussions, and exercises.</p>	

<p>Full name of the course:</p>	<p>Electronic Banking Payment System,</p>
<p>Course code:</p>	<p>I6</p>

Module level (cycle):	First cycle
Year of study:	III
ECTS credit value:	6
Duration:	One semester
Semester:	Fifth (winter) semester
Study program:	Contemporary Business and IT Management
Module coordinator:	Lecturer:
	Teaching Assistant:
Status of the subject:	Compulsory
Access restrictions:	/
HOURS PER WEEK	
Lectures:	2
Auditory exercises:	3
Laboratory exercises:	0
Course objectives:	
<p>The objective of the course is to introduce students to the possibilities of using new information and telecommunication technologies in financial institutions, with a special emphasis on banking applications. Additionally, the goal is for students to clearly understand the advantages and disadvantages of electronic banking, to comprehend electronic payment systems and the concept of electronic money, as well as to become familiar with potential risks associated with electronic banking and the security mechanisms for protection. The final goal is to equip students to manage specific tasks in modern electronic banks and in the operational conditions of electronic financial systems.</p>	
Learning outcomes:	
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the possibilities, advantages, and disadvantages of electronic banking • comprehend electronic payment systems • recognize potential risks associated with electronic banking • identify the possibilities to apply various security mechanisms for protection within electronic financial systems. 	
COURSE CONTENT	
<ul style="list-style-type: none"> • Concept and development of electronic banking • Technical and technological foundation of electronic banking • Key protocols supporting internet banking: HTTP (Hypertext Transfer Protocol) • SSL (Secure Sockets Layer) • SWIFT system • Electronic payment traffic • Large-scale electronic payment systems • Electronic money • Electronic checks • Electronic payment cards • ATM systems • POS systems • Internet security • Security mechanisms within electronic banking • Mobile banking 	
GRADING SYSTEM	

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - Every three weeks, knowledge assessment is conducted through exercises on the material covered up to that point. - After 4th week, assessment is conducted through Quiz 1 on the basics, development of e-banking, and key protocols. - After 10th week, assessment is conducted through Quiz 2 on e-money, e-checks, and electronic payment cards. - After 15th week, assessment is conducted through Quiz 3 on ATM and POS systems and mobile banking. - At the middle of the semester, Test 1 is conducted with questions covering half of the course material. 	<ul style="list-style-type: none"> - Exercise 1: 4 points - Exercise 2: 3 points - Exercise 3: 4 points - Exercise 4 4 points - Quiz 1 5 points - Quiz 2 5 points - Quiz 3 5 points - Test 1: 20 points
<p>The final exam covers the entire course of the course.</p>	<p>- Final test 50 points</p>
<p>TOTAL</p>	<p>100 points</p>
<p>REQUIRED LITERATURE</p>	
<ul style="list-style-type: none"> 3. Uroš, T., 2016, Elektronsko bankarstvo, Visoka škola poslovnih studija, Beograd. 4. Vuksanović, E., 2009, Elektronski sistemi plaćanja, Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac. 	
<p>ADDITIONAL LITERATURE</p>	
<ul style="list-style-type: none"> 3. Radovanović, P., 2009, Elektronsko bankarstvo kao okosnica digitalne ekonomije, Visoka poslovna škola strukovnih studija, Leskovac. 4. Shah, M., Clarke, S., 2009, E-Banking Managment Issues, Solutions, and Strategies, IGI Global, Hershey. 1. Časopisi – preporučuje se korištenje članaka iz ekonomskih časopisa. 	
<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
<p>METHODS OF CONDUCTING CLASSES</p>	
<p>Instruction is delivered through lectures, group work and discussions, exercises, preparation and presentation of seminar papers.</p>	

<p>Full name of the course:</p>	<p>Entrepreneurship</p>
<p>Course code:</p>	<p>MIB4</p>

Module level (cycle):	First cycle
ECTS credit value:	6
Duration:	One semester
Semester:	Sixth (summer) semester
Study program:	Contemporary Business and IT Management
Module coordinator:	Lecturer:
	Teaching Assistant:
Status of the subject:	Compulsory
Access restrictions:	/
HOURS PER WEEK	
Lectures:	2
Auditory exercises:	3
Laboratory exercises:	0
Course objectives:	
<p>The aim of the course is to introduce students to the contemporary theoretical and practical aspects of creating, starting and managing a business. Additional goals of the course are for students to acquire knowledge and skills to identify, implement, and develop business ideas by understanding the elements of a business plan and how to create one, as well as understanding the various forms of financing for entrepreneurial ventures.</p>	
Learning outcomes:	
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the essence of the entrepreneurial process; • analyze and identify alternatives in creating a business; • critically analyze and recognize strengths and weaknesses, i.e. threats and opportunities of future business; • identify the most important characteristics that distinguish a successful entrepreneur from others; • independently start the process of registering their own business; • create a business plan; • independently formulate, organize and start the desired form of business activity. 	
COURSE CONTENT:	
<ul style="list-style-type: none"> • Introduction to entrepreneurship • Developing a successful business idea • Innovation and entrepreneurship • Creating a business plan • The basic ways to start a business. Establishing a new business • Purchase of an existing business • The franchise system and the establishment of a franchise system • Entrepreneurial strategies and tactics • Individual model of entrepreneurship • Corporate model of entrepreneurship • Entrepreneurship and small business • The future and prospects of small business • Institutional, systemic and legal assumptions for entrepreneurship development • Motivation as the key to business success • Financing of an entrepreneurial venture 	
GRADING SYSTEM:	

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 3rd week of lectures, topics for the seminar paper are assigned, where students can choose 12 topics related to the teaching process. - In the middle of the semester, Test 1 is held with questions that cover half of the material. - Two weeks before the end of semester, test 2 is held, which includes the second half of the material covered. 	<ul style="list-style-type: none"> - Seminar 10 points - Test 1 15 points - Test 2 15 points - Attendance 10 points
<p>The final exam includes questions related to the theoretical and practical aspects of the application of entrepreneurship.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>
<p>REQUIRED LITERATURE</p>	
<p>1 Šarić, D., 2020, Poduzetništvo, Evropski Univerzitet „Kallos“ u Tuzli, Tuzla.</p>	
<p>ADDITIONAL LITERATURE</p>	
<p>1 Čizmić, E., Crnkić, K., 2012, Strateško poduzetništvo, Ekonomski fakultet u Sarajevu, Sarajevo.</p>	
<p>2 Ilić, M., Nadoveza, B., 2012, Poduzetništvo, Evropski univerzitet, Brčko.</p>	
<p>3 Baringer B., Duane Ireland R., 2010, Poduzetništvo-uspješno pokretanje novih biznisa (izdanje na bosanskom jeziku izdaje "OFF-SET" d.o.o. Tuzla u saradnji sa Centrom za razvoj poduzetništva-Tuzla.</p>	
<p>4 Dedić M.,Umihanić B., 2004, Osnove menadžmenta i poduzetništva,Ekonomski Institut dd, Tuzla.</p>	
<p>5 Buble, M., Kružić, D., 2006, Poduzetništvo: realnost sadašnjosti i izazov budućnosti, RRIF Plus, Zagreb.</p>	
<p>6 Pokrajac, S., Tomić, D., 2008, Preduzetništvo, Alfa-Graf NS, Novi Sad.</p>	
<p>7 Škrtić, M., 2006, Poduzetništvo, Sinergija, Zagreb.</p>	
<p>1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa</p>	
<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
<p>METHODS OF CONDUCTING CLASSES</p>	
<p>Instruction is delivered in the form of lectures, exercises, seminar papers, tests and examples from practice.</p>	

Elective courses – Accounting**Winter Semester**

Full name of the course:		Mathematics
Course code:		O1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		3
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The goal of the course is to acquire basic mathematical knowledge necessary for the follow-up of subsequent study subjects, and mathematical knowledge that can have appropriate economic application. In addition, the course aims to master algebra, mathematical analysis, the fundamentals of differential calculus, and discrete structures, which is fundamental to computer science. An additional goal of the course is to get acquainted with the concept of the time value of money and financial mathematics, as a general course for understanding all important calculations in business processes in the financial sector in general.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use basic functions; • understand the requirements for the application of information technologies in production, research and service activities; • design mathematical models in program projects; • solve simple and complex mathematical problems and software algorithms in the process of creating programs; • understand the criteria for the convergence test; • master the techniques of differential calculus of a function of a real variable; • use software to solve math problems; • use the power of calculus to solve problems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The Foundations of Mathematical Logic • Sets (set of natural numbers, set of integers, set of rational numbers, set of real numbers) • Mathematical induction • Binomial pattern • A set of complex numbers • Relation. The Basics of Linear Algebra • Determinant matrix i • Systems of linear equations • Arrays and rows 		

- Functions of a single variable (notion of a function, limit value of a function, derivative of a function, graph of a function)
- Polynomials. Differential calculus
- The concept and characteristics of the derivative
- The Basics of Integral Accounting. Differential of function (application)
- Graphical and tabular representation of economic phenomena. A percentage account. Basic calculations in economics. Applications of Simple and Complex Interest Accounts
- Loans. Continuous capitalization. Methods for evaluating the effectiveness of investment projects

GRADING SYSTEM

Pre-exam obligations	
- After week 7, students take Test 1, with assignments covering half of the course material.	- Test 1 20 points
- In the last week of lectures, students take test 2, with tasks from the second part of the material covered (4 tasks scored with a maximum of 5 points for each).	- Test 2 20 points
- Seminar paper	- Term paper 5 points
	- Participation 5 points
The final exam includes short theoretical questions from all over the material, with appropriate examples to demonstrate the learned theorems and rules.	50 points
TOTAL	100 points

REQUIRED LITERATURE

2. Vugdalić, R., 2013, Matematika, Univerzitet u Tuzli, Tuzla.
3. Nurkanović, M., 2013, Matematika za ekonomiste, PrintCom, Tuzla.

ADDITIONAL LITERATURE

1. Vugdalić, R., 2009, Matematika, Diferencijalni i integralni račun funkcije jedne realne promjenljive, Teorija i zadaci, Univerzitet u Tuzli, Tuzla.
2. Neralić L., Šego B., 2009, Matematika, Element, Zagreb.
3. Smajlović, L., 2010, Matematika za ekonomiste, Ekonomski fakultet Sarajevo, Sarajevo.
4. Šego B., Lukač Z., 2011, Financijska matematika, RRiF plus, Zagreb.
5. Ivović, M., Boričić, B., Azdejković, D., Stanojević, J., 2008, Zbirka zadataka iz matematike, Ekonomski fakultet, Beograd.
6. Trklja, B., 2008, Financijska matematika, Ekonomski fakultet u Sarajevu, Sarajevo.
7. Boričić, B., Ivović, M., 2008, Matematika, Ekonomski fakultet, Beograd.
8. Drpljanin, S., Matematika, 1997, Univerzitet u Tuzli, Tuzla.
9. Dedagić, F., Uvod u višu matematiku, Univerzitet u Tuzli, Tuzla.
1. Smajlović, L., 2010, Matematika za ekonomiste, Ekonomski fakultet Sarajevo, Sarajevo.

MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures (theory with examples) and exercises (making tasks with applications), as well as homework tasks that follow the tasks covered during the exercises.

Full name of the course:		Introduction to Computer Science and Information Technology
Course code:		R1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire basic knowledge in the field of computer hardware, software and the Internet, as essential prerequisites for further study of information and communication technologies and programming in general, and to see the importance of the impact of IT on society, its advantages and disadvantages. Students will understand the principles of mobile and wireless technologies, the development and application of which today takes a leading role in IT, and will get acquainted with the concepts of data, information, the way of recording data, material carriers of data content, the concept of information system, functions and elements of an information system, the relationship between information and communication systems, areas of application of information systems, the Internet and the development of Internet applications. In addition, the goal is for students to understand the principles of wireless and mobile communications whose development and application takes a leading role in IT.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the basic hardware and software components of computers, i.e. elements of information and communication technologies; • understand and explain their basic characteristics as well as development tendencies; • select or propose the selection of appropriate components of IT equipment depending on their purpose; • understand how information networks are used in computing and distinguish between different ways of connecting to the Internet. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and role of the computer, the parts of the computer, the functioning of the computer. • Computer user interface. Typical user programs. • Hardware: the basic hardware components of the computer, the reliability of the hardware. • Software: types of software, system and user software, development and importance of localized versions of software, reliability of software. • Fundamentals of Information and Internet Technologies 		

- Data description of reality
- Computer as part of an information system
- Communication systems
- Computer networks (network classification, network devices, topologies)
- Internet (services, protocols, infrastructure) and Web (architecture, protocols)
- Wireless and mobile communications (basics, standards, wireless local area networks, cellular networks, mobility in wireless networks, satellite communications, GPS)
- HTML, CSS, XML, AJAX
- Content Management Systems (CMS)
- Web services, service-oriented architecture
- Technologies for communication and collaboration

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the middle of the semester, a test is held with questions that include half of the material covered. Through the test, knowledge of basic concepts in the field of computer science and information technology is tested. - The topic for the seminar paper is chosen no later than the 5th week of teaching, and the paper is submitted no later than the 10th week of teaching and presented in the premises of the IPI Academy in the term of the last 3 auditory exercises. - Continuously during lectures and exercises, the presence and activity of students is monitored and recorded, on the basis of which an adequate number of points is awarded. 	<ul style="list-style-type: none"> - Test – 20 points - Seminar paper – 20 points - Attendance and participation – 10 points
<ul style="list-style-type: none"> - The final exam includes theoretical aspects of hardware and software components of computers, i.e. elements of information and communication technologies, and their basic characteristics as well as development tendencies. 	<ul style="list-style-type: none"> - Final exam – 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Kurose, J. F., Ross, K. W., 2018, Umrežavanje računara: Od vrha ka dnu, sedmo izdanje, CET, Beograd.
2. Bajgorić, N., 2006, Informacijska tehnologija, Univerzitetska knjiga, Mostar.

ADDITIONAL LITERATURE

1. Pokorni, S., Radić, G., 2010, Informacione i Internet tehnologije, Visoka škola strukovnih studija za informacione tehnologije, skripta, Beograd.
2. Marković, M., 2010, ECDL 5.0 Modul 1: Osnove informacionih i komunikacionih tehnologija, Mikro knjiga, Beograd.

<p>3. Kumar, A., 2002, Internet And Information Technology, Anmol Publications Pvt. Ltd., New Delhi.</p> <p>Turban, E., Rainer, R.K, Potter, R. E., 2005, Introduction to Information Technology, 3rd ed., John Wiley & Sons Inc., New Jersey.</p>	
<p>MANDATORY EQUIPMENT:</p>	<p>Projector, Desktop Computers, Computer Disassembly Toolkit, Operating System Installation Media, Multimedia and Office Software, Computer Security Software, Internet Access, Switch, UTP Cable, Wi-Fi Adapters</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
<p>METHODS OF CONDUCTING CLASSES</p> <p>Teaching is carried out through lectures, demonstration and independent laboratory exercises.</p>	

Full name of the course:		Business communication
Course code:		TK1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire the general knowledge necessary for more successful interpersonal communication in the business environment and to effectively shape messages in public and written communication, as well as when presenting information. Additional objectives of this course are to acquire the skills of writing business letters in the field of sales, procurement and press releases and to master electronically mediated business communication.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • successfully use interpersonal communication in a business environment. • effectively shape messages in public and written communication and presentation; • independently formulate press releases, business letters in the field of sales and procurement; • successfully write letters of recommendation and requests for recommendation; • use electronically mediated business communication. 		
CONTENTS OF THE COURSE		
<ul style="list-style-type: none"> • Introduction to Business Communications • Verbal and nonverbal communication in the business environment • CV and cover letter • Application of the model of interpersonal communication competence in business communication • Business communication skills • Presentation communication • Sales communication • Business meetings and negotiation • Business interview • Written communication • Introduction by letter • Letter of recommendation • Electronically mediated business communication 		

- Writing a press release

Examples from practice

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - 5 points – Attendance - 5 points – Participation - 40 points – Practical work: <ul style="list-style-type: none"> 5 points - CV/PP 20 points - Presentation 15 points - Exercise (1,2,3,4,5.) 	50%
<p>The final exam includes theoretical aspects, the acquisition of general knowledge about interpersonal communication in the business environment and the effective shaping of messages in public and written communication.</p>	50%
TOTAL	100%

REQUIRED LITERATURE

- 1 Bovee, C. L., Thill, J. V., 2012, *Suvremena poslovna komunikacija*, 10. izdanje, Mate, Zagreb.

ADDITIONAL LITERATURE

- 1 Fox, R., 2006, *Poslovna komunikacija*, 2. izdanje, Hrvatska sveučilišna naklada – Pučko Otvoreno Učilište, Zagreb.
 - 2 Vodopija, Š., 2006, *Opća i poslovna komunikacija*, Naklada Žagar, Rijeka.
 - 3 Rouse, M. J., Rouse, S., 2005, *Poslovne komunikacije: kulturološki i strateški pristup*, Masmedia, Zagreb.
1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

MANDATORY EQUIPMENT:

Laptop, Projector

ADDITIONAL EQUIPMENT:

N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and writing business letters.

Full name of the course:		Presentation techniques
Course code:		TK4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the factors of a successful presentation, presentation design, technology used in presentation and presentation techniques. Within the course, students are introduced to the software package used in the preparation and implementation of presentations (Adobe Photoshop, Adobe Illustrator, Microsoft PowerPoint). Mastering the techniques of argumentation and the application of presentation techniques are additional objectives of this course.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • distinguish between verbal and non-verbal cues; • recognize the success factors of the presentation; • master the techniques of argumentation; • independently prepare and conduct presentations; • use appropriate presentation techniques. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Fundamentals of communication • Factors of successful presentations • Nonverbal and verbal cues • Creativity in presentation. • Relationship between content and form in presentation • Use of specific numerical indicators • Argumentation techniques • Preparation of presentations • Demonstration vs. Presentation • Visualization of presentation material • Foundations of presentation design • Technology: flip chart, projector, written materials • Written presentations • Telephone presentations • Face – to – face presentations 		
GRADING SYSTEM		
PRE-EXAM OBLIGATIONS		50 points

<ul style="list-style-type: none"> - Partial tests - Seminar papers - Attendance at classes - Participation - Exercises 	
Final exam	50 points
TOTAL	100 points
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Ford, N., McCullough, M., Schutta, N., 2012, Presentation Patterns: Techniques for Crafting Better Presentation, Upper Saddle River, Boston. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Alley, M., 2003, The Craft of Scientific Presentations, Springer, Berlin. 2. Schiffman, S., 2007, Sales Presentation Techniques: That Really Work, Adams Media, Avon MA. 3. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa. 	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises and analysis of business cases.	

Full name of the course:		Fundamental of Marketing and Internet Marketing
Course code:		I3
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire basic knowledge, both theoretical and practical, in the field of marketing. In addition, the goal is to introduce students to the possibilities of applying the Internet in marketing, with an emphasis on marketing communications, with the content and specifics of traditional instruments of the marketing mix, and new possibilities, techniques and tools enabled by Internet marketing. Students will understand the essential basics of using marketing as a business concept (marketing, information system and market segmentation). An additional goal of the course is to educate students to apply modern marketing skills and tools in solving problems that arise in business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use modern marketing skills and tools in solving problems that are common in business practice; • identify the possibilities of applying marketing and internet marketing within business systems; • identify and apply internet marketing techniques and strategies; • independently demonstrate the implementation of a marketing plan on concrete examples. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and definition of marketing • Marketing environment and internet environment • Market research • Segmentation, positioning and forecasting • Consumer behavior • The elements of a marketing mix • Marketing organization • Internet marketing techniques • Social media in internet marketing • E-marketing information systems • Features and benefits of e-products 		

<ul style="list-style-type: none"> • New marketing mix strategies for e-marketplaces • Mobile Marketing • Competitive, global and social aspects of marketing • International Marketing 	
GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 2nd week of lectures, students choose a topic for the preparation of a seminar paper, which they need to submit and if they want to achieve the maximum number of points, then present it by the end of the semester. - During the exercises, students do an analysis of the marketing mix of the product/service, which they need to submit by the end of the semester in writing. - After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material covered. 	<ul style="list-style-type: none"> - Seminar paper 20 points. - Assignment (analysis of the marketing mix of product/service) 5 points. - Test 25 points.
<p>The final exam includes basic marketing concepts, marketing mix, concepts within Internet marketing, as well as other, selected topics from modern marketing.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
TOTAL	100 points
REQUIRED LITERATURE	
<p>3 Ružić, D., Biloš, A., Turkalj, D., 2014, E-marketing, III. izmijenjeno i prošireno izdanje, Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku.</p> <p>4 Kotler, P., Wong, V., Saunders, J., Armstrong, G., 2006, Osnove marketinga – četvrto europsko izdanje, Mate, Zagreb.</p>	
ADDITIONAL LITERATURE	
<p>3 Kotler, P., Keller, K., 2008, Upravljanje marketingom, 12. izdanje, Mate, Zagreb.</p> <p>4 Strauss, J., El-Ansary, A., Frost, R., 2003, E-marketing, 3rd ed., Prentice Hall.</p> <p>1. Jobber, D., Fahy, J., 2006, Osnovi marketinga, Data Status, Beograd.</p>	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, discussions, exercises.	

Full name of the course:		E-commerce
Course code:		I5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is for students to master the theoretical foundations and technological assumptions of electronic commerce as a factor of business globalization in today's business environment. Additionally, the goal is for students to become familiar with the application of IT in the design and management of e-commerce systems, as well as to master concepts related to electronic commerce, business models, technological foundations, and revenue models of electronic commerce. Students will also become acquainted with the basics of security in electronic commerce.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • identify and apply business models that can be implemented using methods and techniques of electronic commerce • recognize various revenue models in electronic commerce • independently design and manage projects for the implementation of electronic sales points • apply various available software tools and solutions intended for electronic commerce. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Innovations brought by scientific and technical progress • The place of electronic commerce in e-business • Electronic commerce environment • Development of electronic commerce • Technological foundations of electronic commerce • Business models of electronic commerce • Revenue models • Payment systems in electronic commerce • The International Article Number (EAN) system and innovations based on EPOS technologies • Digital products and services • E-commerce site models • Internet trading • Marketing in electronic commerce 		

- Building an e-commerce website

E-commerce security

GRADING SYSTEM

<p>PRE-EXAMINATION OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 6th week of the semester, the first test is conducted (test 1). - In the 12th week of the semester, the second test is conducted (test 2). - Throughout the semester, after the practice classes, students submit the completed exercise to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
<p>Final Exam: The final exam involves assessing knowledge in the field of electronic commerce and the essential aspects of applying this method of business.</p>	<ul style="list-style-type: none"> - Final exam: 50 points
<p>TOTAL</p>	<p>100</p>

REQUIRED LITERATURE

2. Bjelić, P., 2012, Globalna elektronska trgovina, Ekonomski fakultet, Beograd.

ADDITIONAL LITERATURE

3. 1. Milosavljević, M., Mišković, V., 2011, Elektronska trgovina, Univerzitet Singidunum, Beograd.
4. Chaffey, D., 2007, E-Business and E-Commerce Management, Prentice-Hall, London.
1. Laudon, K.C., Guercio Traver, C., 2004, E-Commerce: Business, Technology, Society, Addison-Wesley, Boston

<p>MANDATORY EQUIPMENT:</p>	<p>Computers, projector, Internet access</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Instruction is conducted through lectures, discussions, and exercises.

Full name of the course:		Publicity and Sponsorship
Course code:		TK7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the theoretical and practical aspects of integrated marketing communication and elements of marketing communication. Additional objectives include studying positive and negative publicity and identifying the differences between publicity and advertising. Moreover, the course aims to acquaint students with the basics of sponsorship and sponsorship agreements.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze elements of marketing communication; • understand the process of integrating marketing communications; • differentiate between positive and negative publicity; • identify key elements of a sponsorship agreement; • independently create a sponsorship agreement; • develop basic practical skills related to marketing communication through sponsorship and publicity, applicable in their future professional environment. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Elements of marketing communication • Determining the marketing of the communication budget • Planning a promotional mix • Integrated marketing communication • Organizational solutions for the application of integrated marketing communications • Planning institutional advertising • Measuring the effects of institutional advertising • Publicity as part of the marketing communication mix • Positive publicity • Negative publicity • Publicity and advertising • Sponsorship as a form of communication between the company and the environment • Sponsorship in sports • Sponsorship Agreement • Sponsorship: principles, terms, conditions 		

GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 3rd week of the lecture, students are given the task of analyzing selected case studies in the field of publicity in writing by the end of the semester. - During the semester, students work on creating their own sponsorship request as a practical assignment. They submit it in the form of a homework assignment by the end of the semester. - After more than half of the planned lectures have been conducted, a test is organized with questions covering half of the material.. 	<ul style="list-style-type: none"> - Homework (case study) 10 points - Homework (application for sponsorship) 10 points. - Test 30 points.
<p>The final exam covers theoretical aspects of the basic concepts in the field of publicity and sponsorship, with an emphasis on understanding the importance of marketing communication.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
TOTAL	100 points
REQUIRED LITERATURE	
<ol style="list-style-type: none"> 1. Vračar, D., 2010, Strategije tržišnog komuniciranja, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd. 	
ADDITIONAL LITERATURE	
<ol style="list-style-type: none"> 1. Proso, M., 2016, Pravo na publicitet u sportu, Collected papers of the Law Faculty of the University of Split, Vol. 52, No. 4, str. 1069 – 1086. 2. Ognjanov, G., 2009, Integrisana marketinška komunikacija, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu. 3. Clow, K.E., Baack, D., 2007, Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall, NJ. 4. Kesić, T., 2003, Integrirana marketinška komunikacija, Opinio, Zagreb.. 	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.	

Full name of the course:		Direct marketing
Course code:		TK9
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to enable students to multidisciplinary identify the impact of direct marketing activities on the creation of competitive advantage and the consolidation of business authority. In addition, the goal is to introduce students to the goals and functions of direct marketing, as well as the planning and implementation of creative direct marketing strategies in order to build a competitive position. Students will be introduced to personalized aspects of promotional campaigns and trained to manage direct marketing activities aimed at a loyal customer base. An additional goal is to identify the differences among individual direct marketing techniques and to understand the importance and application of databases in direct marketing.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the impact of direct marketing activities on the creation of competitive advantage; • understand the goals and functions of direct marketing. • plan direct marketing activities. • independently create and implement creative direct marketing strategies; • differentiate certain direct marketing techniques; • create a database of potential and existing customers. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Business marketing communication • The concept and role of direct marketing • Direct marketing as an integrated marketing tool • Goals and functions of direct marketing • Direct marketing planning process • Creative direct marketing strategy • Direct marketing strategies • Direct marketing techniques 		

- Databases as a key resource of direct marketing: database marketing
- Direct marketing channels: e-mail marketing
- Direct marketing channels: catalog marketing
- Direct marketing channels: telephone marketing
- Direct marketing channels: direct response marketing in print media
- Direct marketing channels: direct response marketing in electronic media
- Direct marketing channels: e-commerce

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After each lecture, the practical application of direct marketing tools is practiced through assignments. - Creating a direct marketing plan – independent work of students. - After the 7th week, the basic strategies of direct marketing are tested through TEST I. - In the last week of the semester, the knowledge of the application of databases in direct marketing is tested through TEST II. 	<ul style="list-style-type: none"> - Work tasks 10 points - Sales plan 20 points - Test I 10 points - Test II 10 points
The final exam covers the theoretical and practical aspects of the application of direct marketing.	Final exam 50 points
TOTAL	100

REQUIRED LITERATURE

- 1 Chroneos Krasavac, B., Veljković, S., 2015, Direktni marketing, CID Beograd, Beograd.

ADDITIONAL LITERATURE

- 1 Kotler, P., Keller, K., L., Martinović, M., 2014, Upravljanje marketingom, 14. izdanje, Mate a. Zagreb.
- 2 Kotler, P., Keller, K., L., 2006, Marketing menadžment, 12. izdanje, Data status, Beograd.
- 3 Salai, S., Končar, J., 2007, Direktni marketing, Ekonomski fakultet Subotica, Subotica.
- 4 Brkić, N., 2003, Upravljanje marketing komuniciranjem, Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu, Sarajevo.
- 5 Houdsen, M., Thomas, B., 2002, Direct marketing in practise, The Chatered Institute of Marketing.
1. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation of seminar papers.

Full name of the course:		Business Planning and Analysis
Course code:		RIR3
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to provide students with additional knowledge and skills on tactical and operational planning as well as methods and types of business analysis. Acquiring knowledge and skills for efficient and correct business planning, as well as acquiring knowledge for independent development of a business plan and analysis of the company's business are also the objectives of the course. An additional goal is for students to gain knowledge about the calculation of the justification of investments and indicators of the company's business performance.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • effectively analyze the important factors of the entrepreneurial business; • independently develop an entrepreneurial business plan and analysis; • develop the content of the business plan, and the content of the investment study; • draw up and explain a plan of individual costs, as well as a financial plan, and develop a simple example of a capital investment plan; • calculate the justification for the investment; • correctly describe and interpret the company's business performance indicators, investment indicators, liquidity, activity and indebtedness, and their interdependence. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Concept and systems of planning • Function and purpose of planning • Objectives and principles of planning • Development of management and controlling as determinants of planning • Planning process • Operational planning: business functions, resources and results • Organization, planning and analysis of business as an organization and as a process • Business plan – budgeting 		

- Information system: external information
- Information system: internal information – accounting and other operational and statistical data
- Methods of analysis and significance of indicators
- Business monitoring and evaluation: analysis of resources, business functions
- Analysis of business results and investments
- Assessment of liquidity, stability, indebtedness and efficiency, assessment of creditworthiness
- Contemporary trends in business planning and analysis

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Creation and presentation of a business plan - In the middle of the semester, Test 1 is administered, featuring questions that encompass half of the material covered. - Two weeks before the end of the semester, test 2 is held, which includes the second part of the material covered. 	<ul style="list-style-type: none"> - Business plan 30 credits - Test 1 10 points - Test 2 10 points
The final exam includes tasks from the evaluation of investments and the analysis of financial statements.	50 points
TOTAL	100 points

REQUIRED LITERATURE

3. Gulin D., Perčević H., Tušek B., Žager L., 2012, Poslovno planiranje, kontrola i analiza, Hrvatska zajednica računovođa i finansijskih djelatnika, Zagreb

ADDITIONAL LITERATURE

7. Knežević G., Stanišić N., Mizdraković V., 2013, Analiza finansijskih izveštaja, Univerzitet Singidunum, Beograd.
8. Pučko D., 2005, Analiza in načrtovanje poslovanja, Ekonomska fakulteta, Univerza v Ljubljani, Ljubljana.
9. Osmanagić- Bedenik, N., 2002, Operativno planiranje, Školska knjiga, Zagreb.
1. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

MANDATORY EQUIPMENT:	Computer & Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases from practice, as well as the development and presentation of business plans and investment projects.

Full name of the course:		Electronic Banking Payment System
Course code:		I6
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is to introduce students to the possibilities of using new information and telecommunication technologies in financial institutions, with a special emphasis on banking applications. Additionally, the goal is for students to clearly understand the advantages and disadvantages of electronic banking, to comprehend electronic payment systems and the concept of electronic money, as well as to become familiar with potential risks associated with electronic banking and the security mechanisms for protection. The final goal is to equip students to manage specific tasks in modern electronic banks and in the operational conditions of electronic financial systems.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the possibilities, advantages, and disadvantages of electronic banking • comprehend electronic payment systems • recognize potential risks associated with electronic banking • identify the possibilities to apply various security mechanisms for protection within electronic financial systems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Concept and development of electronic banking • Technical and technological foundation of electronic banking • Key protocols supporting internet banking: HTTP (Hypertext Transfer Protocol) • SSL (Secure Sockets Layer) • SWIFT system • Electronic payment traffic • Large-scale electronic payment systems • Electronic money • Electronic checks • Electronic payment cards • ATM systems • POS systems 		

- Internet security
- Security mechanisms within electronic banking
- Mobile banking

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - Every three weeks, knowledge assessment is conducted through exercises on the material covered up to that point. - After 4th week, assessment is conducted through Quiz 1 on the basics, development of e-banking, and key protocols. - After 10th week, assessment is conducted through Quiz 2 on e-money, e-checks, and electronic payment cards. - After 15th week, assessment is conducted through Quiz 3 on ATM and POS systems and mobile banking. - At the middle of the semester, Test 1 is conducted with questions covering half of the course material. 	<ul style="list-style-type: none"> - Exercise 1: 4 points - Exercise 2: 3 points - Exercise 3: 4 points - Exercise 4 4 points - Quiz 1 5 points - Quiz 2 5 points - Quiz 3 5 points - Test 1: 20 points
<p>The final exam covers the entire course of the course.</p>	<ul style="list-style-type: none"> - Final test 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

5. Uroš, T., 2016, Elektronsko bankarstvo, Visoka škola poslovnih studija, Beograd.
6. Vuksanović, E., 2009, Elektronski sistemi plaćanja, Ekonomski fakultet Univerziteta u Kragujevcu, Kragujevac.

ADDITIONAL LITERATURE

5. Radovanović, P., 2009, Elektronsko bankarstvo kao okosnica digitalne ekonomije, Visoka poslovna škola strukovnih studija, Leskovac.
6. Shah, M., Clarke, S., 2009, E-Banking Management Issues, Solutions, and Strategies, IGI Global, Hershey.
1. Časopisi – preporučuje se korištenje članaka iz ekonomskih časopisa.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
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<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
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METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, group work and discussions, exercises, preparation and presentation of seminar papers.

Full name of the course:		International Business Finance
Course code:		BOF3
Module level (cycle):		First cycle
Year of study:		III
ECTS credit value:		6
Semester:		Winter semester
Study program:		Contemporary Business and IT Management
Module coordinator:	LECTURER	
	TEACHING ASSISTANT:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the problems of the international monetary system, the functioning of the modern foreign exchange market, monetary integration, the role of international financial and monetary institutions in the modern world economy, as well as the problems of international liquidity and financial crises. An additional goal of the course is to familiarize students with alternative business methods in the foreign market, with an emphasis on exports. It also aims to equip them with basic techniques for export financing and export credit insurance.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the functioning of the international monetary system; • understand changes in international business flows that are the result of real and financial factors. • know the rules of international business, especially the issues of exchange rate changes; • propose an adequate positioning of the company in the conditions of international business; • differentiate between various forms of international capital movement; • assess the optimal type of investment in foreign markets depending on the company's goals; • identify the causes of crises and contagions; • distinguishes all alternatives to doing business in a foreign market; • Identify the function and reasons for the establishment of an offshore company. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • The concept of international business finance • Forms of international movement of capital • International Monetary and Financial Institutions (IMF) • International Monetary and Financial Institutions-World Bank (WB) • Bosnia and Herzegovina and international monetary institutions • Foreign exchange market 		

- Theory and systems of exchange rates
- Balance of payments balancing theory and policy
- Optimal currency area
- Alternatives to doing business in a foreign market
- Credit and export insurance
- International Direct Investment (FDI)
- The financial crisis and the outbreak
- The Great Depression and the Financial Crisis of 2008
- Offshore companies

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, knowledge is tested in the form of test 1, which includes basic concepts in the field of international business finance, forms of capital movements, the importance and role of the International Monetary Fund (IMF). - After the 12th week of the lecture, the second knowledge test is carried out in the form of test 2, which includes the concepts of the role and significance of the World Bank (WB), the importance and role of the international monetary market, the foreign exchange market, the theory and systems of exchange rates, and the optimal currency area. - After the 8th week of the lecture, students will defend their seminar papers. In the first week, students are presented with a list of overview topics in the field of international business finance. In addition to the presentation, students must also make a presentation for the selected topics for presentation. 	<p>Test 1 20 points</p> <p>Test 2 20 points</p> <p>Seminar paper 10 points</p>
<p>The final exam includes a test of knowledge in the field of credit and export insurance, international direct investments, financial crises and contagions, the great financial crisis, and the elements and role of the so-called offshore companies.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

2. Klincov, R., 2010, Međunarodna ekonomija i finansije, Univerzitet za poslovne studije, Banja Luka.

ADDITIONAL LITERATURE

17. Mishkin F. S., Eakins S. G., 2005, Međunarodne poslovne finansije institucije, prevod, Mate, Zagreb.
18. Krugman, P.R., Obstfeld M., 2004, International Economics: Theory and Policy, 6th ed., Pearson Addison Wesley, Boston.

19. Burnazović, T., Imširović, I., 1999, Svjetska banka i Međunarodni monetarni fond, Kantonalna privredna komora Tuzla, "Grin" Gračanica.
 20. Sinanagić M., 2008, Strategijske varijante ulaska na inostrano tržište, Gama-X, Brčko.
- Internet izvori:**
21. hrcak.srce.hr/file/41468, Bilas V., Teorija optimalnog valutnog područja (Pregledni znanstveni članak 339.738(4)).
 22. http://www.dei.gov.ba/dei/dokumenti/informativni_clanci Monetarno okrupnjavanje na evropskom tlu - Ekonomska i monetarna unija (Vijeće Ministara BiH, Direkcija za evropske integracije).
 23. Ahec-Šonje A., Analiza osjetljivosti bankarskog sustava-primjena "signalne metode", hrcak.srce.hr/file/44538.
 24. Brzaković T., Uzroci i razmjere Svjetske finansijske krize i putevi izlaska, <http://fbim.meste.org/>.
 25. Charles P. Kindleberger, Robert Z. Aliber, Najveće svjetske finansijske krize, <http://www.poslovni.hr/media>.
 26. Pavić D., Balta I., Uzorci Velike gospodarske krize u SAD-u i Hooverovo upravljanje krizom, hrcak.srce.hr/file/115564.
 27. Šonje V., Finansijska kriza: beskonačna briča, www.hnb.hr/documents, <http://www.icei.epk.ba/admin/dokumenti>
 28. Direktne strane investicije u zemljama u razvoju sa posebnim osvrtom na zemlje zapadnog balkana: dinamička i strukturna obilježja, Klapić, M., Nuhanović, A., Ekonomski fakultet Univerziteta u Tuzli.
 29. <http://www.fipa.gov.ba/informacije/statistike/investicije>
 30. <http://www.ubs-asb.com/>, Strane direktne investicije kao oblik finansiranja globalne ekonomije, Stojanović-Jovanović, S., Ekonomski fakultet Beograd.
 31. www.cbbh.ba (zvanična web stranica Centralne banke BiH).
 32. www.worldbank.org (zvanična web stranica Svjetske banke).

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises, analysis of business cases, and the creation and presentation of essays.	

Full name of the course:		Statistics and Research Methods
Course code:		MIB1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the use of different research methods and methods of applying statistical analysis. In addition, students will be introduced to the basic methods and techniques of data collection, sampling and measurement, and the application of appropriate computer programs in statistical analysis. This course aims for students to independently apply the acquired knowledge in research related to both study and business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently develop a research plan, which includes data collection, editing and grouping, analysis and interpretation of research results; • understand, use and correctly interpret the basic indicators of descriptive statistics; • understand and apply the statistical model of regression and correlation analysis. • understand the application of time series analysis to investigate mass phenomena that take place and are tracked in time; • use appropriate computer programs in the process of analyzing statistical data and their tabular and graphical presentation; • understand the basic logic of reasoning in empirical research. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Concept and subject of statistics • Graphic techniques - organizing and visualizing data • Descriptive statistics • Probability • Random variables and probability distributions • Sampling • Statistical inference • Hypothesis testing • Regression analyzes • Research problem and research design 		

- Identification and types of variables
- Data collection methods
- Sample selection
- Displaying and analyzing data
- Statistical computer programs

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
<ul style="list-style-type: none"> - In the 8th week of the semester, the first test is carried out - Preparation of a research paper during the semester consisting of 3 parts: theoretical part (10 points), empirical part (10 points) and presentation (10 points) 	<ul style="list-style-type: none"> - Test 1: 20 points - Research paper: 30 points
Final exam	50 points
TOTAL	100

REQUIRED LITERATURE

1. Fazlović, S., 2013, Primijenjena statistika, OFF – SET, Tuzla.

ADDITIONAL LITERATURE

1. Zahirović, S., Okičić, J., 2021, Primijenjena multivarijatna analiza, OFF-SET, Tuzla
2. Somun-Kapetanović, R., 2014, Statistika u ekonomiji i menadžmentu, Ekonomski fakultet u Sarajevu, Sarajevo.
3. Kukić, S., Markić, B., 2006, Metodologija društvenih znanosti, Ekonomski fakultet Mostar, Mostar.
4. Papić, M., 2005, Primijenjena statistika u MS Excelu, Naklada Zoro, Zagreb.
5. Levine, D. M., Stephan, D., & Szabat, K., 2021, Statistics for Managers Using Microsoft Excel, 9th edition, Pearson.
6. Kumar, R., 2011, Research Methodology: A Step-by-Step Guide for Beginners, SAGE.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	SPSS software

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation of research papers.

Summer semester

Full name of the course:		Sales management and negotiation
Course code:		TK5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module leader:	TEACHER:	
	ASSISTANT:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to provide students with basic theoretical and practical knowledge related to modern business practice in the field of sales management and business negotiation. Additional objectives of this course are the acquisition of negotiation skills, understanding of sales strategies, skills and techniques, as well as the conditions for the selection of sales representatives. The goal is also to prepare students to lead the negotiation process.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • lead the process of planning, implementing and controlling sales activities; • manage the customer portfolio and know the processes and criteria for selecting key customers; • create sales strategies; • select a sales representative; • identify the most suitable sales strategy. • independently design a sales plan; • with the help of acquired negotiation skills and techniques, they independently lead the negotiation process. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The role of the sales function and sales management in a business organization • The place of the sales function in the organizational structure of the enterprise • Sales planning • Sales strategies, skills and techniques • Selection of sales representatives • Motivation, and bonus and malus systems • Sales concepts and modern sales models • Personal sales • Customer portfolio management • Negotiation strategies and concepts • Negotiation skills • Preparation for negotiations • Negotiation process 		

- Conclusion of negotiations
- Examples from practice

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After each lecture, the practical application of sales and negotiation methods through work tasks is practiced - Creating a sales plan – independent work of students - After the 7th week, the basic principles of sales are tested through TEST I - In the last week of the semester, knowledge of the negotiation process is tested through TEST II 	<ul style="list-style-type: none"> - Work tasks 10 points - Sales plan 20 points - Test I 10 points - Test II 10 points
The final exam covers the theoretical aspects of sales methods and negotiation processes.	Final exam 50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Gligorijević, M., Ognjanov, G., 2021, Poslovno pregovaranje, Ekonomski fakultet Univerziteta u Beogradu.
2. Tomašević Lišanin M., 2010, Profesionalna prodaja i pregovaranje, HUPUP, Zagreb.

ADDITIONAL LITERATURE

1. Gligorijević, M., Ognjanov, G, 2011, Poslovno pregovaranje, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.
2. Tomašević Lišanin, M., 2010, Poslovni slučajevi iz prodaje i pregovanja, HUPUP, Zagreb.
3. Lewicky R.J., Saunders D.M., Minton J.W., Barry B., 2003, Negotiation, readings, exercises and cases, McGraw-Hill, Irwin, Boston.
4. Bratko S., Henich V., Roman O., 2000, Prodaja, Narodne novine, Zagreb.
5. Journals - it is recommended to use articles from economic journals.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, analysis of business cases and development of a marketing plan.

Full name of the course:		Multimedia technologies
Course code:		M3
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of the course is to provide students with basic knowledge about multimedia technologies, devices and systems, and to introduce students to the principles of working, analyzing and interpreting multimedia (taxonomy), the way of creating, displaying and processing media (text, hypertext, graphics, sound, video and animation). Students will learn to meaningfully and aesthetically connect media into a complete application of the desired properties in the application. They will learn about the methods, techniques and tools by which media are developed and then connected into multimedia applications.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • gain theoretical knowledge and practical competencies for the application of multimedia and interactive technologies in practice; • understand the capabilities of modern software tools for media development; • apply basic techniques for the development of multimedia; • use various available software tools and solutions intended for the development of multimedia elements; • independently use basic multimedia software tools and interactive technologies. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to Multimedia • Features of multimedia systems • Audio basics • Image basics • Text • Animation basics • Video basics • Visual effects • Audio-visual integration • Multimedia data acquisition • Standards in multimedia communications • Preparation of multimedia materials • The applied aspect of multimedia • Multimedia application software <p>Directions for the development of multimedia</p>		

GRADING SYSTEM	
PRE-EXAM OBLIGATIONS	
- Partial test (implemented in the middle of the lecture)	10 points
- Independent project (implemented during the exercises and presented before the final exam)	35 points
- Participation (lectures and exercises)	5 points
Final exam	50 points
TOTAL	100 points
REQUIRED LITERATURE	
1 Starčević, D., Štavljanin, V., 2013, Multimedia, Faculty of Organizational Sciences, Belgrade.	
ADDITIONAL LITERATURE	
1 Bojković, Z., Martinović, D., 2011, Fundamentals of Multimedia Technologies, College of Electrical Engineering and Computer Science of Applied Studies, Belgrade.	
2 Cvetković, D., Marković, D., Savanović, N., 2015, Multimedia, Singidunum University, Belgrade.	
3 Chapman, N., Chapman, J., 2009, Digital multimedia, 3rd ed., John Wiley and Sons, Chicester.	
4 Vaughan, V., 2008, Multimedia Making it Work, 7th ed., McGraw-Hill, New York.	
1. Li, Z., Drew, M.S., 2004, Fundamentals of Multimedia, Pearson Education, Upper Saddle River.	
MANDATORY EQUIPMENT:	Computers, projector, Internet access
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, discussions, exercises.	

Full name of the course:		Advertising
Course code:		TK10
Module level (cycle):		First cycle
ECTS credit value:		6
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the theoretical and practical aspects of advertising and the impact of advertising on consumer behavior. Additional objectives include studying the importance of advertising strategies, types of media, creativity in ad creation, and advertising trends. The goal is also for students to master the planning and creation of advertisements, as well as metrics for measuring advertising effectiveness.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze the advertising process; • understand the impact of advertising on consumer behavior. • classify certain types of media; • plan and develop a creative advertising message; • measures the effectiveness of advertising; • independently analyze advertising trends. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to advertising • Communication process • Forms of advertising • Advertising functions • Consumer behaviour and market research • Stages of scientific research • Creative advertising strategy • Media Analysis • Marketing planning • Planning mix media • Advertising Creation Process • The relationship between the client and advertising agency • Measuring advertising effectiveness • Ethical/Economic/Legal/Social Impacts of Advertising • Advertising trends 		
GRADING SYSTEM		
PRE-EXAM OBLIGATIONS - After the 2 nd week of lectures,		- Seminar paper 20 points.

<p>students choose a topic for the preparation of a seminar paper, which they need to submit and if they want to achieve the maximum number of points, then present by the end of the semester.</p> <ul style="list-style-type: none"> - During the exercises, students do case studies that they submit in the form of homework during or after the exercises. - After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material. 	<ul style="list-style-type: none"> - Homework (case study) 5 points. - Test 25 points.
<p>The final exam covers the theoretical aspects of the basic concepts in the field of advertising, as well as specific topics in this field.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
<p>TOTAL</p>	<p>100 points</p>
<p>REQUIRED LITERATURE</p>	
<p>1. Ognjanov, G., 2014, Marketinške komunikacije, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu.</p>	
<p>ADDITIONAL LITERATURE</p>	
<p>1. Brkić, N., 2003, Upravljanje marketing komuniciranjem, Ekonomski fakultet u Sarajevu, Sarajevo.</p>	
<p>2. Brkić, N. i Husić, M., 2003, Zbirka slučajeva iz marketing komuniciranja, Ekonomski fakultet u Sarajevu, Sarajevo.</p>	
<p>3. Belch, G.E., Belch, M.A., 2004, Advertising and Promotion – and Integrated Marketing Communications Perspective, McGraw Hill Irwin, Boston.</p>	
<p>4. Shimp, T. A., 2010, Advertising, Promotion and other aspects of Integrated Marketing Communications, South – Western Cengage Learning.</p>	
<p>5. Kesić, T., 2003, Integrirana marketinška komunikacija, Opinio, Zagreb.</p>	
<p>6. Oroz Štancl, I., 2014, Prikriveno oglašavanje u crtanim filmovima, Medijske studije, str. 76 – 91.</p>	
<p>7. Jewler, J.A., Drewniansy, B.L., 2004, Creative Strategy in Advertising, Wadsworth Publishing, Belmont.</p>	
<p>8. Wells, W.D., Burnett, J., Moriarty, S., 2002, Advertising: Principles and Practice, Prentice Hall, Boston.</p>	
<p>9. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.</p>	
<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>
<p>METHODS OF CONDUCTING CLASSES</p>	
<p>Classes are carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.</p>	

Full name of the course:		E-Business
Course code:		I4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is to introduce students to the concepts of electronic and mobile business. Students will learn about the role and significance of various forms of electronic business. They will become familiar with the fundamental changes in business processes and organization after the introduction of electronic and mobile business, as well as with the most important systems in electronic business. Additionally, as an extension of E-business, students will be introduced to mobile applications and mobile business.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • recognize the possibilities of modern electronic and mobile business systems • apply various available software tools and solutions intended for electronic business • independently use basic electronic business applications • apply electronic business tools to specific business problems 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to electronic business • Information systems and electronic and mobile business • Organizational models of electronic business • Electronic business infrastructure • CRM systems • Implementation of electronic business in companies • E-customer relationships • Basics of Internet marketing • E-supply chain • ERP systems • Electronic payment systems • Mobile business • Mobile application models • E-services • Security mechanisms in electronic business 		

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GRADING SYSTEM	
PRE-EXAM OBLIGATIONS <ul style="list-style-type: none"> - In the 6th week of the semester, the first knowledge assessment is conducted through Test 1. - In the 12th week of the semester, the second knowledge assessment is conducted through Test 2. - Throughout the semester, after each exercise session, students submit their completed exercises to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
Final exam The final exam covers the theoretical and practical aspects of applying electronic business.	<ul style="list-style-type: none"> - Final exam: 50 points
TOTAL	100
REQUIRED LITERATURE	
2. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd.	
ADDITIONAL LITERATURE	
2. Paavilainen, J., 2007, Mobile Business Strategies: Understanding the Technologies and Opportunities, Wireless Press. 1. Jelassi, T., 2007, Startegies for E-Business: Creating Value Through Electronic and Mobile Commerce, Prentice Hall.	
MANDATORY EQUIPMENT:	Computers, projector, Internet access
ADDITIONAL EQUIPEMNT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is conducted through lectures, discussions, and exercises.	

Full name of the course:		Business Trade
Course code:		MIB5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the methods, techniques, principles and organization in business trade. Identifying the importance of modern trade on the development of the economy of developed countries in uncertain business conditions is an additional objective of the course. Furthermore, the aim of the course is to introduce students to the practice of contemporary business management in trade by analyzing the importance of e-commerce and marketing, and to enable them to understand the problems and challenges in contemporary trade and possible ways of analyzing and solving them.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the target market and key consumers as the most important competitive advantages; • manage human resources as one of the key success factors in trade; • independently manage trade organizations or functional units or processes within trade organizations; • understand the importance of communication in modern trade organizations; • formulate and develop their own financial plans within the framework of trade organizations; • understand the impact of e-commerce in the development of market economies, especially in trade organizations; • recognize the importance of proper determination of purchase and sale prices as well as trade margins for different products/services. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Basics and special features of trade • Plan development and strategic planning in trade • Identifying target customers and collecting information needed in developing and modifying trade strategies • Organizing and managing human resources in trade • Leading and motivating human resources within trade organizations • Communication within trade organizations • Managing trade goods • Formation of prices in trade 		

- Communicating with customers
- Business documentation in trade operations
- Financial strategy of a trading company and planning
- Supply chain operations and information system management
- Strategies for the growth and international expansion of trade enterprises
- Marketing trade
- E-commerce

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Seminar paper – at the beginning of the summer semester, students choose a topic for the seminar paper, which they are required to complete by the 12th week of the exercises, and with the assistance of a course assistant. - First partial test – after seven lessons or 50% of the theoretical material, the first partial test is held. - Attendance and participation - students secure points by their presence and participation at lectures and exercises. 	<ul style="list-style-type: none"> - Seminar paper – 25 points - First partial test – 20 points - Class attendance and participation – 5 points
<p>Final exam – covers all theoretical aspects of business trade related to 15 teaching units and contains 20 theoretical questions.</p>	<ul style="list-style-type: none"> - Final exam – 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

- 2 Dunković, D., 2015, Poslovno upravljanje u trgovini, Ekonomski fakultet, Zagreb.

ADDITIONAL LITERATURE

- 10 Dunkley, G., 2004, Free Trade-Myth, Reality and Alternatives, Zed Books, London.
- 11 Levy, M., Weitz, B.A., 2011, Retailing Management, McGrawHill/Irwin, New York.
- 12 Liebmann, H.P., Swoboda, B., Zentes, J., 2008, Handelsmanagement, Verlag Vahlen, Munchen.
- 13 Segetlija, Z., Knego, N., Knežević, B., Dunković, D., 2011, Ekonomika trgovine, Novi informator, Zagreb.
- 14 Kurtić, A., Kulović Dž., 2011, Poslovno vođenje, Centar za lično i profesionalno usavršavanje – WAMY, Sarajevo.
- 15 Župljanin S., 2010, Savremena trgovina – Strategija i politika trgovine u BiH, Nezavisni univerzitet Banja Luka.
- 16 Begtić, R., 1997, Marketing u trgovini, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.
- 17 Segetlija, Z., Knego, N., Knetević, B., Dunković, D., 2011, Ekonomika trgovine, Novi informator, Zagreb.
- 18 Dedić, M., Klopić, R., 1997, Komuniciranje u trgovini, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.
1. Begtić, R., 1998, Spoljnotrgovinsko poslovanje, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	

Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Entrepreneurship
Course code:		MIB4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the contemporary theoretical and practical aspects of creating, starting and managing a business. Additional goals of the course are for students to acquire knowledge and skills to identify, implement, and develop business ideas by understanding the elements of a business plan and how to create one, as well as understanding the various forms of financing for entrepreneurial ventures.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the essence of the entrepreneurial process; • analyze and identify alternatives in creating a business; • critically analyze and recognize strengths and weaknesses, i.e. threats and opportunities of future business; • identify the most important characteristics that distinguish a successful entrepreneur from others; • independently start the process of registering their own business; • create a business plan; • independently formulate, organize and start the desired form of business activity. 		
COURSE CONTENT:		
<ul style="list-style-type: none"> • Introduction to entrepreneurship • Developing a successful business idea • Innovation and entrepreneurship • Creating a business plan • The basic ways to start a business. Establishing a new business • Purchase of an existing business • The franchise system and the establishment of a franchise system • Entrepreneurial strategies and tactics • Individual model of entrepreneurship • Corporate model of entrepreneurship • Entrepreneurship and small business • The future and prospects of small business • Institutional, systemic and legal assumptions for entrepreneurship development 		

- Motivation as the key to business success

Financing of an entrepreneurial venture

GRADING SYSTEM:

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 3rd week of lectures, topics for the seminar paper are assigned, where students can choose 12 topics related to the teaching process. - In the middle of the semester, Test 1 is held with questions that cover half of the material. - Two weeks before the end of semester, test 2 is held, which includes the second half of the material covered. 	<ul style="list-style-type: none"> - Seminar 10 points - Test 1 15 points - Test 2 15 points - Attendance 10 points
<p>The final exam includes questions related to the theoretical and practical aspects of the application of entrepreneurship.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Šarić, D., 2020, Poduzetništvo, Evropski Univerzitet „Kallos“ u Tuzli, Tuzla.

ADDITIONAL LITERATURE

1. Čizmić, E., Crnkić, K., 2012, Strateško poduzetništvo, Ekonomski fakultet u Sarajevu, Sarajevo.
2. Ilić, M., Nadoveza, B., 2012, Poduzetništvo, Evropski univerzitet, Brčko.
3. Baringer B., Duane Ireland R., 2010, Poduzetništvo-uspješno pokretanje novih biznisa (izdanje na bosanskom jeziku izdaje "OFF-SET" d.o.o. Tuzla u saradnji sa Centrom za razvoj poduzetništva-Tuzla.
4. Dedić M.,Umihanić B., 2004, Osnove menadžmenta i poduzetništva,Ekonomski Institut dd, Tuzla.
5. Buble, M., Kružić, D., 2006, Poduzetništvo: realnost sadašnjosti i izazov budućnosti, RRIF Plus, Zagreb.
6. Pokrajac, S., Tomić, D., 2008, Preduzetništvo, Alfa-Graf NS, Novi Sad.
7. Škrtić, M., 2006, Poduzetništvo, Sinergija, Zagreb.
8. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Instruction is delivered in the form of lectures, exercises, seminar papers, tests and examples from practice.

Full name of the course:		E-services
Course code:		I7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the technical and technological prerequisites and specifics of electronic services (e-government, e-health, e-education, and e-entertainment). Students will gain basic knowledge of the application of information and communication technologies in the field of electronic services and practical skills applicable to the development of components in the field of electronic services. Additionally, the goal is for students to master the basic knowledge and skills needed to participate in the implementation of e-service solutions.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • describe and distinguish the goals and consequences of the application of information and communication technologies in the field of e-services; • independently analyze the success of individual countries in the development of e-government; • analyze the prerequisites and obstacles to the development of e-services; • identify the necessary elements of the infrastructure for the development of e-services. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept of e-services • Technological, organizational, legal, procedural aspects of e-services • The concept of a strategy for the introduction and implementation of e-services • Communication and software infrastructure for E-Services • Application of ICT in public administration • Standards in e-government systems • eGovernment legal framework • Application of ICT in health care • Telemedicine and telemedicine systems • Application of ICT in entertainment • Tools for the development of components and systems for e-entertainment • Application of ICT in education • Electronically supported education systems • Smart governance, health and education 		

- Directions for the development of e-services

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
<ul style="list-style-type: none"> - Partial tests - Project development - Seminar paper - Attendance at classes - Participation - Exercises 	50%
Final exam	50%
TOTAL	100%

REQUIRED LITERATURE

1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd.

ADDITIONAL LITERATURE

1. Garson, G. D., 2006, Public information technology & e-governance: Managing the virtual state, Jones & Bartlett Publishers, London.
2. Simonson, M., Smaldino, S., Albright, M., Zvacek, S., 2008, Teaching and Learning at a Distance: Foundations of Distance Education, 4th Ed., Prentice Hall, NJ.
3. Maheu, M., Whitten, P., Allen, A., 2012, E-Health, Telehealth, and Telemedicine: A Guide to Startup and Success, Jossey-Bass Inc, NY.
3. Natkin, S., 2006, Video Games and Interactive Media: A Glimpse at New Digital Entertainment, AK Peters Ltd, Natick.

MANDATORY EQUIPMENT:	Computers, projector, Internet access
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Stock Market Operations
Course code:		BOF4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the organization and functions of the stock exchange in contemporary conditions, with the operations of the leading stock markets in the world, and especially with trading on the stock markets in BiH. Additionally, students will be introduced to the legal and organizational aspects of stock market operations, the place, role and importance of stock exchanges in the financial market. Students will get acquainted with the activities of professional stockbrokers, learn how to trade on the stock exchange, and have the opportunity to trade on the stock exchange using information technology. The ultimate goal of the course is for students to acquire practical knowledge that will enable them to find employment on the stock exchange, in brokerage-dealer firms, and banks.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use available information to make decisions to act on the stock exchange as investors or issuers; • understand the origin and function of stock exchanges in the world and in Bosnia and Herzegovina; • independently conduct technical and fundamental analysis; • assess the possibility of investing in the stock market as well as raising capital through the stock exchange; • use trading applications on the stock exchange of professional brokers, and in this way they can buy and sell securities. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The place and role of the stock exchange in the financial market • The concept and origin of the stock exchange • Principles of operation and types of stock markets, functions of the stock exchange • Basic financial instruments • Stock market transactions • Analysis of the origin and function of stock markets in BiH and comparison with other stock markets • Over-the-counter market 		

- Professional stockbrokers
- Broker-dealer jobs
- Stock market listings and other ways of organizing stock market operations
- Active trading on the stock market
- Stock exchange trading systems and clearing and settlement systems
- Fundamental and technical analysis of securities on the stock exchange
- Application of information technology and the internet in stock market operations
- Analysis of real trading examples and simulation of trading on SASE

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - The participation involves an active students' participation in lectures and exercises. - In the mid-term, test 1 is carried out with questions that cover half of the course material. - The presentation refers to the preparation and presentation of a presentation on a given topic in the field of stock market operations. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Presentation 20 points
<p>The final exam includes theoretical aspects of the basic knowledge about the organization and functions of the stock markets in contemporary conditions, and the work of the leading stock markets in the world, especially about trading on the stock markets in BiH.</p>	<p>Final exam 50 points</p>

REQUIRED LITERATURE

1. Dugalić V., Štimac M., 2009, Osnove berzanskog poslovanja, Stubovi kulture, Belgrade.

ADDITIONAL LITERATURE

1. Petrović, B.P., 2009, Berze i berzansko poslovanje, Prometej Zemun, Beograd.
2. Bodie Z., Kane A., Marcus A. J., 2006, Počela ulaganja, Mate, Zagreb.
3. Graham B., 2003, Inteligentni investitor, Masmedia, Zagreb.
4. Damodaran A., 2007, Korporativne finansije-teorija i praksa, prevod, MODUS, Podgorica.
5. Mishkin F. S., Eakins S. G., 2005, Finansijska tržišta i institucije, Mate, Zagreb.
6. Omerhodžić S., 2008, Finansijska tržišta i institucije, Harfo-graf d.o.o., Tuzla.
7. Omerhodžić S., 2007, Finansijski menadžment, Harfo-graf d.o.o., Tuzla.
8. Vidučić L.J., 2001, Finansijski menadžment, RRiF-plus, Zagreb.
9. Zvanične web stranice Sarajevske i Banjalučke berze (www.sase.ba i www.blberza.com), te web stranice profesionalnih berzanskih posrednika (brokerskih kuća).

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, drafting documents modeled on practical examples, analyzing business cases, creating and presenting essays, simulation of stock market trading.

Full name of the course:		Customer Support Technologies and Systems
Course code:		I11
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is for students to become familiar with the theoretical foundations, technologies, and techniques for providing customer support. Students will master theoretical knowledge about customer support techniques and technologies, as well as practical knowledge needed for organizing customer support and using customer support systems. Students will also acquire the knowledge and skills needed to perform tasks such as diagnosing and resolving issues, successfully communicating with customers, determining the specific needs of end users, and training end users.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • explain the process of establishing a customer support service • demonstrate the ability to create customer profiles • describe the organization and necessary human resources for successfully organizing customer support • prioritize problem-solving tasks • demonstrate the ability to manage procedures • demonstrate the process of receiving customer requests • identify, implement, and review customer support service metrics • calculate the return on investment for organizing a customer support service • independently analyze customer issues and lead them to successful resolution • formulate methods for problem-solving 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to computer user support • Skills required for working in customer support services • Classification of users • Service Desk – Roles and responsibilities, processes and procedures, performance measurement • Customer support systems • Call centers 		

- Web-oriented support
- Professional consulting
- Mail service
- Help desk organization
- FAQ
- Tools for enhancing the quality of customer support
- Defining end-user needs
- End-user training
- Customer support as a profession

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - After each lecture, knowledge is assessed through online quizzes. The total number of quizzes is 13. - In the middle of the semester (8th week), Test 1 is conducted with questions covering the material taught in the first seven weeks of lectures. - Student participation during lectures and exercises is awarded up to a maximum of 5 points. 	<ul style="list-style-type: none"> - Quizzes 1 – 13 (2x13 = 26 points) - Test 1 19 points - Participation 5 points
The final exam covers all the material that was taught during the lectures.	50 points
TOTAL	100 points

REQUIRED LITERATURE

- 1 Knapp, D., 2013, A Guide to Service Desk Concepts, 4th edition, Cengage, Boston.
- 2 Beisse, F., 2013, A Guide to Computer User Support for Help Desk and Support Specialists, 5th edition, Cengage, Boston.

ADDITIONAL LITERATURE

- 1 Marcella, R., Middleton, I.A., 1996, Key Factors in Help Desk Success: An Analysis of Areas Critical to Help Desk Development and Functionality, British Library Research and Development Department, London.
- 2 Walker, G., 2001, IT Problem Management, Prentice-Hall, New Jersey.
- 3 Časopisi - preporučuje se korištenje članaka iz stručnih časopisa

MANDATORY EQUIPMENT:	Laptop & Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, case study analysis, and the creation and presentation of seminar papers.

Full name of the course:		Fundamentals and Techniques of Insurance
Course code:		BOF2
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to understand the function of insurance for the social community and to distinguish certain forms by which business entities and individuals protect themselves from the consequences of risky events. Students need to master the concepts of risk and types of risk, and acquire knowledge and skills in identifying, measuring, and managing risks in insurance. The aim is also to acquire specific knowledge about various types of insurance, legal aspects of insurance, insurance markets in Europe and the world, investment portfolio risks, and performance reports.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the risks encountered by the company and propose methods and instruments for risk management; • understand insurance as a method of risk management and have specific knowledge of individual types of insurance; • understand the basic elements of insurance contracts and actively participate in their drafting; • know the sales channels of insurance products and actively participate in the development of marketing and sales strategy; • know the insurance legislation in BiH, and critically consider the place and role of insurance companies in the financial system of BiH; 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Concept, functions and significance of insurance • Risk characteristics, types of risk • Ways to manage risk • Interdisciplinary nature of risk management • Classification of insurance • Life Insurance, features and types of life insurance products • Non-life insurance, characteristics and types • Basic principles, features and elements of an insurance contract • Determination of the insurance premium 		

- Sale of insurance products
- E-insurance
- Claims Settlement
- Legal regulation of insurance
- Insurance companies within the insurance industry
- Socio-economic significance of insurance activities and industry

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, knowledge is tested in the form of test 1, which includes the basic concepts in the field of insurance, risk, the importance of insurance business and the role of insurance. - After the 12th week of the lecture, the second test of knowledge is carried out in the form of test 2, which includes the concepts of roles and importance of life insurance, insurance contract, elements of insurance premiums, and risk management mechanisms. - After the 8th week of the lecture, students defend case analyses, within which they analyze specific cases from certain areas of insurance. In the first week, students are presented with a list of framework topics for case studies. 	<p>Test 1 15 points</p> <p>Test 2 15 points</p> <p>Case Analysis 20 Points</p>
<p>The final exam includes the examination of knowledge in the field of non-life insurance, marketing and sales in insurance, as well as the legal and institutional framework of insurance in Bosnia and Herzegovina.</p>	<p>50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Kozarević, S., Kovač, R., 2013, *Ekonomika osiguranja, Off-set i Ekonomsk fakultet Univerziteta u Tuzli*, Tuzla.

ADDITIONAL LITERATURE

1. Ćurak, M., Jakovčević, D., 2007, 2007, *Osiguranje i rizici*, RRIF, Zagreb.
2. Kočović, J., Šulejić, P., 2002, *Osiguranje*, Ekonomski fakultet Beograd, Beograd.
3. Marović, B., Avdalović, V., 2005, *Osiguranje i upravljane rizikom*, DDOR Novi Sad i Birografika, Subotica.
4. Niehaus, G., Harrington S., 2003, *Risk Management and Insurance*, McGraw Hill, New York.
5. Journals - it is recommended to use articles from economic journals.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, exercises and discussions on cases from practice.

Full name of the course:		Financial Markets
Course code:		BOF7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the financial system, its elements and characteristics, and the functions of financial markets as part of the financial system. In addition, the aim is to familiarize students with the legal and organizational aspects of stock exchange operations, as well as with the activities of professional stockbrokers. Additional objectives of the course are for students to understand the importance of debt markets, equity markets, primary and secondary markets, stock markets and over-the-counter markets, money markets and capital markets, and to notice their advantages and disadvantages.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • define the financial system and classify the financial markets. • govern with the basic terms of foreign exchange markets such as: exchange rate, inflation, deflation, revaluation, devaluation; • understand the debt, equity, primary and secondary markets, stock and over-the-counter markets, money markets and capital markets, and identify their advantages and disadvantages. • understand all aspects of the financial market. • identify the mechanism of primary issuance of shares and institutional investment; • master the systems of trading on the stock exchange, as well as the application of information technologies in stock exchange operations; • understand exchange rate systems and identify the factors that affect the exchange rate. • carry out the process of issuing securities, during which it prepares decisions on the issue, the prospectus on the issue and all other relevant documents; • find and use all the necessary information to make an emission or investment decision. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The Concept, Importance and Role of Financial Markets • Types of financial markets • Financial market participants and the role of the central bank • Depository and financial institutions • Institutional investors 		

- Concept and types of securities
- Issuance and trading of securities
- The place and role of the stock exchange in the financial market
- Broker-dealer jobs
- Capital market
- Advantages and disadvantages of financing companies by issuing ordinary shares, preferential shares, bonds, and through credit
- Derivatives market: futures, options and swaps
- Money market and money market instruments
- Foreign exchange market
- Application of information technology and the internet in stock exchange operations

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests	
- Attendance at classes	
- Participation	50 points
- Essays	
- Exercises	
Final exam	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Kozarević, E., Kokorović Jukan, M., Softić, A., 2017, Finansijske institucije - pristup portfolio menadžmenta, Ekonomski fakultet, Univerzitet u Tuzli, Tuzla

ADDITIONAL LITERATURE

1. Omerhodžić S., 2008, Finansijska tržišta i institucije, Harfo-graf d.o.o., Tuzla.
2. Bodie Z., Kane A., Marcus A. J., 2006, Počela ulaganja, Mate, Zagreb, Zagrebačka škola menadžmenta, Zagreb.
3. Mishkin F. S., Eakins S. G., 2005, Finansijska tržišta i institucije, Mate, Zagreb.
4. Confas A., 2007, FOREX - Kako uspješno trgovati devizama, Masmedia, Zagreb.
5. Dugalić V., Štimac M., 2009, Osnove berzanskog poslovanja, Stubovi kulture, Beograd.
6. Eling M., 2013, Inteligentno i racionalno investiranje, NUMMUS, Novi Sad.
7. Graham B., 2003, Inteligentni investitor, Masmedia, Zagreb.
8. Foley B. J., 1991, Tržište kapitala, Mate, Zagreb.
9. Van Horne J. C., 1993, Osnove finansijskog menadžmenta, Mate, Zagreb.
10. Vidučić LJ., 2001, Finansijski menadžment, RRiF-plus, Zagreb.
11. Stefanović N., 2009, Privatni investicioni fondovi-vrste, organizacija i poslovanje na brzorastućim tržištima, Institut ekonomskih nauka i Beogradska bankarska akademija, Beograd.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, drafting documents modeled on practical examples, analyzing business cases, creating and presenting essays, simulation of stock market trading.

Full name of the course:		Public Speaking Techniques
Course code:		TK12
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is for students to acquire the knowledge and basic skills necessary for public speaking in various contexts, from formal presentations to informal conversations with the public. Students will learn about the importance of public speaking, the use of the body and voice in communication, and how to prepare and present an effective speech. In the practical part, students will work on performance segments of public performances such as: posture, breathing, speech, diction and communication with the audience. The aim of the course is also to overcome stage fright from public speaking and to create self-confidence. By applying knowledge and skills in practice, students will be able to give a quality public appearance regardless of the type of public speaking event.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ● Explain the theoretical elements of public appearances used in mass communication ● Recognize and analyze types of public appearances that will facilitate the way of communicating and presenting ● Develop public speaking skills ● Prepare key messages and create a structure of public speaking as important elements in this type of communication in order to recognize negotiation strategies ● Encouraging creativity and innovation in public speaking ● Increase the understanding of the importance of oratory and communication as an essential element in negotiation and presentation skills ● Independently create a presentation of a public appearance with all the learned elements on a topic or part of a topic from a communication perspective ● Learn how to prepare and present an effective public appearance for professions requiring verbal communication ● Master public speaking techniques for leading meetings, conducting interviews and delivering presentations ● Master exercises and techniques to reduce difficulties during public speaking 		
COURSE CONTENT		

- Definition and significance of public speaking
- Elements and types of public speaking
- Preparations for public speaking - topic and target audience
- Structure and organization of performances (introduction, elaboration and conclusion)
- Verbal skills (articulation, diction, tempo and rhythm)
- Use of story and illustration to better convey the message
- Non-verbal communication (gestures, posture, connecting with the audience)
- Use of space
- Listening skill
- Relationship with the audience and stage fright: a monologue as a dialogue with the audience
- Building empathy and active listening
- Appearances in the media and preparation for appearances in the media
- Analysis and evaluation of performances
- Exercises and techniques for overcoming difficulties during public speaking
- Independent preparation and presentation using all the learned techniques and elements of public speaking

GRADING SYSTEM

PRE-EXAM OBLIGATIONS: <ul style="list-style-type: none"> - Partial tests (conducted in the middle of the semester) - Independent project (implemented during the exercises and presented before the final exam) - Participation (lectures and exercises) 	10 points 35 points 5 points
Final exam	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. The Art of Public Speaking, Deb Gotessman, Buzz Mauro, Jesenski and Turk Zagreb

ADDITIONAL LITERATURE

1. Talk like TED: The 9 Public - Speaking Secrets of the Worlds Top Minds - Carmine Gallo
2. Prezentacijom do uspjeha, Jerry Weissman (2006), Mate Zagreb
3. Glas Glumca, Marina Marković, (2002), Clio
4. Moć Glasa, Judy Apps (2011), Ostvarenje doo, Buševac

MANDATORY EQUIPMENT:	Computer, projector, internet access
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, discussions, exercises

STUDY PROGRAMME: CONTEMPORARY BUSINESS AND IT MANAGEMENT (MAJOR: ACCOUNTING) – LEARNING OUTCOMES MATRIX

Successful implementation of the study program "Contemporary Business and IT Management" (major: Accounting) enables graduates to acquire both general and specific competencies and skills, as a basis for their active and successful inclusion in the labor market, and later in private or public companies in which they will find their place. The learning outcomes of the study program "Contemporary Business and IT Management" (major: Accounting) are aligned with modern scientific requirements and international experiences. The learning outcomes of this study program are presented in Table 3.

Table 3. Learning outcomes at the level of the study program "Contemporary Business and IT Management" (major: Accounting)

Number	Learning outcomes at the level of the study program "Contemporary Business and IT Management" (major: Accounting)
1	Acquisition of competencies in managing business systems of medium and higher levels of complexity.
2	Acquiring knowledge that enables the performance and management of various tasks in accounting in different business entities.
3	Ability to organize accounting activities, keeping accounting records, making decisions in the field of accounting and auditing.
4	Ability to prepare internal reports for the purposes of planning, control and auditing, preparation and presentation of external reports.
5	Ability to perform tasks in the process of internal control, as well as internal and external audit.
6	Ability to apply modern methods and procedures in organizing business processes.
7	Ability to plan, collect, and analyze large amounts of data.
8	Knowledge of software packages necessary for independent bookkeeping.
9	Training to start one's own business entities.
10	Ability to market entrepreneurial ideas.

The Learning Outcomes Matrix is developed in order to show the coverage of learning outcomes at the level of the study program with learning outcomes at the level of subjects, especially compulsory ones. In order to check the consistency of the outcomes of the program and the outcomes of all subjects, this analysis includes the creation of a Learning Outcomes Matrix, i.e. matrix of harmonization of program outcomes and course outcomes, which is given below for the study program "Contemporary Business and IT Management" (major: Accounting).

The columns list the learning outcomes of the study program, and the rows contain individual subjects. For each course, each outcome of the program to which the course contributes is marked with an X.

<i>Marketing</i>											
<i>*E-Business</i>											X
<i>*Publicity and Sponsorship</i>											X
<i>*Direct Marketing</i>									X	X	
<i>*Business Planning and Analysis</i>						X	X		X	X	
<i>*Electronic Banking and Payment Transactions</i>									X	X	
<i>*International Business Finance</i>									X	X	
<i>*Statistics and Research Methods</i>							X				
<i>*Sales Management and Negotiation</i>									X	X	
<i>*Multimedia Technologies</i>									X	X	
<i>*Advertising</i>											X
<i>*E-commerce</i>									X	X	
<i>*Business Trade</i>									X	X	
<i>*Entrepreneurship</i>	X					X			X	X	
<i>*E-services</i>									X	X	X
<i>*Stock Market Operations</i>											X
<i>*Customer Support Technologies and Systems</i>							X				X
<i>* Fundamentals and techniques of insurance</i>											X
<i>*Financial Markets</i>											X
<i>*Public Speaking Techniques</i>									X	X	
TOTAL	4	9	7	5	9	4	7	3	14	25	

**Elective courses*

Elective courses – *Banking, Insurance and Finance*

Winter Semester

Full name of the course:		Mathematics
Course code:		O1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		3
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The goal of the course is to acquire basic mathematical knowledge necessary for the follow-up of subsequent study subjects, and mathematical knowledge that can have appropriate economic application. In addition, the course aims to master algebra, mathematical analysis, the fundamentals of differential calculus, and discrete structures, which is fundamental to computer science. An additional goal of the course is to get acquainted with the concept of the time value of money and financial mathematics, as a general course for understanding all important calculations in business processes in the financial sector in general.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use basic functions; • understand the requirements for the application of information technologies in production, research and service activities; • design mathematical models in program projects; • solve simple and complex mathematical problems and software algorithms in the process of creating programs; • understand the criteria for the convergence test; • master the techniques of differential calculus of a function of a real variable; • use software to solve math problems; • use the power of calculus to solve problems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The Foundations of Mathematical Logic • Sets (set of natural numbers, set of integers, set of rational numbers, set of real numbers) • Mathematical induction • Binomial pattern • A set of complex numbers • Relation. The Basics of Linear Algebra • Determinant matrix i • Systems of linear equations 		

- Arrays and rows
- Functions of a single variable (notion of a function, limit value of a function, derivative of a function, graph of a function)
- Polynomials. Differential calculus
- The concept and characteristics of the derivative
- The Basics of Integral Accounting. Differential of function (application)
- Graphical and tabular representation of economic phenomena. A percentage account. Basic calculations in economics. Applications of Simple and Complex Interest Accounts
- Loans. Continuous capitalization. Methods for evaluating the effectiveness of investment projects

GRADING SYSTEM

Pre-exam obligations	
- After week 7, students take Test 1, with assignments covering half of the course material.	- Test 1 20 points
- In the last week of lectures, students take test 2, with tasks from the second part of the material covered (4 tasks scored with a maximum of 5 points for each).	- Test 2 20 points
- Seminar paper	- Term paper 5 points
	- Participation 5 points
The final exam includes short theoretical questions from all over the material, with appropriate examples to demonstrate the learned theorems and rules.	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Vugdalić, R., 2013, Matematika, Univerzitet u Tuzli, Tuzla.
2. Nurkanović, M., 2013, Matematika za ekonomiste, PrintCom, Tuzla.

ADDITIONAL LITERATURE

1. Vugdalić, R., 2009, Matematika, Diferencijalni i integralni račun funkcije jedne realne promjenljive, Teorija i zadaci, Univerzitet u Tuzli, Tuzla.
2. Neralić L., Šego B., 2009, Matematika, Element, Zagreb.
3. Smajlović, L., 2010, Matematika za ekonomiste, Ekonomski fakultet Sarajevo, Sarajevo.
4. Šego B., Lukač Z., 2011, Financijska matematika, RRiF plus, Zagreb.
5. Ivović, M., Boričić, B., Azdejković, D., Stanojević, J., 2008, Zbirka zadataka iz matematike, Ekonomski fakultet, Beograd.
6. Trklja, B., 2008, Financijska matematika, Ekonomski fakultet u Sarajevu, Sarajevo.
7. Boričić, B., Ivović, M., 2008, Matematika, Ekonomski fakultet, Beograd.
8. Drpljanin, S., Matematika, 1997, Univerzitet u Tuzli, Tuzla.
9. Dedagić, F., Uvod u višu matematiku, Univerzitet u Tuzli, Tuzla.
10. Smajlović, L., 2010, Matematika za ekonomiste, Ekonomski fakultet Sarajevo, Sarajevo.

MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures (theory with examples) and exercises (making tasks with applications), as well as homework tasks that follow the tasks covered during the exercises.

Full name of the course:		Introduction to Computer Science and Information Technology
Course code:		R1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire basic knowledge in the field of computer hardware, software and the Internet, as essential prerequisites for further study of information and communication technologies and programming in general, and to see the importance of the impact of IT on society, its advantages and disadvantages. Students will understand the principles of mobile and wireless technologies, the development and application of which today takes a leading role in IT, and will get acquainted with the concepts of data, information, the way of recording data, material carriers of data content, the concept of information system, functions and elements of an information system, the relationship between information and communication systems, areas of application of information systems, the Internet and the development of Internet applications. In addition, the goal is for students to understand the principles of wireless and mobile communications whose development and application takes a leading role in IT.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the basic hardware and software components of computers, i.e. elements of information and communication technologies; • understand and explain their basic characteristics as well as development tendencies; • select or propose the selection of appropriate components of IT equipment depending on their purpose; • understand how information networks are used in computing and distinguish between different ways of connecting to the Internet. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and role of the computer, the parts of the computer, the functioning of the computer. • Computer user interface. Typical user programs. • Hardware: the basic hardware components of the computer, the reliability of the hardware. • Software: types of software, system and user software, development and importance of localized versions of software, reliability of software. 		

- Fundamentals of Information and Internet Technologies
- Data description of reality
- Computer as part of an information system
- Communication systems
- Computer networks (network classification, network devices, topologies)
- Internet (services, protocols, infrastructure) and Web (architecture, protocols)
- Wireless and mobile communications (basics, standards, wireless local area networks, cellular networks, mobility in wireless networks, satellite communications, GPS)
- HTML, CSS, XML, AJAX
- Content Management Systems (CMS)
- Web services, service-oriented architecture
- Technologies for communication and collaboration

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the middle of the semester, a test is held with questions that include half of the material covered. Through the test, knowledge of basic concepts in the field of computer science and information technology is tested. - The topic for the seminar paper is chosen no later than the 5th week of teaching, and the paper is submitted no later than the 10th week of teaching and presented in the premises of the IPI Academy in the term of the last 3 auditory exercises. - Continuously during lectures and exercises, the presence and activity of students is monitored and recorded, on the basis of which an adequate number of points is awarded. 	<ul style="list-style-type: none"> - Test – 20 points - Seminar paper – 20 points - Attendance and participation – 10 points
<ul style="list-style-type: none"> - The final exam includes theoretical aspects of hardware and software components of computers, i.e. elements of information and communication technologies, and their basic characteristics as well as development tendencies. 	<ul style="list-style-type: none"> - Final exam – 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Kurose, J. F., Ross, K. W., 2018, Umrežavanje računara: Od vrha ka dnu, sedmo izdanje, CET, Beograd.
2. Bajgorić, N., 2006, Informacijska tehnologija, Univerzitetska knjiga, Mostar.

ADDITIONAL LITERATURE

1. Pokorni, S., Radić, G., 2010, Informacione i Internet tehnologije, Visoka škola strukovnih studija za informacione tehnologije, skripta, Beograd.
2. Marković, M., 2010, ECDL 5.0 Modul 1: Osnove informacionih i komunikacionih

tehnologija, Mikro knjiga, Beograd. 3. Kumar, A., 2002, Internet And Information Technology, Anmol Publications Pvt. Ltd., New Delhi. 4. Turban, E., Rainer, R.K, Potter, R. E., 2005, Introduction to Information Technology, 3rd ed., John Wiley & Sons Inc., New Jersey.	
MANDATORY EQUIPMENT:	Projector, Desktop Computers, Computer Disassembly Toolkit, Operating System Installation Media, Multimedia and Office Software, Computer Security Software, Internet Access, Switch, UTP Cable, Wi-Fi Adapters
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES Teaching is carried out through lectures, demonstration and independent laboratory exercises.	

Full name of the course:		Business Communication
Course code:		TK1
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire the general knowledge necessary for more successful interpersonal communication in the business environment and to effectively shape messages in public and written communication, as well as when presenting information. Additional objectives of this course are to acquire the skills of writing business letters in the field of sales, procurement and press releases and to master electronically mediated business communication.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • successfully use interpersonal communication in a business environment. • effectively shape messages in public and written communication and presentation; • independently formulate press releases, business letters in the field of sales and procurement; • successfully write letters of recommendation and requests for recommendation; • use electronically mediated business communication. 		
CONTENTS OF THE COURSE		
<ul style="list-style-type: none"> • Introduction to Business Communications • Verbal and nonverbal communication in the business environment • CV and cover letter • Application of the model of interpersonal communication competence in business communication • Business communication skills • Presentation communication • Sales communication • Business meetings and negotiation • Business interview • Written communication • Introduction by letter • Letter of recommendation • Electronically mediated business communication • Writing a press release 		

- Examples from practice

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - 5 points – Attendance - 5 points – Participation - 40 points – Practical work: <ul style="list-style-type: none"> 6 points - CV/PP 20 points - Presentation 15 points - Exercise (1,2,3,4,5.) 	50%
<p>The final exam includes theoretical aspects, the acquisition of general knowledge about interpersonal communication in the business environment and the effective shaping of messages in public and written communication.</p>	50%
TOTAL	100%

REQUIRED LITERATURE

- 2 Bovee, C. L., Thill, J. V., 2012, *Suvremena poslovna komunikacija*, 10. izdanje, Mate, Zagreb.

ADDITIONAL LITERATURE

- 4 Fox, R., 2006, *Poslovna komunikacija*, 2. izdanje, Hrvatska sveučilišna naklada – Pučko Otvoreno Učilište, Zagreb.
 - 5 Vodopija, Š., 2006, *Opća i poslovna komunikacija*, Naklada Žagar, Rijeka.
 - 6 Rouse, M. J., Rouse, S., 2005, *Poslovne komunikacije: kulturološki i strateški pristup*, Masmedia, Zagreb.
1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and writing business letters.

Full name of the course:		Presentation techniques
Course code:		TK4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the factors of a successful presentation, presentation design, technology used in presentation and presentation techniques. Within the course, students are introduced to the software package used in the preparation and implementation of presentations (Adobe Photoshop, Adobe Illustrator, Microsoft PowerPoint). Mastering the techniques of argumentation and the application of presentation techniques are additional objectives of this course.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • distinguish between verbal and non-verbal cues; • recognize the success factors of the presentation; • master the techniques of argumentation; • independently prepare and conduct presentations; • use appropriate presentation techniques. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Fundamentals of communication • Factors of successful presentations • Nonverbal and verbal cues • Creativity in presentation. • Relationship between content and form in presentation • Use of specific numerical indicators • Argumentation techniques • Preparation of presentations • Demonstration vs. Presentation • Visualization of presentation material • Foundations of presentation design • Technology: flip chart, projector, written materials • Written presentations • Telephone presentations • Face – to – face presentations 		

GRADING SYSTEM	
PRE-EXAM OBLIGATIONS <ul style="list-style-type: none"> - Partial tests - Seminar papers - Attendance at classes - Participation - Exercises 	50 points
Final exam	50 points
TOTAL	100 points
REQUIRED LITERATURE	
2. Ford, N., McCullough, M., Schutta, N., 2012, Presentation Patterns: Techniques for Crafting Better Presentation, Upper Saddle River, Boston.	
ADDITIONAL LITERATURE	
4. Alley, M., 2003, The Craft of Scientific Presentations, Springer, Berlin.	
5. Schiffman, S., 2007, Sales Presentation Techniques: That Really Work, Adams Media, Avon MA.	
6. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises and analysis of business cases.	

Full name of the course:		Fundamentals of Marketing and Internet Marketing
Course code:		I3
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire basic knowledge, both theoretical and practical, in the field of marketing. In addition, the goal is to introduce students to the possibilities of applying the Internet in marketing, with an emphasis on marketing communications, with the content and specifics of traditional instruments of the marketing mix, and new possibilities, techniques and tools enabled by Internet marketing. Students will understand the essential basics of using marketing as a business concept (marketing, information system and market segmentation). An additional goal of the course is to educate students to apply modern marketing skills and tools in solving problems that arise in business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use modern marketing skills and tools in solving problems that are common in business practice; • identify the possibilities of applying marketing and internet marketing within business systems; • identify and apply internet marketing techniques and strategies; • independently demonstrate the implementation of a marketing plan on concrete examples. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and definition of marketing • Marketing environment and internet environment • Market research • Segmentation, positioning and forecasting • Consumer behavior • The elements of a marketing mix • Marketing organization • Internet marketing techniques • Social media in internet marketing • E-marketing information systems • Features and benefits of e-products • New marketing mix strategies for e-marketplaces • Mobile Marketing 		

- Competitive, global and social aspects of marketing
- International Marketing

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 2nd week of lectures, students choose a topic for the preparation of a seminar paper, which they need to submit and if they want to achieve the maximum number of points, then present it by the end of the semester. - During the exercises, students do an analysis of the marketing mix of the product/service, which they need to submit by the end of the semester in writing. - After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material covered. 	<ul style="list-style-type: none"> - Seminar paper 20 points. - Assignment (analysis of the marketing mix of product/service) 5 points. - Test 25 points.
<p>The final exam includes basic marketing concepts, marketing mix, concepts within Internet marketing, as well as other, selected topics from modern marketing.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Ružić, D., Biloš, A., Turkalj, D., 2014, E-marketing, III. izmijenjeno i prošireno izdanje, Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku.
2. Kotler, P., Wong, V., Saunders, J., Armstrong, G., 2006, Osnove marketinga – četvrto europsko izdanje, Mate, Zagreb.

ADDITIONAL LITERATURE

1. Kotler, P., Keller, K., 2008, Upravljanje marketingom, 12. izdanje, Mate, Zagreb.
2. Strauss, J., El-Ansary, A., Frost, R., 2003, E-marketing, 3rd ed., Prentice Hall.
3. Jobber, D., Fahy, J., 2006, Osnovi marketinga, Data Status, Beograd.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, discussions, exercises.

Full name of the course:		E-commerce
Course code:		I5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is for students to master the theoretical foundations and technological assumptions of electronic commerce as a factor of business globalization in today's business environment. Additionally, the goal is for students to become familiar with the application of IT in the design and management of e-commerce systems, as well as to master concepts related to electronic commerce, business models, technological foundations, and revenue models of electronic commerce. Students will also become acquainted with the basics of security in electronic commerce.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • identify and apply business models that can be implemented using methods and techniques of electronic commerce • recognize various revenue models in electronic commerce • independently design and manage projects for the implementation of electronic sales points • apply various available software tools and solutions intended for electronic commerce. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Innovations brought by scientific and technical progress • The place of electronic commerce in e-business • Electronic commerce environment • Development of electronic commerce • Technological foundations of electronic commerce • Business models of electronic commerce • Revenue models • Payment systems in electronic commerce • The International Article Number (EAN) system and innovations based on EPOS technologies • Digital products and services • E-commerce site models • Internet trading • Marketing in electronic commerce 		

- Building an e-commerce website
E-commerce security

GRADING SYSTEM

<p>PRE-EXAMINATION OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 6th week of the semester, the first test is conducted (test 1). - In the 12th week of the semester, the second test is conducted (test 2). - Throughout the semester, after the practice classes, students submit the completed exercise to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
<p>Final Exam: The final exam involves assessing knowledge in the field of electronic commerce and the essential aspects of applying this method of business.</p>	<ul style="list-style-type: none"> - Final exam: 50 points
<p>TOTAL</p>	<p>100</p>

REQUIRED LITERATURE

3. Bjelić, P., 2012, Globalna elektronska trgovina, Ekonomski fakultet, Beograd.

ADDITIONAL LITERATURE

5. 1. Milosavljević, M., Mišković, V., 2011, Elektronska trgovina, Univerzitet Singidunum, Beograd.
6. Chaffey, D., 2007, E-Business and E-Commerce Management, Prentice-Hall, London.
1. Laudon, K.C., Guercio Traver, C., 2004, E-Commerce: Business, Technology, Society, Addison-Wesley, Boston

<p>MANDATORY EQUIPMENT:</p>	<p>Computers, projector, Internet access</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Instruction is conducted through lectures, discussions, and exercises.

Full name of the course:		Publicity and Sponsorship
Course code:		TK7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the theoretical and practical aspects of integrated marketing communication and elements of marketing communication. Additional objectives include studying positive and negative publicity and identifying the differences between publicity and advertising. Moreover, the course aims to acquaint students with the basics of sponsorship and sponsorship agreements.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze elements of marketing communication; • understand the process of integrating marketing communications; • differentiate between positive and negative publicity; • identify key elements of a sponsorship agreement; • independently create a sponsorship agreement; • develop basic practical skills related to marketing communication through sponsorship and publicity, applicable in their future professional environment. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Elements of marketing communication • Determining the marketing of the communication budget • Planning a promotional mix • Integrated marketing communication • Organizational solutions for the application of integrated marketing communications • Planning institutional advertising • Measuring the effects of institutional advertising • Publicity as part of the marketing communication mix • Positive publicity • Negative publicity • Publicity and advertising • Sponsorship as a form of communication between the company and the environment • Sponsorship in sports 		

- Sponsorship Agreement
- Sponsorship: principles, terms, conditions

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 3rd week of the lecture, students are given the task of analyzing selected case studies in the field of publicity in writing by the end of the semester. - During the semester, students work on creating their own sponsorship request as a practical assignment. They submit it in the form of a homework assignment by the end of the semester. - After more than half of the planned lectures have been conducted, a test is organized with questions covering half of the material.. 	<ul style="list-style-type: none"> - Homework (case study) 10 points - Homework (application for sponsorship) 10 points. - Test 30 points.
<p>The final exam covers theoretical aspects of the basic concepts in the field of publicity and sponsorship, with an emphasis on understanding the importance of marketing communication.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

2. Vračar, D., 2010, Strategije tržišnog komuniciranja, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.

ADDITIONAL LITERATURE

5. Proso, M., 2016, Pravo na publicitet u sportu, Collected papers of the Law Faculty of the University of Split, Vol. 52, No. 4, str. 1069 – 1086.
6. Ognjanov, G., 2009, Integrisana marketinška komunikacija, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu.
7. Clow, K.E., Baack, D., 2007, Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall, NJ.
8. Kesić, T., 2003, Integrirana marketinška komunikacija, Opinio, Zagreb..

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Direct marketing
Course code:		TK9
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to enable students to multidisciplinary identify the impact of direct marketing activities on the creation of competitive advantage and the consolidation of business authority. In addition, the goal is to introduce students to the goals and functions of direct marketing, as well as the planning and implementation of creative direct marketing strategies in order to build a competitive position. Students will be introduced to personalized aspects of promotional campaigns and trained to manage direct marketing activities aimed at a loyal customer base. An additional goal is to identify the differences among individual direct marketing techniques and to understand the importance and application of databases in direct marketing.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the impact of direct marketing activities on the creation of competitive advantage; • understand the goals and functions of direct marketing. • plan direct marketing activities. • independently create and implement creative direct marketing strategies; • differentiate certain direct marketing techniques; • create a database of potential and existing customers. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Business marketing communication • The concept and role of direct marketing • Direct marketing as an integrated marketing tool • Goals and functions of direct marketing • Direct marketing planning process • Creative direct marketing strategy • Direct marketing strategies • Direct marketing techniques 		

- Databases as a key resource of direct marketing: database marketing
- Direct marketing channels: e-mail marketing
- Direct marketing channels: catalog marketing
- Direct marketing channels: telephone marketing
- Direct marketing channels: direct response marketing in print media
- Direct marketing channels: direct response marketing in electronic media
- Direct marketing channels: e-commerce

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After each lecture, the practical application of direct marketing tools is practiced through assignments. - Creating a direct marketing plan – independent work of students. - After the 7th week, the basic strategies of direct marketing are tested through TEST I. - In the last week of the semester, the knowledge of the application of databases in direct marketing is tested through TEST II. 	<ul style="list-style-type: none"> - Work tasks 10 points - Sales plan 20 points - Test I 10 points - Test II 10 points
<p>The final exam covers the theoretical and practical aspects of the application of direct marketing.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100</p>

REQUIRED LITERATURE

1. Chroneos Krasavac, B., Veljković, S., 2015, Direktni marketing, CID Beograd, Beograd.

ADDITIONAL LITERATURE

2. Kotler, P., Keller, K., L., Martinović, M., 2014, Upravljanje marketingom, 14. izdanje, Mate 1 Zagreb.
3. Kotler, P., Keller, K., L., 2006, Marketing menadžment, 12. izdanje, Data status, Beograd.
4. Salai, S., Končar, J., 2007, Direktni marketing, Ekonomski fakultet Subotica, Subotica.
5. Brkić, N., 2003, Upravljanje marketing komuniciranjem, Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu, Sarajevo.
6. Houdsen, M., Thomas, B., 2002, Direct marketing in practise, The Chatered Institute of Marketing.
7. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation of seminar papers.

Full name of the course:		Accounting for Budgets and Non-Profit Organizations
Course code:		RIR7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to provide students with additional specific theoretical and practical knowledge related to budget accounting and non-profit organizations. Practical examples will highlight the unique aspects of budget and non-profit organization accounting. An additional goal is for students to master the application of the chart of accounts for budget users and non-profit organizations, and to differentiate between the accounting of budgetary and non-profit organizations and the accounting of commercial companies.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • work in accounting departments in the public sector and non-profit organizations; • differentiate between budget accounting and non-profit organization accounting • apply the chart of accounts for budget users as well as non-profit organizations; • distinguish the accounting of budgetary and non-profit organizations from the accounting of commercial companies; • prepare basic financial reports for budgetary and non-profit organizations. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • System of budget users' accounting • Impact of legal regulations on the organization of accounting for budget rule users in FBIH • Budget planning • Budget adoption process • Treasury operations and impact of treasury operations on accounting organization • Application of budget chart of accounts • Financial reporting • International Public Sector Accounting Standards (IPSAS) • Organizing non-profit organizations • Non-profit accounting • Structure of chart of accounts for non-profit entities and account analysis 		

- Analysis of profit and loss accounts for non-profit entities
- Reporting to donors

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the middle of the semester, test 1 is held with tasks that include the material covered in accounting and budget operations. - In the last week of the semester, Test 2 is held, which includes tasks related to the accounting of non-profit organizations. 	<ul style="list-style-type: none"> - Test I 25 points - Test II 25 points
<p>The final exam includes a test of knowledge of the work of public budget organizations and non-profit organizations through tasks related to the accounting recording of business changes.</p>	<ul style="list-style-type: none"> - Final exam 50 points
<p>TOTAL</p>	<ul style="list-style-type: none"> - 100 points

REQUIRED LITERATURE

2. Bašić, M., Šapina, H., Jahić, L., 2014, Računovodstvo udruženja i fondacija, Ekonomski fakultet u Sarajevu, Sarajevo.

ADDITIONAL LITERATURE

8. Bašić, M., Šapina, H., 2013, Budžet i računovodstvo budžeta, JP NIO Službeni list BiH, Sarajevo.
9. Zakon o budžetu , <http://www.fmf.gov.ba/zakoni/2013/Zakon%20o%20budzetima.pdf> , [http://www.fmf.gov.ba/v2/userfiles/userfiles/file/Izmjene%20Zakon%20o%20budzetima_bos%20\(2\).pdf](http://www.fmf.gov.ba/v2/userfiles/userfiles/file/Izmjene%20Zakon%20o%20budzetima_bos%20(2).pdf) , Sl. Novine 102/13, 9/14,13/14
10. Zakon o izvršenju budžeta. (zakon se donosi svake godine novi i važi jednu godinu.)
11. Uredba o računovodstvu budžeta, <http://www.fmf.gov.ba/v2/userfiles/userfiles/file/uredbe/Uredba%20o%20racunovodstvu%20proracuna%20u%20FBiH%20.pdf>
12. Pravilnik o finansijskom izvještavanju. http://www.fmf.gov.ba/userfiles/file/Pravilnik%20o%20finansijskom%20izvjestavanju%20_precisceni%20tekst.pdf
13. Zakon o trezoru, Sl. Novine 26/16, [http://www.fmf.gov.ba/v2/userfiles/userfiles/file/zakoni/Zakon%20o%20trezoru%20\(B\).pdf](http://www.fmf.gov.ba/v2/userfiles/userfiles/file/zakoni/Zakon%20o%20trezoru%20(B).pdf)
14. Other applicable regulations and articles.

MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	Laptop, Projector
METHODS OF CONDUCTING CLASSES	
Classes are carried out through lectures, exercises, analysis of business cases.	

Full name of the course:		Accounting of Banks and Insurance Companies
Course code:		RIR6
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to provide students with specific knowledge and skills on monitoring and analyzing business changes and accounting for them, related to the operations of banks and insurance companies. An additional goal is to enable students to distinguish between the functioning and work of bank accounting and the work of corporate accounting.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> distinguish the chart of accounts of banks and insurance companies from the charts of accounts of other entrepreneurs; apply accounting techniques for recording assets, liabilities, equity, income and expenses of financial institutions; prepare the annual financial statements of banks and insurance companies. have the skills necessary to work in the accounting departments of banks and insurance companies. 		
COURSE CONTENT		
<ul style="list-style-type: none"> The Bank's Accounting System Specifics of bank accounting in relation to corporate accounting Banks' chart of accounts Money and cash equivalents. Reserve requirements for assets and liabilities The bank's financial statements Credit rating of banks Insurance company accounting Specifics of accounting of insurance companies in relation to accounting of business entities Accounting standards governing the operation of an insurance company 		

- Chart of accounts of insurance companies
- Documentation in insurance
- Risks in insurance
- Calculation of specific reserves in insurance
- Financial statements of insurance companies

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 7th week, Test I is carried out, which includes a test of knowledge on the analytical monitoring of business changes through the bank's accounting. - In the last week, Test II is planned, which includes a test of knowledge on the analytical monitoring of business changes of insurance companies. 	<ul style="list-style-type: none"> - Test I 25 points - Test II 25 points
<p>A final exam that includes a test of knowledge of the accounting system of banks and insurance companies, through practical tasks for recording business changes.</p>	<ul style="list-style-type: none"> - 50 points
TOTAL	100 points

REQUIRED LITERATURE

- Lukić, R., 2016, Bankarsko računovodstvo, Univerzitet u Beogradu - Ekonomski fakultet, Beograd.

ADDITIONAL LITERATURE

- Međunarodni računovodstveni standardi i standardi finansijskog izvještavanja, 2005, SRRFBiH, Sarajevo.
- Mićin, K. 2008, Računovodstvo osiguravajućih društava, Hasibo d.o.o., Zagreb.
- Kočević, J., 2006, Osiguranje, Centar za izdavačku djelatnost Ekonomskog fakulteta Beograd, Beograd.
- Jahić, M., 2008, Računovodstvo finansijskih institucija, Revicon, Sarajevo.
- www.nados.ba
- www.fba.ba
- Zakonska regulativa iz oblasti

MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	Laptop, Projector

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full name of the course:		Application of Management Accounting
Course code:		RIR2
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the concepts, systems, methods and instruments of management accounting for the purpose of their application in managing the costs of products and service costs. The aim of the course is for students to acquire knowledge of the conceptual framework of modern accounting, as well as knowledge of the elements and determinants of management accounting. Understanding the importance of management accounting in a company is an additional objective of the course.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the significance of management accounting in a company; • independently develop additional knowledge of tactical and operational planning; • monitor and analyze the realization of revenues, production costs, profits and budgets, with the aim of making adequate business decisions; • understand the determinants of management accounting. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Structural elements of corporate accounting • Management, conceptual framework of modern accountin • Elements and determinants of managerial-oriented accounting • Cost accounting, basic adjustments of accounting to the needs of modern management • Management accounting and the changing environment • Cost accounting, short-term segment calculation, external and internal users • Activities and importance of management accounting in planning (budgeting) • Activities and significance of management accounting in the function of control • The importance and importance of a flexible budget • Types and character of deviations from the budgeted values of direct and indirect costs and revenues • Activities and significance of management accounting as a motivational management mechanism • Activities and importance of management accounting in the function of the decision 		

<p>making process</p> <ul style="list-style-type: none"> • Focusing on key topics in the decision-making and control of management and the managing accountant • Stages of the business decision-making process and management accounting • Instruments in evaluating alternatives and facilitating the finding of an adequate source 	
GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - The participation includes students' participation in exercises in terms of solving tasks on the board and during lectures. - In the 8th week of the semester, Test 1 is held with questions that cover half of the material. - In the 13th week of the semester, Test 2 is held, which includes tasks related to rational analysis, budgeting, calculation of segments and deviations. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 20 points - Test 2 25 points
<p>The final exam covers theoretical aspects of the conceptual framework of modern accounting, as well as the elements and determinants of management accounting, and tasks.</p>	<p>Final exam 50 points</p>
TOTAL	100
REQUIRED LITERATURE	
<p>2. Stevanović, N., Malinić, D., Milićević, V., 2012, Upravljačko računovodstvo, Ekonomski fakultet Beograd, Beograd.</p>	
ADDITIONAL LITERATURE	
<p>5. Rodić J., and Rakovački – Tubić S., 2010, Računovodstvo troškova i učinaka i računovodstvo segmenata poslovanja, Finrar i Ekonomski fakultet Univerziteta u Banja Luci, Banja Luka.</p> <p>6. Horngren, T.; Charles, F. G.; Strikant, D. M., 2000, Cost Accounting a Managerial Emphasis, Prentice Hall International, INC. (u prevodu: Osnove troškovnog računovodstva – upravljački aspekt, Udruženje/udruga računovođa i revizora, FBiH i Udruga računovođa i finansijskih djelatnika Herceg-Bosne).</p> <p>7. Bašić M., Popić I., Isaković – Kaplan Š., Resić E., 2005, Troškovno računovodstvo – praktikum, Ekonomski fakultet u Sarajevu, Sarajevo.</p> <p>8. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.</p>	
MANDATORY EQUIPMENT:	Computer & Projector
ADDITIONAL EQUIPMENT:	Accounting software
METHODS OF CONDUCTING CLASSES	
<p>Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.</p>	

Full course title:		Statistics and Research Methods
Course code:		MIB1
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the use of different research methods and methods of applying statistical analysis. In addition, students will be introduced to the basic methods and techniques of data collection, sampling and measurement, and the application of appropriate computer programs in statistical analysis. This course aims for students to independently apply the acquired knowledge in research related to both study and business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently develop a research plan, which includes data collection, editing and grouping, analysis and interpretation of research results; • understand, use and correctly interpret the basic indicators of descriptive statistics; • understand and apply the statistical model of regression and correlation analysis. • understand the application of time series analysis to investigate mass phenomena that take place and are tracked in time; • use appropriate computer programs in the process of analyzing statistical data and their tabular and graphical presentation; • understand the basic logic of reasoning in empirical research. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Concept and subject of statistics • Graphic techniques - organizing and visualizing data • Descriptive statistics • Probability • Random variables and probability distributions • Sampling • Statistical inference • Hypothesis testing • Regression analyzes 		

- Research problem and research design
- Identification and types of variables
- Data collection methods
- Sample selection
- Displaying and analyzing data
- Statistical computer programs

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 8th week of the semester, the first test is carried out - Preparation of a research paper during the semester consisting of 3 parts: theoretical part (10 points), empirical part (10 points) and presentation (10 points) 	<ul style="list-style-type: none"> - Test 1: 20 points - Research paper: 30 points
Final exam	50 points
TOTAL	100

REQUIRED LITERATURE

1. Fazlović, S., 2013, Primijenjena statistika, OFF – SET, Tuzla.

ADDITIONAL LITERATURE

1. Zahirović, S., Okičić, J., 2021, Primijenjena multivarijatna analiza, OFF-SET, Tuzla
2. Somun-Kapetanović, R., 2014, Statistika u ekonomiji i menadžmentu, Ekonomski fakultet u Sarajevu, Sarajevo.
3. Kukić, S., Markić, B., 2006, Metodologija društvenih znanosti, Ekonomski fakultet Mostar, Mostar.
4. Papić, M., 2005, Primijenjena statistika u MS Excelu, Naklada Zoro, Zagreb.
5. Levine, D. M., Stephan, D., & Szabat, K., 2021, Statistics for Managers Using Microsoft Excel, 9th edition, Pearson.
6. Kumar, R., 2011, Research Methodology: A Step-by-Step Guide for Beginners, SAGE.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	SPSS software

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation of research papers.

Summer semester

Full name of the course:		Sales management and negotiation
Course code:		TK5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module leader:	TEACHER:	
	ASSISTANT:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to provide students with basic theoretical and practical knowledge related to modern business practice in the field of sales management and business negotiation. Additional objectives of this course are the acquisition of negotiation skills, understanding of sales strategies, skills and techniques, as well as the conditions for the selection of sales representatives. The goal is also to prepare students to lead the negotiation process.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • lead the process of planning, implementing and controlling sales activities; • manage the customer portfolio and know the processes and criteria for selecting key customers; • create sales strategies; • select a sales representative; • identify the most suitable sales strategy. • independently design a sales plan; • with the help of acquired negotiation skills and techniques, they independently lead the negotiation process. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The role of the sales function and sales management in a business organization • The place of the sales function in the organizational structure of the enterprise • Sales planning • Sales strategies, skills and techniques • Selection of sales representatives • Motivation, and bonus and malus systems 		

- Sales concepts and modern sales models
- Personal sales
- Customer portfolio management
- Negotiation strategies and concepts
- Negotiation skills
- Preparation for negotiations
- Negotiation process
- Conclusion of negotiations
- Examples from practice

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After each lecture, the practical application of sales and negotiation methods through work tasks is practiced - Creating a sales plan – independent work of students - After the 7th week, the basic principles of sales are tested through TEST I - In the last week of the semester, knowledge of the negotiation process is tested through TEST II 	<ul style="list-style-type: none"> - Work tasks 10 points - Sales plan 20 points - Test I 10 points - Test II 10 points
The final exam covers the theoretical aspects of sales methods and negotiation processes.	Final exam 50 points
TOTAL	100 points

REQUIRED LITERATURE

3. Gligorijević, M., Ognjanov, G., 2021, Poslovno pregovaranje, Ekonomski fakultet Univerziteta u Beogradu.
4. Tomašević Lišanin M., 2010, Profesionalna prodaja i pregovaranje, HUPUP, Zagreb.

ADDITIONAL LITERATURE

1. Gligorijević, M., Ognjanov, G, 2011, Poslovno pregovaranje, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.
6. Tomašević Lišanin, M., 2010, Poslovni slučajevi iz prodaje i pregovanja, HUPUP, Zagreb.
7. Lewicky R.J., Saunders D.M., Minton J.W., Barry B., 2003, Negotiation, readings, exercises and cases, McGraw-Hill, Irwin, Boston.
8. Bratko S., Henich V., Roman O., 2000, Prodaja, Narodne novine, Zagreb.
9. Journals - it is recommended to use articles from economic journals.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, analysis of business cases and development of a marketing plan.

Full course title:		Multimedia technologies
Course code:		M3
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of the course is to provide students with basic knowledge about multimedia technologies, devices and systems, and to introduce students to the principles of working, analyzing and interpreting multimedia (taxonomy), the way of creating, displaying and processing media (text, hypertext, graphics, sound, video and animation). Students will learn to meaningfully and aesthetically connect media into a complete application of the desired properties in the application. They will learn about the methods, techniques and tools by which media are developed and then connected into multimedia applications.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • gain theoretical knowledge and practical competencies for the application of multimedia and interactive technologies in practice; • understand the capabilities of modern software tools for media development; • apply basic techniques for the development of multimedia; • use various available software tools and solutions intended for the development of multimedia elements; • independently use basic multimedia software tools and interactive technologies. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to Multimedia • Features of multimedia systems • Audio basics • Image basics • Text • Animation basics • Video basics • Visual effects • Audio-visual integration • Multimedia data acquisition 		

- Standards in multimedia communications
- Preparation of multimedia materials
- The applied aspect of multimedia
- Multimedia application software

Directions for the development of multimedia

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial test (implemented in the middle of the lecture)	10 points
- Independent project (implemented during the exercises and presented before the final exam)	35 points
- Participation (lectures and exercises)	5 points
Final exam	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Starčević, D., Štavljanin, V., 2013, Multimedia, Faculty of Organizational Sciences, Belgrade.

ADDITIONAL LITERATURE

2. Bojković, Z., Martinović, D., 2011, Fundamentals of Multimedia Technologies, College of Electrical Engineering and Computer Science of Applied Studies, Belgrade.
3. Cvetković, D., Marković, D., Savanović, N., 2015, Multimedia, Singidunum University, Belgrade.
4. Chapman, N., Chapman, J., 2009, Digital multimedia, 3rd ed., John Wiley and Sons, Chicester.
5. Vaughan, V., 2008, Multimedia Making it Work, 7th ed., McGraw-Hill, New York.
6. Li, Z., Drew, M.S., 2004, Fundamentals of Multimedia, Pearson Education, Upper Saddle River.

MANDATORY EQUIPMENT: Computers, projector, Internet access

ADDITIONAL EQUIPMENT: N/A

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, discussions, exercises.

Full name of the course:		Advertising
Course code:		TK10
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the theoretical and practical aspects of advertising and the impact of advertising on consumer behavior. Additional objectives include studying the importance of advertising strategies, types of media, creativity in ad creation, and advertising trends. The goal is also for students to master the planning and creation of advertisements, as well as metrics for measuring advertising effectiveness.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze the advertising process; • understand the impact of advertising on consumer behavior. • classify certain types of media; • plan and develop a creative advertising message; • measures the effectiveness of advertising; • independently analyze advertising trends. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to advertising • Communication process • Forms of advertising • Advertising functions • Consumer behaviour and market research • Stages of scientific research • Creative advertising strategy • Media Analysis • Marketing planning • Planning mix media • Advertising Creation Process • The relationship between the client and advertising agency • Measuring advertising effectiveness • Ethical/Economic/Legal/Social Impacts of Advertising • Advertising trends 		

GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 2nd week of lectures, students choose a topic for the preparation of a seminar paper, which they need to submit and if they want to achieve the maximum number of points, then present by the end of the semester. - During the exercises, students do case studies that they submit in the form of homework during or after the exercises. - After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material. 	<ul style="list-style-type: none"> - Seminar paper 20 points. - Homework (case study) 5 points. - Test 25 points.
<p>The final exam covers the theoretical aspects of the basic concepts in the field of advertising, as well as specific topics in this field.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
TOTAL	100 points
REQUIRED LITERATURE	
<p>2. Ognjanov, G., 2014, Marketinške komunikacije, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu.</p>	
ADDITIONAL LITERATURE	
<p>10. Brkić, N., 2003, Upravljanje marketing komuniciranjem, Ekonomski fakultet u Sarajevu, Sarajevo.</p> <p>11. Brkić, N. i Husić, M., 2003, Zbirka slučajeva iz marketing komuniciranja, Ekonomski fakultet u Sarajevu, Sarajevo.</p> <p>12. Belch, G.E., Belch, M.A., 2004, Advertising and Promotion – and Integrated Marketing Communications Perspective, McGraw Hill Irwin, Boston.</p> <p>13. Shimp, T. A., 2010, Advertising, Promotion and other aspects of Integrated Marketing Communications, South – Western Cengage Learning.</p> <p>14. Kesić, T., 2003, Integrirana marketinška komunikacija, Opinio, Zagreb.</p> <p>15. Oroz Štancl, I., 2014, Prikriveno oglašavanje u crtanim filmovima, Medijske studije, str. 76 – 91.</p> <p>16. Jewler, J.A., Drewniansy, B.L., 2004, Creative Strategy in Advertising, Wadsworth Publishing, Belmont.</p> <p>17. Wells, W.D., Burnett, J., Moriarty, S., 2002, Advertising: Principles and Practice, Prentice Hall, Boston.</p> <p>18. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.</p>	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
<p>Classes are carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.</p>	

Full course title:		E- Business
Course code:		I4
Module level (education cycle):		First cycle
Year of study:		II
ECTS credits:		6
Duration:		One semester
Semester:		Contemporary Business and IT Management
Study program:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is to introduce students to the concepts of electronic and mobile business. Students will learn about the role and significance of various forms of electronic business. They will become familiar with the fundamental changes in business processes and organization after the introduction of electronic and mobile business, as well as with the most important systems in electronic business. Additionally, as an extension of E-business, students will be introduced to mobile applications and mobile business.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • recognize the possibilities of modern electronic and mobile business systems • apply various available software tools and solutions intended for electronic business • independently use basic electronic business applications • apply electronic business tools to specific business problems 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to electronic business • Information systems and electronic and mobile business • Organizational models of electronic business • Electronic business infrastructure • CRM systems • Implementation of electronic business in companies • E-customer relationships • Basics of Internet marketing • E-supply chain • ERP systems • Electronic payment systems • Mobile business • Mobile application models • E-services 		

- Security mechanisms in electronic business

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the 6th week of the semester, the first knowledge assessment is conducted through Test 1. - In the 12th week of the semester, the second knowledge assessment is conducted through Test 2. - Throughout the semester, after each exercise session, students submit their completed exercises to the learning management system. 	<ul style="list-style-type: none"> - Test 1: 15 points - Test 2: 15 points - Exercises: 20 points
<p>Final exam The final exam covers the theoretical and practical aspects of applying electronic business.</p>	<ul style="list-style-type: none"> - Final exam: 50 points
<p>TOTAL</p>	<p>100</p>

REQUIRED LITERATURE

1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd.

ADDITIONAL LITERATURE

1. Paavilainen, J., 2007, Mobile Business Strategies: Understanding the Technologies and Opportunities, Wireless Press.
2. Jelassi, T., 2007, Startegies for E-Business: Creating Value Through Electronic and Mobile Commerce, Prentice Hall.

<p>MANDATORY EQUIPMENT:</p>	<p>Computers, projector, Internet access</p>
<p>ADDITIONAL EQUIPEMNT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Instruction is conducted through lectures, discussions, and exercises.

Full course title:		Business Trade
Course code:		MIB5
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the methods, techniques, principles and organization in business trade. Identifying the importance of modern trade on the development of the economy of developed countries in uncertain business conditions is an additional objective of the course. Furthermore, the aim of the course is to introduce students to the practice of contemporary business management in trade by analyzing the importance of e-commerce and marketing, and to enable them to understand the problems and challenges in contemporary trade and possible ways of analyzing and solving them.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the target market and key consumers as the most important competitive advantages; • manage human resources as one of the key success factors in trade; • independently manage trade organizations or functional units or processes within trade organizations; • understand the importance of communication in modern trade organizations; • formulate and develop their own financial plans within the framework of trade organizations; • understand the impact of e-commerce in the development of market economies, especially in trade organizations; • recognize the importance of proper determination of purchase and sale prices as well as trade margins for different products/services. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Basics and special features of trade • Plan development and strategic planning in trade • Identifying target customers and collecting information needed in developing and modifying trade strategies • Organizing and managing human resources in trade 		

- Leading and motivating human resources within trade organizations
- Communication within trade organizations
- Managing trade goods
- Formation of prices in trade
- Communicating with customers
- Business documentation in trade operations
- Financial strategy of a trading company and planning
- Supply chain operations and information system management
- Strategies for the growth and international expansion of trade enterprises
- Marketing trade
- E-commerce

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - Seminar paper – at the beginning of the summer semester, students choose a topic for the seminar paper, which they are required to complete by the 12th week of the exercises, and with the assistance of a course assistant. - First partial test – after seven lessons or 50% of the theoretical material, the first partial test is held. - Attendance and participation - students secure points by their presence and participation at lectures and exercises. 	<ul style="list-style-type: none"> - Seminar paper – 25 points - First partial test – 20 points - Class attendance and participation – 5 points
<p>Final exam – covers all theoretical aspects of business trade related to 15 teaching units and contains 20 theoretical questions.</p>	<ul style="list-style-type: none"> - Final exam – 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Dunković, D., 2015, Poslovno upravljanje u trgovini, Ekonomski fakultet, Zagreb.

ADDITIONAL LITERATURE

1. Dunkley, G., 2004, Free Trade-Myth, Reality and Alternatives, Zed Books, London.
2. Levy, M., Weitz, B.A., 2011, Retailing Management, McGrawHill/Irwin, New York.
3. Liebmann, H.P., Swoboda, B., Zentes, J., 2008, Handelsmanagement, Verlag Vahlen, Munchen.
4. Segetlija, Z., Knego, N., Knežević, B., Dunković, D., 2011, Ekonomika trgovine, Novi informator, Zagreb.
5. Kurtić, A., Kulović Dž., 2011, Poslovno vođenje, Centar za lično i profesionalno usavršavanje – WAMY, Sarajevo.
6. Župljanin S., 2010, Savremena trgovina – Strategija i politika trgovine u BiH, Nezavisni univerzitet Banja Luka.
7. Begtić, R., 1997, Marketing u trgovini, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.
8. Segetlija, Z., Knego, N., Knetević, B., Dunković, D., 2011, Ekonomika trgovine, Novi informator, Zagreb.
9. Dedić, M., Klopić, R., 1997, Komuniciranje u trgovini, Ekonomski fakultet Univerziteta u Tuzli, Tuzla.
10. Begtić, R., 1998, Spoljnotrgovinsko poslovanje, Ekonomski fakultet Univerziteta u Tuzli,

Tuzla.	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.	

Full course title:		Entrepreneurship
Course code:		MIB4
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the contemporary theoretical and practical aspects of creating, starting and managing a business. Additional goals of the course are for students to acquire knowledge and skills to identify, implement, and develop business ideas by understanding the elements of a business plan and how to create one, as well as understanding the various forms of financing for entrepreneurial ventures.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the essence of the entrepreneurial process; • analyze and identify alternatives in creating a business; • critically analyze and recognize strengths and weaknesses, i.e. threats and opportunities of future business; • identify the most important characteristics that distinguish a successful entrepreneur from others; • independently start the process of registering their own business; • create a business plan; • independently formulate, organize and start the desired form of business activity. 		
COURSE CONTENT:		
<ul style="list-style-type: none"> • Introduction to entrepreneurship • Developing a successful business idea • Innovation and entrepreneurship • Creating a business plan • The basic ways to start a business. Establishing a new business • Purchase of an existing business • The franchise system and the establishment of a franchise system • Entrepreneurial strategies and tactics • Individual model of entrepreneurship • Corporate model of entrepreneurship • Entrepreneurship and small business 		

- The future and prospects of small business
- Institutional, systemic and legal assumptions for entrepreneurship development
- Motivation as the key to business success

Financing of an entrepreneurial venture

GRADING SYSTEM:

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 3rd week of lectures, topics for the seminar paper are assigned, where students can choose 12 topics related to the teaching process. - In the middle of the semester, Test 1 is held with questions that cover half of the material. - Two weeks before the end of semester, test 2 is held, which includes the second half of the material covered. 	<ul style="list-style-type: none"> - Seminar 10 points - Test 1 15 points - Test 2 15 points - Attendance 10 points
<p>The final exam includes questions related to the theoretical and practical aspects of the application of entrepreneurship.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

- Šarić, D., 2020, Poduzetništvo, Evropski Univerzitet „Kallos“ u Tuzli, Tuzla.

ADDITIONAL LITERATURE

- Čizmić, E., Crnkić, K., 2012, Strateško poduzetništvo, Ekonomski fakultet u Sarajevu, Sarajevo.
- Ilić, M., Nadoveza, B., 2012, Poduzetništvo, Evropski univerzitet, Brčko.
- Baringer B., Duane Ireland R., 2010, Poduzetništvo-uspješno pokretanje novih biznisa (izdanje na bosanskom jeziku izdaje "OFF-SET" d.o.o. Tuzla u saradnji sa Centrom za razvoj poduzetništva-Tuzla.
- Dedić M., Umihanić B., 2004, Osnove menadžmenta i poduzetništva, Ekonomski Institut dd, Tuzla.
- Buble, M., Kružić, D., 2006, Poduzetništvo: realnost sadašnjosti i izazov budućnosti, RRIF Plus, Zagreb.
- Pokrajac, S., Tomić, D., 2008, Preduzetništvo, Alfa-Graf NS, Novi Sad.
- Škrtić, M., 2006, Poduzetništvo, Sinergija, Zagreb.
- Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa

MANDATORY EQUIPMENT:	MANDATORY EQUIPMENT:
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ADDITIONAL EQUIPMENT:	ADDITIONAL EQUIPMENT:
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METHODS OF CONDUCTING CLASSES

Instruction is delivered in the form of lectures, exercises, seminar papers, tests and examples from practice.

Full course title:		E-services
Course code:		I7
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the technical and technological prerequisites and specifics of electronic services (e-government, e-health, e-education, and e-entertainment). Students will gain basic knowledge of the application of information and communication technologies in the field of electronic services and practical skills applicable to the development of components in the field of electronic services. Additionally, the goal is for students to master the basic knowledge and skills needed to participate in the implementation of e-service solutions.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • describe and distinguish the goals and consequences of the application of information and communication technologies in the field of e-services; • independently analyze the success of individual countries in the development of e-government; • analyze the prerequisites and obstacles to the development of e-services; • identify the necessary elements of the infrastructure for the development of e-services. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept of e-services • Technological, organizational, legal, procedural aspects of e-services • The concept of a strategy for the introduction and implementation of e-services • Communication and software infrastructure for E-Services • Application of ICT in public administration • Standards in e-government systems • eGovernment legal framework • Application of ICT in health care • Telemedicine and telemedicine systems • Application of ICT in entertainment • Tools for the development of components and systems for e-entertainment 		

- Application of ICT in education
- Electronically supported education systems
- Smart governance, health and education
- Directions for the development of e-services

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests	
- Project development	
- Seminar paper	50%
- Attendance at classes	
- Participation	
- Exercises	
Final exam	50%
TOTAL	100%

REQUIRED LITERATURE

1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd.

ADDITIONAL LITERATURE

1. Garson, G. D., 2006, Public information technology & e-governance: Managing the virtual state, Jones & Bartlett Publishers, London.

2. Simonson, M., Smaldino, S., Albright, M., Zvacek, S., 2008, Teaching and Learning at a Distance: Foundations of Distance Education, 4th Ed., Prentice Hall, NJ.

3. Maheu, M., Whitten, P., Allen, A., 2012, E-Health, Telehealth, and Telemedicine: A Guide to Startup and Success, Jossey-Bass Inc, NY.

4. Natkin, S., 2006, Video Games and Interactive Media: A Glimpse at New Digital Entertainment, AK Peters Ltd, Natick.

MANDATORY EQUIPMENT:	Computers, projector, Internet access
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ADDITIONAL EQUIPMENT:	N/A
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METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full course title:		Audit and Systems of Internal Control
Course code:		I15
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the fundamentals of control and auditing of information systems. Students will master auditing standards and risks, phases of the information systems audit process, and controls related to the development, management, and access of information systems. Additionally, the course aims to familiarize students with software tools significant for the control and auditing of information systems.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the objectives of the audit and control of information systems; • explain the audit process; • identify and describe the controls of individual components of the information system; • identify potential audit risks within the information systems. • use tools to measure the performance of information systems; • use tools for computer-aided auditing of information systems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Business Strategy and Information System Strategy • Audit Types and Audit Approach • Audit of Information Systems • Auditing standards • Audit risks • Conducting the audit procedure of the information system • Controls in the process of information system development • Control as a component of information system management. Data control. Access control to the information system. • General Information System Audit Programs • Activity-specific audit tools • Tools for measuring the performance of the information system • Using tools in Computer-Aided Business Auditing • Evaluation of Critical Application Controls • Evaluation of the effectiveness of the system 		

- Managing the Audit Function of Information Systems

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests	
- Project development	
- Seminar paper	50%
- Attendance	
- Participation at classes	
- Exercises	
Final exam	50%
TOTAL	100%

REQUIRED LITERATURE

1. Panian, Ž., Spremić, M., 2007, Korporativno upravljanje i revizija informacijskih sustava, Zgombić i partneri, Zagreb.
2. Stankić, R., Krsmanović, B., 2009, Upravljački informacijski sistemi, Fakultet spoljne trgovine, Bijeljina.

ADDITIONAL LITERATURE

1. Panian, Ž., 2001, Kontrola i revizija informacijskih sustava, Sinergija, Zagreb.
2. Nyirongo, A., 2015, Auditing Information Systems: Enhancing Performance of the Enterprise, Trafford Publishing, Bloomington.
3. Hunton, J. E., Bryant, S. M., Bagranoff, N. A., 2004, Information technology Audit, Wiley, Indiana.

MANDATORY EQUIPMENT:	Computers, projector, Internet access
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ADDITIONAL EQUIPMENT:	N/A
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METHODS OF CONDUCTING CLASSES

Instruction is conducted through lectures and exercises.

Full course title:		Customer Support Technologies and Systems
Course code:		I11
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The objective of the course is for students to become familiar with the theoretical foundations, technologies, and techniques for providing customer support. Students will master theoretical knowledge about customer support techniques and technologies, as well as practical knowledge needed for organizing customer support and using customer support systems. Students will also acquire the knowledge and skills needed to perform tasks such as diagnosing and resolving issues, successfully communicating with customers, determining the specific needs of end users, and training end users.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • explain the process of establishing a customer support service • demonstrate the ability to create customer profiles • describe the organization and necessary human resources for successfully organizing customer support • prioritize problem-solving tasks • demonstrate the ability to manage procedures • demonstrate the process of receiving customer requests • identify, implement, and review customer support service metrics • calculate the return on investment for organizing a customer support service • independently analyze customer issues and lead them to successful resolution • formulate methods for problem-solving 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to computer user support • Skills required for working in customer support services • Classification of users • Service Desk – Roles and responsibilities, processes and procedures, performance measurement • Customer support systems 		

- Call centers
- Web-oriented support
- Professional consulting
- Mail service
- Help desk organization
- FAQ
- Tools for enhancing the quality of customer support
- Defining end-user needs
- End-user training
- Customer support as a profession

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - After each lecture, knowledge is assessed through online quizzes. The total number of quizzes is 13. - In the middle of the semester (8th week), Test 1 is conducted with questions covering the material taught in the first seven weeks of lectures. - Student participation during lectures and exercises is awarded up to a maximum of 5 points. 	<ul style="list-style-type: none"> - Quizzes 1 – 13 (2x13 = 26 points) - Test 1 19 points - Participation 5 points
The final exam covers all the material that was taught during the lectures.	50 points
TOTAL	101 points

REQUIRED LITERATURE

1. Knapp, D., 2013, A Guide to Service Desk Concepts, 4th edition, Cengage, Boston.
2. Beisse, F., 2013, A Guide to Computer User Support for Help Desk and Support Specialists, 5th edition, Cengage, Boston.

ADDITIONAL LITERATURE

1. Marcella, R., Middleton, I.A., 1996, Key Factors in Help Desk Success: An Analysis of Areas Critical to Help Desk Development and Functionality, British Library Research and Development Department, London.
2. Walker, G., 2001, IT Problem Management, Prentice-Hall, New Jersey.
3. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa

MANDATORY EQUIPMENT:	Laptop & Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, case study analysis, and the creation and presentation of seminar papers.

Full name of the course:		Fundamentals and Techniques of Insurance
Course code:		BOF2
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to understand the function of insurance for the social community and to distinguish certain forms by which business entities and individuals protect themselves from the consequences of risky events. Students need to master the concepts of risk and types of risk, and acquire knowledge and skills in identifying, measuring, and managing risks in insurance. The aim is also to acquire specific knowledge about various types of insurance, legal aspects of insurance, insurance markets in Europe and the world, investment portfolio risks, and performance reports.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the risks encountered by the company and propose methods and instruments for risk management; • understand insurance as a method of risk management and have specific knowledge of individual types of insurance; • understand the basic elements of insurance contracts and actively participate in their drafting; • know the sales channels of insurance products and actively participate in the development of marketing and sales strategy; • know the insurance legislation in BiH, and critically consider the place and role of insurance companies in the financial system of BiH; 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Concept, functions and significance of insurance • Risk characteristics, types of risk • Ways to manage risk • Interdisciplinary nature of risk management • Classification of insurance • Life Insurance, features and types of life insurance products • Non-life insurance, characteristics and types 		

- Basic principles, features and elements of an insurance contract
- Determination of the insurance premium
- Sale of insurance products
- E-insurance
- Claims Settlement
- Legal regulation of insurance
- Insurance companies within the insurance industry
- Socio-economic significance of insurance activities and industry

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, knowledge is tested in the form of test 1, which includes the basic concepts in the field of insurance, risk, the importance of insurance business and the role of insurance. - After the 12th week of the lecture, the second test of knowledge is carried out in the form of test 2, which includes the concepts of roles and importance of life insurance, insurance contract, elements of insurance premiums, and risk management mechanisms. - After the 8th week of the lecture, students defend case analyses, within which they analyze specific cases from certain areas of insurance. In the first week, students are presented with a list of framework topics for case studies. 	<p>Test 1 15 points</p> <p>Test 2 15 points</p> <p>Case Analysis 20 Points</p>
<p>The final exam includes the examination of knowledge in the field of non-life insurance, marketing and sales in insurance, as well as the legal and institutional framework of insurance in Bosnia and Herzegovina.</p>	<p>50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

2. Kozarević, S., Kovač, R., 2013, Ekonomika osiguranja, Off-set i Ekonomsk fakultet Univerziteta u Tuzli, Tuzla.

ADDITIONAL LITERATURE

6. Ćurak, M., Jakovčević, D., 2007, 2007, Osiguranje i rizici, RRIF, Zagreb.
7. Kočović, J., Šulejić, P., 2002, Osiguranje, Ekonomski fakultet Beograd, Beograd.
8. Marović, B., Avdalović, V., 2005, Osiguranje i upravljane rizikom, DDOR Novi Sad i Birografika, Subotica.
9. Niehaus, G., Harrington S., 2003, Risk Management and Insurance, McGraw Hill, New York.
10. Journals - it is recommended to use articles from economic journals.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, exercises and discussions on cases from practice.

Full name of the course:		Financial Markets
Course code:		BOF7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the financial system, its elements and characteristics, and the functions of financial markets as part of the financial system. In addition, the aim is to familiarize students with the legal and organizational aspects of stock exchange operations, as well as with the activities of professional stockbrokers. Additional objectives of the course are for students to understand the importance of debt markets, equity markets, primary and secondary markets, stock markets and over-the-counter markets, money markets and capital markets, and to notice their advantages and disadvantages.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • define the financial system and classify the financial markets. • govern with the basic terms of foreign exchange markets such as: exchange rate, inflation, deflation, revaluation, devaluation; • understand the debt, equity, primary and secondary markets, stock and over-the-counter markets, money markets and capital markets, and identify their advantages and disadvantages. • understand all aspects of the financial market. • identify the mechanism of primary issuance of shares and institutional investment; • master the systems of trading on the stock exchange, as well as the application of information technologies in stock exchange operations; • understand exchange rate systems and identify the factors that affect the exchange rate. • carry out the process of issuing securities, during which it prepares decisions on the issue, the prospectus on the issue and all other relevant documents; • find and use all the necessary information to make an emission or investment decision. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The Concept, Importance and Role of Financial Markets • Types of financial markets • Financial market participants and the role of the central bank • Depository and financial institutions 		

- Institutional investors
- Concept and types of securities
- Issuance and trading of securities
- The place and role of the stock exchange in the financial market
- Broker-dealer jobs
- Capital market
- Advantages and disadvantages of financing companies by issuing ordinary shares, preferential shares, bonds, and through credit
- Derivatives market: futures, options and swaps
- Money market and money market instruments
- Foreign exchange market
- Application of information technology and the internet in stock exchange operations

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests	
- Attendance at classes	
- Participation	
- Essays	
- Exercises	
	50 points
Final exam	
	50 points
TOTAL	100 points

REQUIRED LITERATURE

2. Kozarević, E., Kokorović Jukan, M., Softić, A., 2017, Finansijske institucije - pristup portfolio menadžmenta, Ekonomski fakultet, Univerzitet u Tuzli, Tuzla

ADDITIONAL LITERATURE

12. Omerhodžić S., 2008, Finansijska tržišta i institucije, Harfo-graf d.o.o., Tuzla.
13. Bodie Z., Kane A., Marcus A. J., 2006, Počela ulaganja, Mate, Zagreb, Zagrebačka škola menadžmenta, Zagreb.
14. Mishkin F. S., Eakins S. G., 2005, Finansijska tržišta i institucije, Mate, Zagreb.
15. Confas A., 2007, FOREX - Kako uspješno trgovati devizama, Masmedia, Zagreb.
16. Dugalić V., Štimac M., 2009, Osnove berzanskog poslovanja, Stubovi kulture, Beograd.
17. Eling M., 2013, Inteligentno i racionalno investiranje, NUMMUS, Novi Sad.
18. Graham B., 2003, Inteligentni investitor, Masmedia, Zagreb.
19. Foley B. J., 1991, Tržište kapitala, Mate, Zagreb.
20. Van Horne J. C., 1993, Osnove finansijskog menadžmenta, Mate, Zagreb.
21. Vidučić LJ., 2001, Finansijski menadžment, RRiF-plus, Zagreb.
22. Stefanović N., 2009, Privatni investicioni fondovi-vrste, organizacija i poslovanje na brzorastućim tržištima, Institut ekonomskih nauka i Beogradska bankarska akademija, Beograd.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, drafting documents modeled on practical examples, analyzing business cases, creating and presenting essays, simulation of stock market trading.

Full course title:		Public Speaking Techniques
Course code:		TK12
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is for students to acquire the knowledge and basic skills necessary for public speaking in various contexts, from formal presentations to informal conversations with the public. Students will learn about the importance of public speaking, the use of the body and voice in communication, and how to prepare and present an effective speech. In the practical part, students will work on performance segments of public performances such as: posture, breathing, speech, diction and communication with the audience. The aim of the course is also to overcome stage fright from public speaking and to create self-confidence. By applying knowledge and skills in practice, students will be able to give a quality public appearance regardless of the type of public speaking event.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ● Explain the theoretical elements of public appearances used in mass communication ● Recognize and analyze types of public appearances that will facilitate the way of communicating and presenting ● Develop public speaking skills ● Prepare key messages and create a structure of public speaking as important elements in this type of communication in order to recognize negotiation strategies ● Encouraging creativity and innovation in public speaking ● Increase the understanding of the importance of oratory and communication as an essential element in negotiation and presentation skills ● Independently create a presentation of a public appearance with all the learned elements on a topic or part of a topic from a communication perspective ● Learn how to prepare and present an effective public appearance for professions requiring verbal communication ● Master public speaking techniques for leading meetings, conducting interviews and delivering presentations ● Master exercises and techniques to reduce difficulties during public speaking 		

COURSE CONTENT	
<ul style="list-style-type: none"> ● Definition and significance of public speaking ● Elements and types of public speaking ● Preparations for public speaking - topic and target audience ● Structure and organization of performances (introduction, elaboration and conclusion) ● Verbal skills (articulation, diction, tempo and rhythm) ● Use of story and illustration to better convey the message ● Non-verbal communication (gestures, posture, connecting with the audience) ● Use of space ● Listening skill ● Relationship with the audience and stage fright: a monologue as a dialogue with the audience ● Building empathy and active listening ● Appearances in the media and preparation for appearances in the media ● Analysis and evaluation of performances ● Exercises and techniques for overcoming difficulties during public speaking ● Independent preparation and presentation using all the learned techniques and elements of public speaking 	
GRADING SYSTEM	
PRE-EXAM OBLIGATIONS: <ul style="list-style-type: none"> - Partial tests (conducted in the middle of the semester) - Independent project (implemented during the exercises and presented before the final exam) - Participation (lectures and exercises) 	10 points 35 points 5 points
Final exam	50 points
TOTAL	100 points
REQUIRED LITERATURE	
1. The Art of Public Speaking, Deb Gotessman, Buzz Mauro, Jesenski and Turk Zagreb	
ADDITIONAL LITERATURE	
1. Talk like TED: The 9 Public - Speaking Secrets of the Worlds Top Minds - Carmine Gallo 2. Presentacijom do uspjeha, Jerry Weissman (2006), Mate Zagreb 3. Glas Glumca, Marina Marković, (2002), Clio 4. Moć Glasa, Judy Apps (2011), Ostvarenje doo, Buševac	
MANDATORY EQUIPMENT:	Computer, projector, internet access
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, discussions, exercises	

STUDY PROGRAMME: CONTEMPORARY BUSINESS AND IT MANAGEMENT (MAJOR: BANKING, INSURANCE AND FINANCE) – LEARNING OUTCOME MATRIX

Successful implementation of the study program "Contemporary Business and IT Management „ (major: Banking, Insurance and Finance) enables graduates to acquire both general and specific competencies and skills, as a basis for their active and successful inclusion in the labor market, and later in private or public companies. The learning outcomes of the study program "Contemporary Business and IT Management „ (major: Banking, Insurance and Finance) are aligned with modern scientific requirements and international experiences. The learning outcomes of this study program are presented in Table 4.

Table 4. Learning outcomes at the level of the study program "Contemporary Business and IT Management „ (major: Banking, Insurance and Finance)

No.	Learning outcomes at the level of the study program "Contemporary Business and IT Management „ (major: Banking, Insurance and Finance)
1	Acquiring competence in managing business systems of medium and higher complexity.
2	Gaining high-quality (modern and immediately applicable) knowledge in the most important scientific disciplines of contemporary economics, finance, banking, insurance, and other related scientific disciplines.
3	Qualification for operational and strategic financial management tasks in commercial companies, banks, and other financial institutions, with knowledge of the latest financial products.
4	Ability to apply modern methods and procedures in organizing business processes.
5	Ability to plan, collect, and analyze large amounts of data.
6	Knowledge of business activities in the capital market with an emphasis on stock exchange and brokerage activities, as well as the application of the internet in stock exchange operations.
7	Knowledge of the basics of accounting and software packages for independent bookkeeping.
8	Understanding the theoretical and practical aspects of banking operations.
9	Ability to perform financial analysis through the application of software tools, as well as the ability to create business plans.
10	Training to start one's own business entities.
11	Ability to market entrepreneurial ideas

The Learning Outcomes Matrix is developed in order to show the coverage of learning outcomes at the level of the study program with learning outcomes at the level of subjects, especially compulsory ones. To verify the alignment of program outcomes and the outcomes of all courses, this analysis includes the creation of a Learning Outcomes Matrix, i.e., a matrix of the alignment of program outcomes and course outcomes, which is provided below for the study program "Contemporary Business and IT Management „ (major: Banking, Insurance and Finance).

<i>*Fundamentals of Marketing and Internet Marketing</i>										X	X
<i>*E-Business</i>						X					
<i>*Publicity and Sponsorship</i>										X	X
<i>*Direct Marketing</i>										X	X
<i>*Accounting for Budgets and Non-Profit Organizations</i>							X				
<i>*Accounting of Banks and Insurance Companies</i>							X				
<i>*Application of Management Accounting</i>							X				
<i>*Statistics and Research Methods</i>					X						
<i>*Sales Management and Negotiation</i>										X	X
<i>*Multimedia Technologies</i>										X	X
<i>*Advertising</i>										X	X
<i>*E-commerce</i>						X		X			X
<i>*Business Trade</i>						X					X
<i>*Entrepreneurship</i>	X			X					X	X	X
<i>*E-services</i>										X	X
<i>* Audit and Systems of Internal Control</i>		X					X				
<i>*Customer Support Technologies and Systems</i>					X						X
<i>* Fundamentals and techniques of insurance</i>		X									X
<i>*Financial Markets</i>		X						X			
<i>*Public Speaking Techniques</i>										X	X
Total	4	15	4	3	7	7	7	5	6	15	19

**Elective courses*

Elective courses – *IT management*

Winter semester

Full course title:		Mathematics
Course code:		O1
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		First (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		3
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The goal of the course is to acquire basic mathematical knowledge necessary for the follow-up of subsequent study subjects, and mathematical knowledge that can have appropriate economic application. In addition, the course aims to master algebra, mathematical analysis, the fundamentals of differential calculus, and discrete structures, which is fundamental to computer science. An additional goal of the course is to get acquainted with the concept of the time value of money and financial mathematics, as a general course for understanding all important calculations in business processes in the financial sector in general.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use basic functions; • understand the requirements for the application of information technologies in production, research and service activities; • design mathematical models in program projects; • solve simple and complex mathematical problems and software algorithms in the process of creating programs; • understand the criteria for the convergence test; • master the techniques of differential calculus of a function of a real variable; • use software to solve math problems; • use the power of calculus to solve problems. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The Foundations of Mathematical Logic • Sets (set of natural numbers, set of integers, set of rational numbers, set of real numbers) • Mathematical induction • Binomial pattern • A set of complex numbers • Relation. The Basics of Linear Algebra • Determinant matrix i 		

- Systems of linear equations
- Arrays and rows
- Functions of a single variable (notion of a function, limit value of a function, derivative of a function, graph of a function)
- Polynomials. Differential calculus
- The concept and characteristics of the derivative
- The Basics of Integral Accounting. Differential of function (application)
- Graphical and tabular representation of economic phenomena. A percentage account. Basic calculations in economics. Applications of Simple and Complex Interest Accounts
- Loans. Continuous capitalization. Methods for evaluating the effectiveness of investment projects

GRADING SYSTEM

Pre-exam obligations	
- After week 7, students take Test 1, with assignments covering half of the course material.	- Test 1 20 points
- In the last week of lectures, students take test 2, with tasks from the second part of the material covered (4 tasks scored with a maximum of 5 points for each).	- Test 2 20 points
- Seminar paper	- Term paper 5 points
	- Participation 5 points
The final exam includes short theoretical questions from all over the material, with appropriate examples to demonstrate the learned theorems and rules.	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Vugdalić, R., 2013, Matematika, Univerzitet u Tuzli, Tuzla.
2. Nurkanović, M., 2013, Matematika za ekonomiste, PrintCom, Tuzla.

ADDITIONAL LITERATURE

1. Vugdalić, R., 2009, Matematika, Diferencijalni i integralni račun funkcije jedne realne promjenljive, Teorija i zadaci, Univerzitet u Tuzli, Tuzla.
2. Neralić L., Šego B., 2009, Matematika, Element, Zagreb.
3. Smajlović, L., 2010, Matematika za ekonomiste, Ekonomski fakultet Sarajevo, Sarajevo.
4. Šego B., Lukač Z., 2011, Financijska matematika, RRiF plus, Zagreb.
5. Ivović, M., Boričić, B., Azdejković, D., Stanojević, J., 2008, Zbirka zadataka iz matematike, Ekonomski fakultet, Beograd.
6. Trklja, B., 2008, Financijska matematika, Ekonomski fakultet u Sarajevu, Sarajevo.
7. Boričić, B., Ivović, M., 2008, Matematika, Ekonomski fakultet, Beograd.
8. Drpljanin, S., Matematika, 1997, Univerzitet u Tuzli, Tuzla.
9. Dedagić, F., Uvod u višu matematiku, Univerzitet u Tuzli, Tuzla.
10. Smajlović, L., 2010, Matematika za ekonomiste, Ekonomski fakultet Sarajevo, Sarajevo.

MANDATORY EQUIPMENT:	N/A
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures (theory with examples) and exercises (making tasks with applications), as well as homework tasks that follow the tasks covered during the exercises.

Full course title:		Fundamentals of Programming
Course code:		R2
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		First (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		1
Laboratory exercises:		2
Course objectives:		
<p>The objective of the course is to master the fundamental principles of programming, which are the necessary basis for any further programming and design, as well as to get acquainted with the C programming language. An additional goal of the course is to ensure that students can analyze already written programs in the C programming language, and to enable students to apply good software engineering practices to implement correct, efficient, and well-structured programs as problem-solving schemes.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • create programs by using C programming language. • analyze programs written in C programming language. • master basic programming techniques and concepts; • use the CodeBlocks IDE environment with an initial skill level; • write and use intermediate complex regular expressions. • write complex C declarations. • write C code using complex operations and pointer declarations. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction and principles of programming languages. Syntax of programming languages. Division of programming languages. • Basic programming techniques. C as a programming language. Declaration and implementation of the code. Compiling, linking, and running programs, the syntax of the C programming language. • Data types. Expressions and statements. ASCII table. Keywords and reserved words. • Operators. Arithmetic, logical, relational, and bit operations. Operator priority. • Control flow. If , If-else and switch-case constructs. Additional program flow control commands (continue, go-to, break). • Loops. For, While, Do-while loops. Infinite loops. Nested loops. . Ternary (Conditional) Operator. • Functions. Procedures. Recursion. Function parameters. Transfer of parameters when a function is called. Arguments to the main function. Function libraries. User-defined 		

function libraries.

- Arrays. Single-digit strings. Two-dimensional arrays (matrices). Multidimensional arrays. Strings.
- Pointers. Pointing arithmetic. Function pointers.
- Structure. Work with structures. Arrow operator. Union. Fields of bits.
- Files (files). Work with files. Opening and closing files. Write to files and read from files. Binary and text files.
- Dynamic memory allocation Memory deallocation.
- Linked lists. Circular lists. Doubly-linked lists. Doubly-linked circular lists.
- Macros. predefined macros. Macro parameterization.
Functions with a variable number of parameters. Void pointers.

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial Exam – Assessment of theoretical and practical knowledge. The exam is given in the middle of the semester after the covered areas.	20%
- Project Task – A set of tasks to be completed 7 days before the exam, assigned in the middle of the semester.	25%
- Attendance, participation, and exercises	5%
Final exam – A set of tasks in the C programming language covering all the topics studied throughout the semester.	50%
TOTAL	100%

REQUIRED LITERATURE

1. Ritchie, M. D., Kernighan, B. W., 2003, Programski jezik C, drugo izdanje, CET, Beograd.
2. Kraus, L., 2009, Rešeni zadaci iz programskog jezika C, Akademska Misao, Beograd.

ADDITIONAL LITERATURE

1. Prljača, N., Glavić, M., 1999, Programiranje u C programskom jeziku, Fakultet elektrotehnike Tuzla.
2. Kraus, L., 2008, Programski jezik C sa rešenim zadacima, Akademska Misao, Beograd.
3. Lipljin, N., 2004, Programiranje, Tiva-FOI, Varaždin.
4. Oualline, S., 1993, Practical C Programming, O'Reilly & Associates, Inc. California, USA.
5. Džafić, I., Kasumović, S., 2000, Zbirka riješenih zadataka u C programskom jeziku, Bosanska riječ, Tuzla.

MANDATORY EQUIPMENT:	Computer
ADDITIONAL EQUIPMENT:	Software: IDE (Integrated Development Environment), CodeBlocks, or another equivalent

TEACHING METHODS: Instruction is delivered through lectures, exercises, and writing assignments, which involve writing programs to solve assigned problems.

Full course title:		Introduction to Computing and Information Technology
Course code:		R1
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		First (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire basic knowledge in the field of computer hardware, software and the Internet, as essential prerequisites for further study of information and communication technologies and programming in general, and to see the importance of the impact of IT on society, its advantages and disadvantages. Students will understand the principles of mobile and wireless technologies, the development and application of which today takes a leading role in IT, and will get acquainted with the concepts of data, information, the way of recording data, material carriers of data content, the concept of information system, functions and elements of an information system, the relationship between information and communication systems, areas of application of information systems, the Internet and the development of Internet applications. In addition, the goal is for students to understand the principles of wireless and mobile communications whose development and application takes a leading role in IT.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the basic hardware and software components of computers, i.e. elements of information and communication technologies; • understand and explain their basic characteristics as well as development tendencies; • select or propose the selection of appropriate components of IT equipment depending on their purpose; • understand how information networks are used in computing and distinguish between different ways of connecting to the Internet. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and role of the computer, the parts of the computer, the functioning of the computer. • Computer user interface. Typical user programs. • Hardware: the basic hardware components of the computer, the reliability of the hardware. • Software: types of software, system and user software, development and importance of localized versions of software, reliability of software. • Fundamentals of Information and Internet Technologies • Data description of reality • Computer as part of an information system 		

- Communication systems
- Computer networks (network classification, network devices, topologies)
- Internet (services, protocols, infrastructure) and Web (architecture, protocols)
- Wireless and mobile communications (basics, standards, wireless local area networks, cellular networks, mobility in wireless networks, satellite communications, GPS)
- HTML, CSS, XML, AJAX
- Content Management Systems (CMS)
- Web services, service-oriented architecture
- Technologies for communication and collaboration

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - In the middle of the semester, a test is held with questions that include half of the material covered. Through the test, knowledge of basic concepts in the field of computer science and information technology is tested. - The topic for the seminar paper is chosen no later than the 5th week of teaching, and the paper is submitted no later than the 10th week of teaching and presented in the premises of the IPI Academy in the term of the last 3 auditory exercises. - Continuously during lectures and exercises, the presence and activity of students is monitored and recorded, on the basis of which an adequate number of points is awarded. 	<ul style="list-style-type: none"> - Test – 20 points - Seminar paper – 20 points - Attendance and participation – 10 points
<ul style="list-style-type: none"> - The final exam includes theoretical aspects of hardware and software components of computers, i.e. elements of information and communication technologies, and their basic characteristics as well as development tendencies. 	<ul style="list-style-type: none"> - Final exam – 50 points
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Kurose, J. F., Ross, K. W., 2018, Umrežavanje računara: Od vrha ka dnu, sedmo izdanje, CET, Beograd.
2. Bajgorić, N., 2006, Informacijska tehnologija, Univerzitetska knjiga, Mostar.

ADDITIONAL LITERATURE

1. Pokorni, S., Radić, G., 2010, Informacione i Internet tehnologije, Visoka škola strukovnih studija za informacione tehnologije, skripta, Beograd.
2. Marković, M., 2010, ECDL 5.0 Modul 1: Osnove informacionih i komunikacionih tehnologija, Mikro knjiga, Beograd.
3. Kumar, A., 2002, Internet And Information Technology, Anmol Publications Pvt. Ltd., New Delhi.

4. Turban, E., Rainer, R.K, Potter, R. E., 2005, Introduction to Information Technology, 3rd ed., John Wiley & Sons Inc., New Jersey.

MANDATORY EQUIPMENT:	Projector, Desktop Computers, Computer Disassembly Toolkit, Operating System Installation Media, Multimedia and Office Software, Computer Security Software, Internet Access, Switch, UTP Cable, Wi-Fi Adapters
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES Teaching is carried out through lectures, demonstration and independent laboratory exercises.	

Full course title:		Business communication
Course code:		TK1
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire the general knowledge necessary for more successful interpersonal communication in the business environment and to effectively shape messages in public and written communication, as well as when presenting information. Additional objectives of this course are to acquire the skills of writing business letters in the field of sales, procurement and press releases and to master electronically mediated business communication.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • successfully use interpersonal communication in a business environment. • effectively shape messages in public and written communication and presentation; • independently formulate press releases, business letters in the field of sales and procurement; • successfully write letters of recommendation and requests for recommendation; • use electronically mediated business communication. 		
CONTENTS OF THE COURSE		
<ul style="list-style-type: none"> • Introduction to Business Communications • Verbal and nonverbal communication in the business environment • CV and cover letter • Application of the model of interpersonal communication competence in business communication • Business communication skills • Presentation communication • Sales communication • Business meetings and negotiation • Business interview • Written communication • Introduction by letter • Letter of recommendation • Electronically mediated business communication • Writing a press release 		

Examples from practice	
GRADING SYSTEM	
<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - 5 points – Attendance - 5 points – Participation - 40 points – Practical work: <ul style="list-style-type: none"> 7 points - CV/PP 20 points - Presentation 15 points - Exercise (1,2,3,4,5.) 	50%
The final exam includes theoretical aspects, the acquisition of general knowledge about interpersonal communication in the business environment and the effective shaping of messages in public and written communication.	50%
TOTAL	100%
REQUIRED LITERATURE	
1. Bovee, C. L., Thill, J. V., 2012, Suvremena poslovna komunikacija, 10. izdanje, Mate, Zagreb.	
ADDITIONAL LITERATURE	
1. Fox, R., 2006, Poslovna komunikacija, 2. izdanje, Hrvatska sveucilišna naklada – Pučko Otvoreno Učilište, Zagreb.	
2. Vodopija, Š., 2006, Opća i poslovna komunikacija, Naklada Žagar, Rijeka.	
3. Rouse, M. J., Rouse, S., 2005, Poslovne komunikacije: kulturološki i strateški pristup, Masmedia, Zagreb.	
4. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises, analysis of business cases and writing business letters.	

Full name of the course:		Presentation techniques
Course code:		TK4
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the factors of a successful presentation, presentation design, technology used in presentation and presentation techniques. Within the course, students are introduced to the software package used in the preparation and implementation of presentations (Adobe Photoshop, Adobe Illustrator, Microsoft PowerPoint). Mastering the techniques of argumentation and the application of presentation techniques are additional objectives of this course.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • distinguish between verbal and non-verbal cues; • recognize the success factors of the presentation; • master the techniques of argumentation; • independently prepare and conduct presentations; • use appropriate presentation techniques. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Fundamentals of communication • Factors of successful presentations • Nonverbal and verbal cues • Creativity in presentation. • Relationship between content and form in presentation • Use of specific numerical indicators • Argumentation techniques • Preparation of presentations • Demonstration vs. Presentation • Visualization of presentation material • Foundations of presentation design • Technology: flip chart, projector, written materials • Written presentations • Telephone presentations • Face – to – face presentations 		
GRADING SYSTEM		
PRE-EXAM OBLIGATIONS		50 points

<ul style="list-style-type: none"> - Partial tests - Seminar papers - Attendance at classes - Participation - Exercises 	
Final exam	50 points
TOTAL	100 points
REQUIRED LITERATURE <ol style="list-style-type: none"> 1. Ford, N., McCullough, M., Schutta, N., 2012, Presentation Patterns: Techniques for Crafting Better Presentation, Upper Saddle River, Boston. 	
ADDITIONAL LITERATURE <ol style="list-style-type: none"> 1. Alley, M., 2003, The Craft of Scientific Presentations, Springer, Berlin. 2. Schiffman, S., 2007, Sales Presentation Techniques: That Really Work, Adams Media, Avon MA. 3. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa. 	
MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES Instruction is delivered through lectures, exercises and analysis of business cases.	

Full name of the course:		Publicity and Sponsorship
Course code:		TK7
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the theoretical and practical aspects of integrated marketing communication and elements of marketing communication. Additional objectives include studying positive and negative publicity and identifying the differences between publicity and advertising. Moreover, the course aims to acquaint students with the basics of sponsorship and sponsorship agreements.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze elements of marketing communication; • understand the process of integrating marketing communications; • differentiate between positive and negative publicity; • identify key elements of a sponsorship agreement; • independently create a sponsorship agreement; • develop basic practical skills related to marketing communication through sponsorship and publicity, applicable in their future professional environment. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Elements of marketing communication • Determining the marketing of the communication budget • Planning a promotional mix • Integrated marketing communication • Organizational solutions for the application of integrated marketing communications • Planning institutional advertising • Measuring the effects of institutional advertising • Publicity as part of the marketing communication mix • Positive publicity • Negative publicity • Publicity and advertising • Sponsorship as a form of communication between the company and the environment • Sponsorship in sports • Sponsorship Agreement 		

- Sponsorship: principles, terms, conditions

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 3rd week of the lecture, students are given the task of analyzing selected case studies in the field of publicity in writing by the end of the semester. - During the semester, students work on creating their own sponsorship request as a practical assignment. They submit it in the form of a homework assignment by the end of the semester. - After more than half of the planned lectures have been conducted, a test is organized with questions covering half of the material.. 	<ul style="list-style-type: none"> - Homework (case study) 10 points - Homework (application for sponsorship) 10 points. - Test 30 points.
<p>The final exam covers theoretical aspects of the basic concepts in the field of publicity and sponsorship, with an emphasis on understanding the importance of marketing communication.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Vračar, D., 2010, Strategije tržišnog komuniciranja, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.

ADDITIONAL LITERATURE

1. Proso, M., 2016, Pravo na publicitet u sportu, Collected papers of the Law Faculty of the University of Split, Vol. 52, No. 4, str. 1069 – 1086.
2. Ognjanov, G., 2009, Integrisana marketinška komunikacija, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu.
3. Clow, K.E., Baack, D., 2007, Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall, NJ.
4. Kesić, T., 2003, Integrirana marketinška komunikacija, Opinio, Zagreb..

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full course title:		Direct marketing
Course code:		TK9
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to enable students to multidisciplinary identify the impact of direct marketing activities on the creation of competitive advantage and the consolidation of business authority. In addition, the goal is to introduce students to the goals and functions of direct marketing, as well as the planning and implementation of creative direct marketing strategies in order to build a competitive position. Students will be introduced to personalized aspects of promotional campaigns and trained to manage direct marketing activities aimed at a loyal customer base. An additional goal is to identify the differences among individual direct marketing techniques and to understand the importance and application of databases in direct marketing.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the impact of direct marketing activities on the creation of competitive advantage; • understand the goals and functions of direct marketing. • plan direct marketing activities. • independently create and implement creative direct marketing strategies; • differentiate certain direct marketing techniques; • create a database of potential and existing customers. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Business marketing communication • The concept and role of direct marketing • Direct marketing as an integrated marketing tool • Goals and functions of direct marketing • Direct marketing planning process • Creative direct marketing strategy • Direct marketing strategies • Direct marketing techniques 		

- Databases as a key resource of direct marketing: database marketing
- Direct marketing channels: e-mail marketing
- Direct marketing channels: catalog marketing
- Direct marketing channels: telephone marketing
- Direct marketing channels: direct response marketing in print media
- Direct marketing channels: direct response marketing in electronic media
- Direct marketing channels: e-commerce

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After each lecture, the practical application of direct marketing tools is practiced through assignments. - Creating a direct marketing plan – independent work of students. - After the 7th week, the basic strategies of direct marketing are tested through TEST I. - In the last week of the semester, the knowledge of the application of databases in direct marketing is tested through TEST II. 	<ul style="list-style-type: none"> - Work tasks 10 points - Sales plan 20 points - Test I 10 points - Test II 10 points
The final exam covers the theoretical and practical aspects of the application of direct marketing.	Final exam 50 points
TOTAL	100

REQUIRED LITERATURE

1. Chroneos Krasavac, B., Veljković, S., 2015, Direktni marketing, CID Beograd, Beograd.

ADDITIONAL LITERATURE

1. Kotler, P., Keller, K., L., Martinović, M., 2014, Upravljanje marketingom, 14. izdanje, Mate a. Zagreb.
2. Kotler, P., Keller, K., L., 2006, Marketing menadžment, 12. izdanje, Data status, Beograd.
3. Salai, S., Končar, J., 2007, Direktni marketing, Ekonomski fakultet Subotica, Subotica.
4. Brkić, N., 2003, Upravljanje marketing komuniciranjem, Ekonomski fakultet u Sarajevu, Univerzitet u Sarajevu, Sarajevo.
5. Houdsen, M., Thomas, B., 2002, Direct marketing in practise, The Chatered Institute of Marketing.
6. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation of seminar papers.

Full name of the course:		International Business Finance
Course code:		BOF3
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Fifth (winter) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	LECTURER	
	TEACHING ASSISTANT:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of this course is to introduce students to the problems of the international monetary system, the functioning of the modern foreign exchange market, monetary integration, the role of international financial and monetary institutions in the modern world economy, as well as the problems of international liquidity and financial crises. An additional goal of the course is to familiarize students with alternative business methods in the foreign market, with an emphasis on exports. It also aims to equip them with basic techniques for export financing and export credit insurance.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the functioning of the international monetary system; • understand changes in international business flows that are the result of real and financial factors. • know the rules of international business, especially the issues of exchange rate changes; • propose an adequate positioning of the company in the conditions of international business; • differentiate between various forms of international capital movement; • assess the optimal type of investment in foreign markets depending on the company's goals; • identify the causes of crises and contagions; • distinguishes all alternatives to doing business in a foreign market; • Identify the function and reasons for the establishment of an offshore company. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • The concept of international business finance • Forms of international movement of capital • International Monetary and Financial Institutions (IMF) • International Monetary and Financial Institutions-World Bank (WB) • Bosnia and Herzegovina and international monetary institutions • Foreign exchange market 		

- Theory and systems of exchange rates
- Balance of payments balancing theory and policy
- Optimal currency area
- Alternatives to doing business in a foreign market
- Credit and export insurance
- International Direct Investment (FDI)
- The financial crisis and the outbreak
- The Great Depression and the Financial Crisis of 2008
- Offshore companies

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, knowledge is tested in the form of test 1, which includes basic concepts in the field of international business finance, forms of capital movements, the importance and role of the International Monetary Fund (IMF). - After the 12th week of the lecture, the second knowledge test is carried out in the form of test 2, which includes the concepts of the role and significance of the World Bank (WB), the importance and role of the international monetary market, the foreign exchange market, the theory and systems of exchange rates, and the optimal currency area. - After the 8th week of the lecture, students will defend their seminar papers. In the first week, students are presented with a list of overview topics in the field of international business finance. In addition to the presentation, students must also make a presentation for the selected topics for presentation. 	<p>Test 1 20 points</p> <p>Test 2 20 points</p> <p>Seminar paper 10 points</p>
<p>The final exam includes a test of knowledge in the field of credit and export insurance, international direct investments, financial crises and contagions, the great financial crisis, and the elements and role of the so-called offshore companies.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

3. Klincov, R., 2010, Međunarodna ekonomija i finansije, Univerzitet za poslovne studije, Banja Luka.

ADDITIONAL LITERATURE

33. Mishkin F. S., Eakins S. G., 2005, Međunarodne poslovne finansije institucije, prevod, Mate, Zagreb.
34. Krugman, P.R., Obstfeld M., 2004, International Economics: Theory and Policy, 6th ed., Pearson Addison Wesley, Boston.

35. Burnazović, T., Imširović, I., 1999, Svjetska banka i Međunarodni monetarni fond, Kantonalna privredna komora Tuzla, "Grin" Gračanica.
36. Sinanagić M., 2008, Strategijske varijante ulaska na inostrano tržište, Gama-X, Brčko.
- Internet izvori:**
37. hrcak.srce.hr/file/41468, Bilas V., Teorija optimalnog valutnog područja (Pregledni znanstveni članak 339.738(4)).
38. http://www.dei.gov.ba/dei/dokumenti/informativni_clanci Monetarno okrupnjavanje na evropskom tlu - Ekonomska i monetarna unija (Vijeće Ministara BiH, Direkcija za evropske integracije).
39. Ahec-Šonje A., Analiza osjetljivosti bankarskog sustava-primjena "signalne metode", hrcak.srce.hr/file/44538.
40. Brzaković T., Uzroci i razmjere Svjetske finansijske krize i putevi izlaska, <http://fbim.meste.org/>.
41. Charles P. Kindleberger, Robert Z. Aliber, Najveće svjetske finansijske krize, <http://www.poslovni.hr/media>.
42. Pavić D., Balta I., Uzorci Velike gospodarske krize u SAD-u i Hooverovo upravljanje krizom, hrcak.srce.hr/file/115564.
43. Šonje V., Finansijska kriza: beskonačna briča, www.hnb.hr/documents, <http://www.icei.epk.ba/admin/dokumenti>
44. Direktne strane investicije u zemljama u razvoju sa posebnim osvrtom na zemlje zapadnog balkana: dinamička i strukturna obilježja, Klapić, M., Nuhanović, A., Ekonomski fakultet Univerziteta u Tuzli.
45. <http://www.fipa.gov.ba/informacije/statistike/investicije>
46. <http://www.ubs-asb.com/>, Strane direktne investicije kao oblik finansiranja globalne ekonomije, Stojanović-Jovanović, S., Ekonomski fakultet Beograd.
47. www.cbbh.ba (zvanična web stranica Centralne banke BiH).
48. www.worldbank.org (zvanična web stranica Svjetske banke).

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises, analysis of business cases, and the creation and presentation of essays.	

Full course title:		Web Programming
Course code:		R7
Module level (education cycle):		First cycle
Year of study:		6
ECTS credits:		One semester
Duration:		Winter semester
Semester:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		1
Laboratory exercises:		2
Course objectives:		
<p>The objective of the course is to familiarize students with the elements of web page design and web application development, which includes understanding the HTTP protocol and server technology, as well as the organization and architecture of web applications. Students will cover the main elements that make up the individual components of a comprehensive project solution on a web platform and will explore various technological possibilities that can be applied in specific situations.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the architecture of web applications and internet technologies • design a dynamic website that meets specific needs and interests • use structured languages that describe web pages (HTML, CSS) • use JavaScript to add dynamic content to pages • use JavaScript to access and utilize web services for dynamic content (AJAX, JSON, etc.) • understand the PHP programming language on the server side of web applications, using basic syntax • use PHP classes • understand databases and connect to a database • perform basic database operations using SQL commands • utilize advanced topics for creating web applications. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Internet, web, protocols, HTTP protocol • HTML language – introduction, basic tags • HTML language – tables, frames, forms • Cascading Style Sheets (CSS) • JavaScript – introduction and syntax, basic objects • JavaScript – built-in objects, event handling, Document Object Model (DOM) • JavaScript – allowed expressions, AJAX, new trends in web technologies • PHP language – introduction and syntax, variables, data types, arrays, associative arrays 		

- PHP language – constants and operators, functions, control structures
- PHP language – OOP design, classes, objects, properties
- PHP language – OOP design, inheritance, final methods, interfaces, abstract methods, exception generation, and inheritance
- PHP advanced topics – global variables, cookies, sessions
- PHP language – database operations, using directory services, sending email messages
- PHP language – using SQL commands, creating advanced database queries
- Web development, measuring web server load, web engineering

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - After the 6th week of lectures, Test 1 is conducted with questions covering the material taught in the first 6 weeks of lectures (HTML5, CSS3, JavaScript). - In the final week of lectures, Test 2 is conducted with questions covering the material taught between the 8th and 14th weeks of lectures (PHP, MySQL). - In the final week of lectures, after Test 2, the students will present their final projects. Students work in groups of up to 5 members, and the project includes all the technologies covered in the lectures. - Students' participation during lectures and exercises is awarded up to a maximum of 5 points 	<ul style="list-style-type: none"> - Test 1 10 points - Test 2 10 points - Project 25 points. - Participation 5 points
The final exam covers all the material that was taught during the lectures.	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Welling, L., Thomson, L., 2016, PHP i MySQL: Razvoj aplikacija za veb, Prevod petog izdanja, Mikro knjiga, Beograd.
2. Lemay, I., Colburn, R., Kyrnin, J., 2016, html5, css3 i javascript za razvoj veb strana, Kompjuter biblioteka, Beograd.

ADDITIONAL LITERATURE

1. Prettyman, S., 2016, Object Oriented Modular Programming using HTML5, CSS3, JavaScript, XML, JSON, and MySQL, Apress, NY.

MANDATORY EQUIPMENT:	Computer or laptop
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is conducted through lectures and exercises.

Full course title:		Statistics and Research Methods
Course code:		MIB1
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Winter Semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to the use of different research methods and methods of applying statistical analysis. In addition, students will be introduced to the basic methods and techniques of data collection, sampling and measurement, and the application of appropriate computer programs in statistical analysis. This course aims for students to independently apply the acquired knowledge in research related to both study and business practice.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently develop a research plan, which includes data collection, editing and grouping, analysis and interpretation of research results; • understand, use and correctly interpret the basic indicators of descriptive statistics; • understand and apply the statistical model of regression and correlation analysis. • understand the application of time series analysis to investigate mass phenomena that take place and are tracked in time; • use appropriate computer programs in the process of analyzing statistical data and their tabular and graphical presentation; • understand the basic logic of reasoning in empirical research. 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Concept and subject of statistics • Graphic techniques - organizing and visualizing data • Descriptive statistics • Probability • Random variables and probability distributions • Sampling • Statistical inference • Hypothesis testing 		

- Regression analyzes
- Research problem and research design
- Identification and types of variables
- Data collection methods
- Sample selection
- Displaying and analyzing data
- Statistical computer programs

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
<ul style="list-style-type: none"> - In the 8th week of the semester, the first test is carried out - Preparation of a research paper during the semester consisting of 3 parts: theoretical part (10 points), empirical part (10 points) and presentation (10 points) 	<ul style="list-style-type: none"> - Test 1: 20 points - Research paper: 30 points
Final exam	50 points
TOTAL	100

REQUIRED LITERATURE

1. Fazlović, S., 2013, Primijenjena statistika, OFF – SET, Tuzla.

ADDITIONAL LITERATURE

1. Zahirović, S., Okičić, J., 2021, Primijenjena multivarijatna analiza, OFF-SET, Tuzla
2. Somun-Kapetanović, R., 2014, Statistika u ekonomiji i menadžmentu, Ekonomski fakultet u Sarajevu, Sarajevo.
3. Kukić, S., Markić, B., 2006, Metodologija društvenih znanosti, Ekonomski fakultet Mostar, Mostar.
4. Papić., M., 2005, Primijenjena statistika u MS Excelu, Naklada Zoro, Zagreb.
5. Levine, D. M., Stephan, D., & Szabat, K., 2021, Statistics for Managers Using Microsoft Excel, 9th edition, Pearson.
6. Kumar, R., 2011, Research Methodology: A Step-by-Step Guide for Beginners, SAGE.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	SPSS software

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation of research papers.

Summer semester

Full course title:		Digital photography
Course code:		M5
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of the course is for students to acquire basic knowledge about photography as a medium and form of expression. In addition, the goal is for students to learn to frame with regard to composition, light source, environment and other working conditions through practical exercises, and to acquire knowledge of digital photography, the application of Photoshop and digital processing of photography. Students will also learn how to convey information or message given by the photo frame, that is, how to analyze a photo and critically determine their content, composition, etc.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently convey information or message given by the frame of the photograph, analyze the photograph and critically determine its content and composition; • recognize and assess the value of a photographic work, in particular as a means of communication or a tool of market communication; • independently assess the quality of the photographic work, and the possibilities of its use for the purpose for which it was made; • independently create photos for different needs, using both the most modern and traditional methods of shooting; • independently and in a group, realize the setting and all other forms of presentation of a photographic work or a group of works, in the form of an exhibition, printed materials, projections or presentations; • prepare all photographic materials for printing, their subsequent processing or exhibition. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to photography 		

- The history of photography
- The Basics of Analog Photography
- The Basics of Digital Photography
- Photoshop and digital photo processing
- Photo formats
- Photographic techniques
- Fotografski up
- Light and lighting
- Color
- Lenses and perspective
- Studio photo
- Fashion photography
- Photo agencies and agency photography
- Selection of photographs for the exhibition

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Historical Development of Photography – Essay (1 period in development)	10%
- Project - production of a photo exhibition	15%
- Exercises (knowledge of technique, digital formats, digital processing)	5%
- Presentation of photographs by thematic units	20%
Final exam – test in digital photography technique.	50%
TOTAL	100%

REQUIRED LITERATURE

- 1 Kelby, S., 2010-2018, Digital Photography 1-5, MIŠ, Zagreb.
- 2 Kelby, S., 2013, The Adobe Photoshop CS6 Book for Digital Photographers, Kelby Media Group Inc., Oldsmar.

ADDITIONAL LITERATURE

- 1 Popović, M., 2006, Digital Image Processing, Academic Thought, Belgrade.
- 2 Digital photography school, <https://digital-photography-school.com/>

MANDATORY EQUIPMENT:	DSLR or ML camera with equipment
ADDITIONAL EQUIPMENT:	Lenses, filters, stand, etc.

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, analysis of recorded material, practical application of presented methods and presentation of seminar papers.

Full course title:		Business Law and Taxes
Course code:		O4
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to acquire adequate theoretical and practical knowledge necessary to understand the basic legal concepts, organizational forms of business entities, legal norms, institutions and principles that regulate business relations. In addition, the goal is to introduce students to the contracts that are most often encountered in business practice, as well as to the tax system in BiH.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the manner, basic principles and principles of the functioning of the legal system of a state; • understand the legal framework in which business entities operate and the basic characteristics of companies, and actively participate in solving legal problems in business entities; • know the basic elements of contracts that appear in business practice, and participate in their drafting; • understand the structure of public revenues and expenditures and understand the impact of public revenues and expenditures on the decision-making process of legal and natural persons. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept and basic characteristics of companies, the concept of companies and entrepreneurs, management bodies and protection of the interests of owners and creditors 		

- Partnerships, characteristics, partnership, limited partnership
- Capital companies, characteristics, joint stock company, limited liability company
- Public enterprises, purpose of establishment, ownership and management
- Status changes and changes in the form of the company, mergers, acquisitions
- Liquidation and bankruptcy proceedings, reasons, purpose and subject of liquidation, tasks of the bankruptcy administrator, reasons and objectives of bankruptcy proceedings, effect on creditors, owners, employees and other interested parties
- Legal relations, concept and scope of legal relationship, objects of legal relationship, property
- Obligations, effect of the contract, causing damage to another, unilateral declaration of will, delay, change of the subject of the bond, fulfillment of obligations
- Securities, concept, types, rights in securities, bills of exchange, cheque, shares
- Tax system, history of origin, classification, characteristics, territorial affiliation, principles
- Elements of taxation, tax entity, taxpayer, tax destination, tax object, tax base and tax rate, tax capacity, tax cadastre and tax administration
- Direct and indirect taxes, characteristics, historical overview and significance, corporate income tax, customs duties, excise duties, VAT, elements of taxation for these types of taxes
- Other public revenues, taxes, fees, interest and penalties
- Double taxation and multiple taxation, types, inability to avoid double taxation, systemic avoidance of double taxation, measures in the domain of bilateral and multilateral relations between countries, tax evasion - causes and consequences
- Social security contributions, significance, method of collection, state funds, reform of the social security system and basic information on the functioning of private pension and health funds

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After eight weeks of lectures on topics in business law, a partial test is performed. - Opportunity to write a seminar paper on current topics of business law and taxes. The student can propose their own topic or, in consultation with the lecturer, jointly choose a topic. - Active participation and attendance at the course are credited. 	<p>Partial test 25 points. Seminar paper 20 points Participation at class 5 points</p>
<p>The final exam includes the basics of business law and taxes in the legal system of Bosnia and Herzegovina, knowledge of the characteristics of individual companies, obligations and contracts, types of taxes and methods of taxation.</p>	<p>Final exam 50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

1. Trifković, M., Simić, M., Trivun, V., Silajdžić, V. i Mahmutćehajić Novalija, F., 2015, Poslovno pravo, uvod u pravo, osnovi obligacija i privredna društva, Ekonomski fakultet u Sarajevu, Sarajevo.

ADDITIONAL LITERATURE

1. Trivun, V., Trifković, M., Silajdžić, V., Hošo, J., 2007, Nacionalno i evropsko pravo, Ekonomski fakultet u Sarajevu, Sarajevo.

2. Rajčević, M., 2007, Poslovno pravo, Pravni fakultet, Banja Luka.
3. Loza, B., 2000, Obligaciono pravo, Pravni fakultet S. Sarajevo, S. Sarajevo.
4. Zakonska regulativa u BiH.
5. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, exercises and discussions on cases from practice.	

Full name of the course:		Sales management and negotiation
Course code:		TK5
Module level (cycle):		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module leader:	TEACHER:	
	ASSISTANT:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to provide students with basic theoretical and practical knowledge related to modern business practice in the field of sales management and business negotiation. Additional objectives of this course are the acquisition of negotiation skills, understanding of sales strategies, skills and techniques, as well as the conditions for the selection of sales representatives. The goal is also to prepare students to lead the negotiation process.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • lead the process of planning, implementing and controlling sales activities; • manage the customer portfolio and know the processes and criteria for selecting key customers; • create sales strategies; • select a sales representative; • identify the most suitable sales strategy. • independently design a sales plan; • with the help of acquired negotiation skills and techniques, they independently lead the negotiation process. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The role of the sales function and sales management in a business organization • The place of the sales function in the organizational structure of the enterprise • Sales planning • Sales strategies, skills and techniques • Selection of sales representatives • Motivation, and bonus and malus systems • Sales concepts and modern sales models • Personal sales • Customer portfolio management 		

- Negotiation strategies and concepts
- Negotiation skills
- Preparation for negotiations
- Negotiation process
- Conclusion of negotiations
- Examples from practice

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After each lecture, the practical application of sales and negotiation methods through work tasks is practiced - Creating a sales plan – independent work of students - After the 7th week, the basic principles of sales are tested through TEST I - In the last week of the semester, knowledge of the negotiation process is tested through TEST II 	<ul style="list-style-type: none"> - Work tasks 10 points - Sales plan 20 points - Test I 10 points - Test II 10 points
The final exam covers the theoretical aspects of sales methods and negotiation processes.	Final exam 50 points
TOTAL	100 points

REQUIRED LITERATURE

5. Gligorijević, M., Ognjanov, G., 2021, Poslovno pregovaranje, Ekonomski fakultet Univerziteta u Beogradu.
6. Tomašević Lišanin M., 2010, Profesionalna prodaja i pregovaranje, HUPUP, Zagreb.

ADDITIONAL LITERATURE

1. Gligorijević, M., Ognjanov, G, 2011, Poslovno pregovaranje, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd.
10. Tomašević Lišanin, M., 2010, Poslovni slučajevi iz prodaje i pregovanja, HUPUP, Zagreb.
11. Lewicky R.J., Saunders D.M., Minton J.W., Barry B., 2003, Negotiation, readings, exercises and cases, McGraw-Hill, Irwin, Boston.
12. Bratko S., Henich V., Roman O., 2000, Prodaja, Narodne novine, Zagreb.
13. Journals - it is recommended to use articles from economic journals.

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, analysis of business cases and development of a marketing plan.

Full course title:		Multimedia technologies
Course code:		M3
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of the course is to provide students with basic knowledge about multimedia technologies, devices and systems, and to introduce students to the principles of working, analyzing and interpreting multimedia (taxonomy), the way of creating, displaying and processing media (text, hypertext, graphics, sound, video and animation). Students will learn to meaningfully and aesthetically connect media into a complete application of the desired properties in the application. They will learn about the methods, techniques and tools by which media are developed and then connected into multimedia applications.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • gain theoretical knowledge and practical competencies for the application of multimedia and interactive technologies in practice; • understand the capabilities of modern software tools for media development; • apply basic techniques for the development of multimedia; • use various available software tools and solutions intended for the development of multimedia elements; • independently use basic multimedia software tools and interactive technologies. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to Multimedia • Features of multimedia systems • Audio basics • Image basics • Text • Animation basics • Video basics • Visual effects • Audio-visual integration • Multimedia data acquisition 		

- Standards in multimedia communications
- Preparation of multimedia materials
- The applied aspect of multimedia
- Multimedia application software

Directions for the development of multimedia

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial test (implemented in the middle of the lecture)	10 points
- Independent project (implemented during the exercises and presented before the final exam)	35 points
- Participation (lectures and exercises)	5 points
Final exam	50 points
TOTAL	100 points

REQUIRED LITERATURE

1. Starčević, D., Štavljanin, V., 2013, Multimedia, Faculty of Organizational Sciences, Belgrade.

ADDITIONAL LITERATURE

1. Bojković, Z., Martinović, D., 2011, Fundamentals of Multimedia Technologies, College of Electrical Engineering and Computer Science of Applied Studies, Belgrade.
2. Cvetković, D., Marković, D., Savanović, N., 2015, Multimedia, Singidunum University, Belgrade.
3. Chapman, N., Chapman, J., 2009, Digital multimedia, 3rd ed., John Wiley and Sons, Chicester.
4. Vaughan, V., 2008, Multimedia Making it Work, 7th ed., McGraw-Hill, New York.
5. Li, Z., Drew, M.S., 2004, Fundamentals of Multimedia, Pearson Education, Upper Saddle River.

MANDATORY EQUIPMENT: Computers, projector, Internet access

ADDITIONAL EQUIPMENT: N/A

METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, discussions, exercises.

Full name of the course:	Advertising
Course code:	TK10
Module level (cycle):	First cycle
ECTS credit value:	6
Duration:	One semester
Semester:	Summer semester
Study program:	Contemporary Business and IT Management
Module coordinator:	Lecturer:
	Teaching Assistant:
Status of the subject:	Elective
Access restrictions:	/
HOURS PER WEEK	
Lectures:	2
Auditory exercises:	3
Laboratory exercises:	0
Course objectives:	
<p>The aim of the course is to familiarize students with the theoretical and practical aspects of advertising and the impact of advertising on consumer behavior. Additional objectives include studying the importance of advertising strategies, types of media, creativity in ad creation, and advertising trends. The goal is also for students to master the planning and creation of advertisements, as well as metrics for measuring advertising effectiveness.</p>	
Learning outcomes:	
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • analyze the advertising process; • understand the impact of advertising on consumer behavior. • classify certain types of media; • plan and develop a creative advertising message; • measures the effectiveness of advertising; • independently analyze advertising trends. 	
COURSE CONTENT	
<ul style="list-style-type: none"> • Introduction to advertising • Communication process • Forms of advertising • Advertising functions • Consumer behaviour and market research • Stages of scientific research • Creative advertising strategy • Media Analysis • Marketing planning • Planning mix media • Advertising Creation Process • The relationship between the client and advertising agency 	

- Measuring advertising effectiveness
- Ethical/Economic/Legal/Social Impacts of Advertising
- Advertising trends

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 2nd week of lectures, students choose a topic for the preparation of a seminar paper, which they need to submit and if they want to achieve the maximum number of points, then present by the end of the semester. - During the exercises, students do case studies that they submit in the form of homework during or after the exercises. - After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material. 	<ul style="list-style-type: none"> - Seminar paper 20 points. - Homework (case study) 5 points. - Test 25 points.
<p>The final exam covers the theoretical aspects of the basic concepts in the field of advertising, as well as specific topics in this field.</p>	<ul style="list-style-type: none"> - Final exam 50 points.
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

- Ognjanov, G., 2014, Marketinške komunikacije, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu.

ADDITIONAL LITERATURE

- Brkić, N., 2003, Upravljanje marketing komuniciranjem, Ekonomski fakultet u Sarajevu, Sarajevo.
- Brkić, N. i Husić, M., 2003, Zbirka slučajeva iz marketing komuniciranja, Ekonomski fakultet u Sarajevu, Sarajevo.
- Belch, G.E., Belch, M.A., 2004, Advertising and Promotion – and Integrated Marketing Communications Perspective, McGraw Hill Irwin, Boston.
- Shimp, T. A., 2010, Advertising, Promotion and other aspects of Integrated Marketing Communications, South – Western Cengage Learning.
- Kesić, T., 2003, Integrirana marketinška komunikacija, Opinio, Zagreb.
- Oroz Štancl, I., 2014, Prikriveno oglašavanje u crtanim filmovima, Medijske studije, str. 76 – 91.
- Jewler, J.A., Drewniansy, B.L., 2004, Creative Strategy in Advertising, Wadsworth Publishing, Belmont.
- Wells, W.D., Burnett, J., Moriarty, S., 2002, Advertising: Principles and Practice, Prentice Hall, Boston.
- Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

<p>MANDATORY EQUIPMENT:</p>	<p>Laptop, Projector</p>
<p>ADDITIONAL EQUIPMENT:</p>	<p>N/A</p>

METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full course title:		E-services
Course code:		I7
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the technical and technological prerequisites and specifics of electronic services (e-government, e-health, e-education, and e-entertainment). Students will gain basic knowledge of the application of information and communication technologies in the field of electronic services and practical skills applicable to the development of components in the field of electronic services. Additionally, the goal is for students to master the basic knowledge and skills needed to participate in the implementation of e-service solutions.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • describe and distinguish the goals and consequences of the application of information and communication technologies in the field of e-services; • independently analyze the success of individual countries in the development of e-government; • analyze the prerequisites and obstacles to the development of e-services; • identify the necessary elements of the infrastructure for the development of e-services. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The concept of e-services • Technological, organizational, legal, procedural aspects of e-services • The concept of a strategy for the introduction and implementation of e-services • Communication and software infrastructure for E-Services • Application of ICT in public administration • Standards in e-government systems • eGovernment legal framework • Application of ICT in health care • Telemedicine and telemedicine systems • Application of ICT in entertainment • Tools for the development of components and systems for e-entertainment 		

- Application of ICT in education
- Electronically supported education systems
- Smart governance, health and education
- Directions for the development of e-services

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests	
- Project development	
- Seminar paper	50%
- Attendance at classes	
- Participation	
- Exercises	
Final exam	50%
TOTAL	100%

REQUIRED LITERATURE

1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd..

ADDITIONAL LITERATURE

1. Garson, G. D., 2006, Public information technology & e-governance: Managing the virtual state, Jones & Bartlett Publishers, London.
2. Simonson, M., Smaldino, S., Albright, M., Zvacek, S., 2008, Teaching and Learning at a Distance: Foundations of Distance Education, 4th Ed., Prentice Hall, NJ.
3. Maheu, M., Whitten, P., Allen, A., 2012, E-Health, Telehealth, and Telemedicine: A Guide to Startup and Success, Jossey-Bass Inc, NY.
4. Natkin, S., 2006, Video Games and Interactive Media: A Glimpse at New Digital Entertainment, AK Peters Ltd, Natick.

MANDATORY EQUIPMENT:	Computers, projector, Internet access
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ADDITIONAL EQUIPMENT:	N/A
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METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full course title:		Stock Market Operations
Course code:		BOF4
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Studijski program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to familiarize students with the organization and functions of the stock exchange in contemporary conditions, with the operations of the leading stock markets in the world, and especially with trading on the stock markets in BiH. Additionally, students will be introduced to the legal and organizational aspects of stock market operations, the place, role and importance of stock exchanges in the financial market. Students will get acquainted with the activities of professional stockbrokers, learn how to trade on the stock exchange, and have the opportunity to trade on the stock exchange using information technology. The ultimate goal of the course is for students to acquire practical knowledge that will enable them to find employment on the stock exchange, in brokerage-dealer firms, and banks.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • use available information to make decisions to act on the stock exchange as investors or issuers; • understand the origin and function of stock exchanges in the world and in Bosnia and Herzegovina; • independently conduct technical and fundamental analysis; • assess the possibility of investing in the stock market as well as raising capital through the stock exchange; • use trading applications on the stock exchange of professional brokers, and in this way they can buy and sell securities. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • The place and role of the stock exchange in the financial market • The concept and origin of the stock exchange • Principles of operation and types of stock markets, functions of the stock exchange 		

- Basic financial instruments
- Stock market transactions
- Analysis of the origin and function of stock markets in BiH and comparison with other stock markets
- Over-the-counter market
- Professional stockbrokers
- Broker-dealer jobs
- Stock market listings and other ways of organizing stock market operations
- Active trading on the stock market
- Stock exchange trading systems and clearing and settlement systems
- Fundamental and technical analysis of securities on the stock exchange
- Application of information technology and the internet in stock market operations
- Analysis of real trading examples and simulation of trading on SASE

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - The participation involves an active students' participation in lectures and exercises. - In the mid-term, test 1 is carried out with questions that cover half of the course material. - The presentation refers to the preparation and presentation of a presentation on a given topic in the field of stock market operations. 	<ul style="list-style-type: none"> - Participation 5 points - Test 1: 25 points - Presentation 20 points
<p>The final exam includes theoretical aspects of the basic knowledge about the organization and functions of the stock markets in contemporary conditions, and the work of the leading stock markets in the world, especially about trading on the stock markets in BiH.</p>	<p>Final exam 50 points</p>

REQUIRED LITERATURE

1. Dugalić V., Štimac M., 2009, Osnove berzanskog poslovanja, Stubovi kulture, Belgrade.

ADDITIONAL LITERATURE

1. Petrović, B.P., 2009, Berze i berzansko poslovanje, Prometej Zemun, Beograd.
2. Bodie Z., Kane A., Marcus A. J., 2006, Počela ulaganja, Mate, Zagreb.
3. Graham B., 2003, Inteligentni investitor, Masmedia, Zagreb.
4. Damodaran A., 2007, Korporativne finansije-teorija i praksa, prevod, MODUS, Podgorica.
5. Mishkin F. S., Eakins S. G., 2005, Finansijska tržišta i institucije, Mate, Zagreb.
6. Omerhodžić S., 2008, Finansijska tržišta i institucije, Harfo-graf d.o.o., Tuzla.
7. Omerhodžić S., 2007, Finansijski menadžment, Harfo-graf d.o.o., Tuzla.
8. Vidučić LJ., 2001, Finansijski menadžment, RRIf-plus, Zagreb.
9. Zvanične web stranice Sarajevske i Banjalučke berze (www.sase.ba i www.blberza.com), te web stranice profesionalnih berzanskih posrednika (brokerskih kuća).

MANDATORY EQUIPMENT:	Laptop, Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, drafting documents modeled on practical examples, analyzing business cases, creating and presenting essays, simulation of stock market trading.

Full course title:	Customer Support Technologies and Systems
Course code:	I11
Module level (education cycle):	First cycle
ECTS credits:	6
Duration:	One semester
Semester:	Eighth (summer) semester
Study program:	Contemporary Business and IT Management
Module coordinator:	Lecturer:
	Teaching Assistant:
Subject status:	Elective
Access restrictions	/
HOURS PER WEEK	
Lectures:	2
Auditory exercises:	3
Laboratory exercises:	0
Course objectives:	
<p>The objective of the course is for students to become familiar with the theoretical foundations, technologies, and techniques for providing customer support. Students will master theoretical knowledge about customer support techniques and technologies, as well as practical knowledge needed for organizing customer support and using customer support systems. Students will also acquire the knowledge and skills needed to perform tasks such as diagnosing and resolving issues, successfully communicating with customers, determining the specific needs of end users, and training end users.</p>	
Learning outcomes:	
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • explain the process of establishing a customer support service • demonstrate the ability to create customer profiles • describe the organization and necessary human resources for successfully organizing customer support • prioritize problem-solving tasks • demonstrate the ability to manage procedures • demonstrate the process of receiving customer requests • identify, implement, and review customer support service metrics • calculate the return on investment for organizing a customer support service • independently analyze customer issues and lead them to successful resolution • formulate methods for problem-solving 	
COURSE CONTENT	
<ul style="list-style-type: none"> • Introduction to computer user support 	

- Skills required for working in customer support services
- Classification of users
- Service Desk – Roles and responsibilities, processes and procedures, performance measurement
- Customer support systems
- Call centers
- Web-oriented support
- Professional consulting
- Mail service
- Help desk organization
- FAQ
- Tools for enhancing the quality of customer support
- Defining end-user needs
- End-user training
- Customer support as a profession

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - After each lecture, knowledge is assessed through online quizzes. The total number of quizzes is 13. - In the middle of the semester (8th week), Test 1 is conducted with questions covering the material taught in the first seven weeks of lectures. - Student participation during lectures and exercises is awarded up to a maximum of 5 points. 	<ul style="list-style-type: none"> - Quizzes 1 – 13 (2x13 = 26 points) - Test 1 19 points - Participation 5 points
The final exam covers all the material that was taught during the lectures.	50 points
TOTAL	102 points

REQUIRED LITERATURE

1. Knapp, D., 2013, A Guide to Service Desk Concepts, 4th edition, Cengage, Boston.
2. Beisse, F., 2013, A Guide to Computer User Support for Help Desk and Support Specialists, 5th edition, Cengage, Boston.

ADDITIONAL LITERATURE

1. Marcella, R., Middleton, I.A., 1996, Key Factors in Help Desk Success: An Analysis of Areas Critical to Help Desk Development and Functionality, British Library Research and Development Department, London.
2. Walker, G., 2001, IT Problem Management, Prentice-Hall, New Jersey.
3. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa

MANDATORY EQUIPMENT:	Laptop & Projector
ADDITIONAL EQUIPMENT:	N/A

METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, case study analysis, and the creation and presentation of seminar papers.

Full name of the course:	Fundamentals and Techniques of Insurance	
Course code:	BOF2	
Module level (cycle):	First cycle	
ECTS credit value:	6	
Duration:	One semester	
Semester:	Summer semester	
Study program:	Contemporary Business and IT Management	
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:	Elective	
Access restrictions:	/	
HOURS PER WEEK		
Lectures:	2	
Auditory exercises:	3	
Laboratory exercises:	0	
Course objectives:		
<p>The aim of the course is to understand the function of insurance for the social community and to distinguish certain forms by which business entities and individuals protect themselves from the consequences of risky events. Students need to master the concepts of risk and types of risk, and acquire knowledge and skills in identifying, measuring, and managing risks in insurance. The aim is also to acquire specific knowledge about various types of insurance, legal aspects of insurance, insurance markets in Europe and the world, investment portfolio risks, and performance reports.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • identify the risks encountered by the company and propose methods and instruments for risk management; • understand insurance as a method of risk management and have specific knowledge of individual types of insurance; • understand the basic elements of insurance contracts and actively participate in their drafting; • know the sales channels of insurance products and actively participate in the development of marketing and sales strategy; • know the insurance legislation in BiH, and critically consider the place and role of insurance companies in the financial system of BiH; 		
COURSE CONTENTS		
<ul style="list-style-type: none"> • Concept, functions and significance of insurance • Risk characteristics, types of risk • Ways to manage risk • Interdisciplinary nature of risk management 		

- Classification of insurance
- Life Insurance, features and types of life insurance products
- Non-life insurance, characteristics and types
- Basic principles, features and elements of an insurance contract
- Determination of the insurance premium
- Sale of insurance products
- E-insurance
- Claims Settlement
- Legal regulation of insurance
- Insurance companies within the insurance industry
- Socio-economic significance of insurance activities and industry

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> - After the 6th week of the lecture, knowledge is tested in the form of test 1, which includes the basic concepts in the field of insurance, risk, the importance of insurance business and the role of insurance. - After the 12th week of the lecture, the second test of knowledge is carried out in the form of test 2, which includes the concepts of roles and importance of life insurance, insurance contract, elements of insurance premiums, and risk management mechanisms. - After the 8th week of the lecture, students defend case analyses, within which they analyze specific cases from certain areas of insurance. In the first week, students are presented with a list of framework topics for case studies. 	<p>Test 1 15 points</p> <p>Test 2 15 points</p> <p>Case Analysis 20 Points</p>
<p>The final exam includes the examination of knowledge in the field of non-life insurance, marketing and sales in insurance, as well as the legal and institutional framework of insurance in Bosnia and Herzegovina.</p>	<p>50 points</p>
<p>TOTAL</p>	<p>100 points</p>

REQUIRED LITERATURE

3. Kozarević, S., Kovač, R., 2013, Ekonomika osiguranja, Off-set i Ekonomsk fakultet Univerziteta u Tuzli, Tuzla.

ADDITIONAL LITERATURE

11. Ćurak, M., Jakovčević, D., 2007, 2007, Osiguranje i rizici, RRIF, Zagreb.
12. Kočović, J., Šulejić, P., 2002, Osiguranje, Ekonomski fakultet Beograd, Beograd.
13. Marović, B., Avdalović, V., 2005, Osiguranje i upravljane rizikom, DDOR Novi Sad i Birografika, Subotica.
14. Niehaus, G., Harrington S., 2003, Risk Management and Insurance, McGraw Hill, New York.
15. Journals - it is recommended to use articles from economic journals.

MANDATORY EQUIPMENT:

Laptop, Projector

ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Classes are conducted through lectures, exercises and discussions on cases from practice.	

Full course title:		Multimedia Publishing
Course code:		M1
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of the course is to familiarize students with the technical prerequisites of multimedia publishing and to learn how to independently create different types of multimedia materials and publications. Students will get acquainted with the basic elements of publication design, with the technical methods of the process of production and printing, and with the preparation of a multimedia contribution for the mainstream media. The goal is to provide students with a theoretical and practical framework for independent creation of different types of multimedia content.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • independently determine the visual identity, space, colors, photographs and other components of multimedia content; • work on software necessary for the creation of multimedia publications; • know the technical methods of the production and printing process. • classify the components of multimedia content; • analyze multimedia content and publications; • independently prepare material for printing; • independently prepare multimedia material for the web, radio and TV; • understand the legal regulations that apply to this area. 		
COURSE CONTENT:		
<ul style="list-style-type: none"> • Visual elements of the publication • Typographic design • Aspect ratio of image and text, • The role of white space • Use of paints 		

- Combination of graphic tools
- Preparation of graphic materials for printing
- Atypical Layout
- Visual effects and their application in creating professional publications
- Digitization and publishing
- Multimedia publishing on the Internet
- Social networks and multimedia publishing
- Web information and publishing
- Features of publishing in Bosnia and Herzegovina
- Legal legislation on publishing activities

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests (conducted in the middle of the semester)	19 points
- Participation (lectures and exercises)	5 points
- A project that is implemented in exercises, and presented before the final exam.	35 points
Final exam	50 points
TOTAL	100 points

REQUIRED LITERATURE

- 1 Hembri, R., 2015, Kompletan grafički dizajn, DON VAS, Beograd

ADDITIONAL LITERATURE

- 1 Osmančević, E., 2009, Demokratičnost WWW-komuniciranja, Friedrich Ebert Stiftung, Sarajevo.
- 2 Michael Kunczik, M., Zipfel. A., 1998, Uvod u publicističku znanost i komunikologiju, Friedrich Ebert, Zagreb.
- 3 Novaković, D., 1998, DTP – priručnik za stono izdavaštvo, Univerzitet u Beogradu, Beograd.

MANDATORY EQUIPMENT:	The software with the most modern graphic tools for the processing of text, photography, audio and video, as well as the access to the platforms suitable for the placement of multimedia content on the Internet.
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ADDITIONAL EQUIPMENT:	Digital Camera
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METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures and exercises, creating individual multimedia content that will be incorporated into the open blog account of each student.

Full name of the course:		Video Production
Course code:		M2
Module Level/Cycle:		First cycle
ECTS credit value:		6
Duration:		One semester
Semester:		Sixth (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Status of the subject:		Elective
Access restrictions:		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of the course is to provide students with the knowledge to understand the principles of film language, as well as traditional and modern production methods, enabling them to independently create and produce their own works. Students will master the basics of computer and technical terminology and video techniques, focusing on the use of computers as tools in this process. Additionally, the goal is to equip students with the skills to create videos using computers, enhance image quality with all available software tools, creatively and experimentally use computers in audio and video art, create video effects, create video animations, and convert various audio and video formats.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • create short-form videos with the use of a computer; • correct image quality with the use of software tools; • independently initiate and lead the process of filming and the entire production of advertising and other video material; • analyze and evaluate the work of other authors in this field. • produce and promote a film created with their own knowledge. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Introduction to video and film production • The history of the film • Video recording • Photography in film, technical image • Introduction to different video and audio codecs and formats • Cinematic means of expression. Film frame, plan and angle • DV and HD camera recording • Editing procedures, linear and non-linear editing • Work in the Adobe Premiere Pro non-linear video editing program • Basic animations and effects 		

- Sound control in editing
 - Color and color balance
 - Lenses, equipment & shooting accessories
 - Post-production and editing
- The use of special effects in video production

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Test 1 – Professions in Production	10%
- Test 2 – production segments	15%
- Exercises – video technique, video editing	10%
- A visit to the radio-television with a written review of the production system,	15%
Final exam – the entire production of a film or commercial.	50%
TOTAL	100%

REQUIRED LITERATURE

- 1 Manović, L., 2015, Jezik novih medija, Clio, Beograd.
- 2 Skorin, V., 2008, Digitalni video-snimanje i montaža, Algebra, Zagreb.

ADDITIONAL LITERATURE

- 1 Droblas, A., Greenberg, S., 2004, Adobe Premiere Pro Bible, Wiley Publishing, Indiana.
- 2 Shaner, P., Everet – Jones, G., 2003, Digital Video, Peachpit Press, Berkeley.
- 3 Watkinson, J., 2001, An Introduction to Digital Video, Focal Press, Oxford,
1. Owens, J., Millerson, G., 2008, Video Production Handbook, 4th ed., Focal Press, Oxford.

MANDATORY EQUIPMENT:	DSLR, ML or digital video camera with basic equipment
ADDITIONAL EQUIPMENT:	Stand, light meter, filters, bag, lenses, other accessories and equipment

METHODS OF CONDUCTING CLASSES

Teaching is carried out through lectures, exercises, recording and analysis of business video materials with constant monitoring of the achieved results and presentation of examples from world practice, and presentation of seminar papers.

Full course title:		Information Systems Management
Course code:		I12
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is to introduce students to modern theoretical and practical aspects of information systems management. In addition, students will master the fundamentals of information and communication technologies used to support management and decision-making processes. Students will also be introduced to the basic tools needed to build information systems, and the types of information systems used in management.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the role and structure of information systems; • gain practical knowledge of working with tools in the field of information systems management; • design an information system management; • understand the role of different information systems in business process management. 		
COURSE CONTENT		
<ul style="list-style-type: none"> • Management theory • Application of information technology in modern business • Information systems in business systems • Development of information systems • Technological assumptions • Business systems management • Decision-making in business systems • Information systems in management. • Management information systems • Designing management information systems • Introducing, managing and maintaining management systems 		

- Decision Support Systems
- Expert Systems
- Artificial intelligence
- ERP – Integrated Business Software

GRADING SYSTEM

PRE-EXAM OBLIGATIONS	
- Partial tests	
- Project development	
- Seminar paper	50%
- Attendance at classes	
- Participation	
- Exercises	
Final exam	50%
TOTAL	100%

REQUIRED LITERATURE

- 1 Šušić, I., 2012, Menadžment infomacioni sistemi, Univerzitet za poslovne studije, Banja Luka.
- 2 Stankić, R., Krsmanović, B., 2009, Upravljački informacioni sistemi, Fakultet spoljne trgovine, Bijeljina.

ADDITIONAL LITERATURE

- 1 Laudon, K., Laudon, J., 2006, Management Information Systems: Managing the Digital Firm, Prentice Hall, London.
- 2 Veljović, A., Radojičić, M., Vesić, J., 2008, Menadžment informacioni sistemi, Univerzitet u Kragujevcu, Kragujevac.

MANDATORY EQUIPMENT: Computers, projector, Internet access

ADDITIONAL EQUIPMENT: N/A

METHODS OF CONDUCTING CLASSES

Instruction is carried out through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.

Full course title:		Operating Systems
Course code:		R4
Module level (education cycle):		First cycle
Year:		1
ECTS credits:		6
Duration:		One semester
Semester:		Second (summer) semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		2
Laboratory exercises:		1
Course objectives:		
<p>The aim of this course is to introduce students to the principles of operating system functionality, its organization, structure, and implementation. The course also aims to train students to understand the purpose of operating systems, specifically that operating systems must allocate computing activities to ensure efficient utilization of computer resources. Additionally, the course aims to introduce students to another purpose of operating systems, which is to provide a suitable environment for program preparation and execution.</p>		
Learning outcomes:		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Master the principles of operating systems, their organization, structure, and implementation. • Recognize common features of an operating system, including what the operating system does for the user and what it does for the computer. • Understand the concepts of processes and concurrency that are at the heart of modern operating systems. • Understand methods for process scheduling, inter-process communication, process synchronization, and deadlock management. • Analyze how files, input-output devices, and large storage are managed in modern computer systems. • Apply mechanisms necessary for the protection and security of computer systems. 		
COURSE CONTENT:		
<ul style="list-style-type: none"> • Concept and history of operating systems • Operating system kernel and process management • CPU scheduling and process allocation • Process synchronization - Synchronization problem. Critical section. • Deadlock - System model and deadlock characteristics. Deadlock management methods – prevention. Deadlock avoidance. Detection and recovery from deadlock. • Memory management 		

- Virtual memory
- Input-output subsystem - Functions of the input-output subsystem. Device classification. Hardware relevant to the input-output subsystem. Uniform interface to applications provided by the input-output subsystem. Performance of the input-output subsystem.
- Secondary and tertiary memory
- File systems - Concept of files. Concept of directories. References. File sharing and protection. Basics of file systems. File space allocation. Free space management. File system reliability.
- Network environment
- Distributed systems - Introduction to distributed systems. Types of network-oriented operating systems. Distributed file systems. Process synchronization in distributed systems. Atomic transactions in distributed conditions. Deadlock management in distributed conditions.
- Security and protection
- Operating system interface (scripts and system calls)
- Types of operating systems (distributed and real-time operating systems, distributed operating systems).

GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS:</p> <ul style="list-style-type: none"> - Patial exam – assessment of theoretical and practical knowledge. The exam is scheduled for the midpoint of the semester after the covered topics. - Project task – a set of tasks to be completed 7 days before the exam – assigned at the midpoint of the semester. - Attendance in classes, students’ participation, and exercises. 	<p>20%</p> <p>25%</p> <p>5%</p>
Final Exam: The final exam includes all the topics covered.	50%
TOTAL	100%

REQUIRED LITERATURE

1. Đorđević, B., Pleskonjić, D., Maček, N., 2006, Operativni sistemi: Teorija, praksa i rešeni zadaci, Mikro knjiga, Beograd.
2. Đorđević, B., Pleskonjić, D., Maček, N., 2006, Operativni sistemi: UNIX i Linux, Mikro knjiga, Beograd.

ADDITIONAL LITERATURE

1. Stallings, W., 2013, Operativni sistemi: principi unutrašnje organizacije i dizajna + CD, Prevod sedmog izdanja, CET, Beograd.
2. Budin, L., Golub, M., Jakobović, D., Jelenković L., 2010, Operacijski sustavi, Element, Zagreb.
3. Silberschahtz, A., Galvin, P. B., Gagne, G., 2009, Operating System Concepts –John Wiley & Sons, NY.
4. Distributed Operating Systems – Andrew S. Tanenbaum, 1994, Prentice Hall, New York
5. Doeppner, T., 2011, Operating Systems in Depth, John Wiley & Sons, NY.
6. McIver McHoes, A., Flynn, I. M., 2012, Understanding Operating Systems, Nelson Education, Canada

MANDATORY EQUIPMENT:	Computer
ADDITIONAL EQUIPMENT:	Software: VirtualBox, installation of the

	operating system Linux Ubuntu, Hyper-V
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, practical laboratory exercises, and project work.	

Full course title:		Public Speaking Techniques
Course code:		TK12
Module level (education cycle):		First cycle
ECTS credits:		6
Duration:		One semester
Semester:		Summer semester
Study program:		Contemporary Business and IT Management
Module coordinator:	Lecturer:	
	Teaching Assistant:	
Subject status:		Elective
Access restrictions		/
HOURS PER WEEK		
Lectures:		2
Auditory exercises:		3
Laboratory exercises:		0
Course objectives:		
<p>The aim of the course is for students to acquire the knowledge and basic skills necessary for public speaking in various contexts, from formal presentations to informal conversations with the public. Students will learn about the importance of public speaking, the use of the body and voice in communication, and how to prepare and present an effective speech. In the practical part, students will work on performance segments of public performances such as: posture, breathing, speech, diction and communication with the audience. The aim of the course is also to overcome stage fright from public speaking and to create self-confidence. By applying knowledge and skills in practice, students will be able to give a quality public appearance regardless of the type of public speaking event.</p>		
Learning outcomes:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ● Explain the theoretical elements of public appearances used in mass communication ● Recognize and analyze types of public appearances that will facilitate the way of communicating and presenting ● Develop public speaking skills ● Prepare key messages and create a structure of public speaking as important elements in this type of communication in order to recognize negotiation strategies ● Encouraging creativity and innovation in public speaking ● Increase the understanding of the importance of oratory and communication as an essential element in negotiation and presentation skills ● Independently create a presentation of a public appearance with all the learned elements on a topic or part of a topic from a communication perspective ● Learn how to prepare and present an effective public appearance for professions requiring verbal communication ● Master public speaking techniques for leading meetings, conducting interviews and delivering presentations ● Master exercises and techniques to reduce difficulties during public speaking 		

COURSE CONTENT	
<ul style="list-style-type: none"> ● Definition and significance of public speaking ● Elements and types of public speaking ● Preparations for public speaking - topic and target audience ● Structure and organization of performances (introduction, elaboration and conclusion) ● Verbal skills (articulation, diction, tempo and rhythm) ● Use of story and illustration to better convey the message ● Non-verbal communication (gestures, posture, connecting with the audience) ● Use of space ● Listening skill ● Relationship with the audience and stage fright: a monologue as a dialogue with the audience ● Building empathy and active listening ● Appearances in the media and preparation for appearances in the media ● Analysis and evaluation of performances ● Exercises and techniques for overcoming difficulties during public speaking ● Independent preparation and presentation using all the learned techniques and elements of public speaking 	
GRADING SYSTEM	
PRE-EXAM OBLIGATIONS: <ul style="list-style-type: none"> - Partial tests (conducted in the middle of the semester) - Independent project (implemented during the exercises and presented before the final exam) - Participation (lectures and exercises) 	10 points 35 points 5 points
Final exam	50 points
TOTAL	100 points
REQUIRED LITERATURE	
1. The Art of Public Speaking, Deb Gotessman, Buzz Mauro, Jesenski and Turk Zagreb	
ADDITIONAL LITERATURE	
1. Talk like TED: The 9 Public - Speaking Secrets of the Worlds Top Minds - Carmine Gallo 2. Presentacijom do uspjeha, Jerry Weissman (2006), Mate Zagreb 3. Glas Glumca, Marina Marković, (2002), Clio 4. Moć Glasa, Judy Apps (2011), Ostvarenje doo, Buševac	
MANDATORY EQUIPMENT:	Computer, projector, internet access
ADDITIONAL EQUIPMENT:	N/A
METHODS OF CONDUCTING CLASSES	
Instruction is delivered through lectures, discussions, exercises	

STUDY PROGRAMME: CONTEMPORARY BUSINESS AND IT MANAGEMENT (MAJOR: IT MANAGEMENT) – LEARNING OUTCOMES MATRIX

Successful implementation of the study program "Contemporary Business and IT Management" (major: IT Management) enables graduates to acquire both general and specific competencies and skills, as a basis for their active and successful inclusion in the labor market, and later in private or public companies in which they will find their place. The learning outcomes of the study program "Contemporary Business and IT Management" (major: IT Management) are aligned with modern scientific requirements and international experiences. The learning outcomes of this study program are presented in Table 5.

Table 5. Learning outcomes at the level of the study program "Contemporary Business and IT Management" (major: IT Management)

No.	Learning outcomes at the level of the study program "Contemporary Business and IT Management" (major: IT Management)
1	Sticanje kompetencije upravljanja poslovnim sistemima srednjeg i višeg stepena složenosti.
2	Temeljna znanja o funkcionisanju i ustroju organizacije, značaju poslovnih procesa te načinu na koji se mogu efikasno organizovati i podržati informacionom tehnologijom.
3	Sposobnost razvijanja poslovnih informacionih sistema u svom radnom okruženju.
4	Sposobnost prepoznavanje poslovnih problema koji su podesni za rješavanje pomoću naprednih ICT.
5	Sposobnost upravljanja i implementacije informacijskih poslovnih sistema.
6	Sposobnost kompetentnog vođenja informatičkih projekata.
7	Sposobnost oblikovanja baza podataka s mogućnošću njihovog administriranja.
8	Poznavanje suštine i ovladavanje konceptom elektronskog poslovanja sa snažnim fokusom na praktičnu primjenu stečenih znanja.
9	Poznavanje i razumijevanje ekonomskih pojmova, finansijskog planiranja i načina finansiranja preduzeća.
10	Sposobnost primijene savremenih metoda i postupaka u organizovanju poslovnih procesa.
11	Sposobnost planiranja, prikupljanja i analize velike količine podataka.
12	Poznavanje osnova berzanskog poslovanja kao i primjene Interneta u berzanskom poslovanju.
13	Poznavanje osnova računovodstva i softverskih paketa za samostalno vođenje poslovnih knjiga.
14	Poznavanje teorijskih i praktičnih aspekata bankarskog poslovanja.
15	Sposobnost finansijske analize kroz primjenu softverskih oruđa, kao i sposobnost izrade biznis planova.

16	Osposobljavanje za pokretanje vlastitih poslovnih subjekata.
17	Sposobnost tržišne realizacije poduzetničkih ideja.

The Learning Outcomes Matrix is developed in order to show the coverage of learning outcomes at the level of the study program with learning outcomes at the level of subjects, especially compulsory ones. In order to check the consistency of the outcomes of the program and the outcomes of all subjects, this analysis includes the creation of a Learning Outcomes Matrix, i.e. matrix of harmonization of program outcomes and course outcomes, which is given below for the study program "Contemporary Business and IT Management" (major: IT Management).

The columns list the learning outcomes of the study program, and the rows contain individual subjects. For each course, each outcome of the program to which the course contributes is marked with an X.

When checking the Matrix, we can determine that all outcomes of the study program "Contemporary Business and IT Management" (major: IT Management) are covered by the courses taken in the specified study program.

Matrix of learning outcomes of the study program "Contemporary Business and IT Management" (major: IT Management)

Course title	Matrix of learning outcomes of the study program "Contemporary Business and IT Management" (major: IT Management)																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Fundamentals of Economics	X								X								
Business Informatics		X	X	X	X	X											
Economics and Business Organization	X	X				X			X	X							
Introduction to Information Systems		X	X	X	X												
Management	X	X				X			X	X						X	X
Fundamentals of Accounting and Reporting									X				X				
Business English									X								
Applied Financial Management									X			X		X	X		
Fundamentals of Marketing and Internet Marketing								X								X	X
Programming languages and programming							X				X						
Business Trade				X				X	X	X							
E-Business				X				X						X			
Databases							X				X						
Business Planning and Analysis									X	X	X					X	
E-commerce				X				X	X					X			

Electronic Banking Payment Operations								X	X			X	X	X			
Entrepreneurship	X	X		X					X	X					X	X	X
*Mathematics											X						
*Fundamentals of Programming							X										
*Introduction to Computing and Information Technology		X		X	X												
*Business communication								X									X
*Presentation techniques																	X
*Publicity and Sponsorship																	X
*Direct Marketing								X									X
*International Business Finance									X			X		X			
*Web programming							X										
*Statistics and Research Methods											X						
* Direct photography								X									
* Business Law and Taxes								X								X	X
* Sales Management and Negotiation										X							
*Multimedia Technologies								X									
*Advertising								X									
*E-services			X	X				X									
*Stock Market Operations								X	X			X		X	X		
*Customer Support Technologies and Systems			X	X	X												
* Fundamentals and techniques of insurance													X	X			
* Multimedia publishing								X									
*Video production								X									
* Information Systems Management		X	X	X	X												
*Operating Systems			X														
* Public Speaking Techniques																	X
TOTAL	4	7	6	10	5	3	4	15	13	6	5	4	2	7	5	4	9

*Elective courses