



**STUDY PROGRAM**  
***"MARKET COMMUNICATIONS"***

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

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## INTRODUCTION

Market communications is an expanding industry, both in terms of the number of new business entities and the number of new employees, in addition, costs for advertising, public relations, product and service design and other forms of market communications have been growing for years.

Modern market communications are of enormous importance for the business of a modern enterprise, all the more so since communication has become global and the world has become a communication network. Understanding the communication network, managing it, is one of the main goals of the study program Market Communications. Graduates of the study program "Market Communications" will receive a highly professional education and great knowledge in the field of management, media business, public relations, business communications, multimedia design, information technology, direct marketing and key account management and business processes. Starting from the fact that creativity is becoming a driver of contemporary social and economic changes, within the study program, special emphasis is placed on aspects of creative management of market communications, management of the creative process while knowing advanced ICT and communication channels, as well as business processes.

In the field of market communications, there are no higher education institutions in Tuzla Canton that specialize in profiling this type of personnel (partly in Journalism as a university). Such higher education institutions are rare in the immediate environment as well.

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 following study programs:

1. Study program Communication Management at Business School Berlin Potsdam,
2. Study program Marketing Communication Management at the College of Market Communications Agora Zagreb,
3. Studijski program Communication and Media Management na BiTS Unternehmer Hochschule Berlin, Hamburg.

## 1. COMPLIANCE OF THE STUDY PROGRAM "MARKET COMMUNICATIONS" WITH THE NEEDS OF THE LABOR MARKET

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

By analyzing the labor market, it can be concluded that there is a significant need for highly qualified personnel who are capable of using advanced technologies in solving practical problems, as well as experts with practical communication and marketing knowledge, which is provided by the study program of Market Communications. Since higher education institutions in our country have not previously offered study programs that train the type of professionals provided by this study program, data on unemployed persons at the Employment Bureau in Tuzla Canton (TK) for the occupations of communications specialist and marketing economist will be provided here. Data from the Employment Bureau in Tuzla Canton show that there are no

communications specialists among the unemployed persons, and that there are 23 marketing economists registered at the Employment Bureau, which is less than 5% of the total number of unemployed economists.

Based on the broad interdisciplinary and professional knowledge acquired in this study program, graduates can easily and seamlessly integrate into the creative work process in various organizations.

According to the document "Recommendations for Educational Enrollment Policy in Tuzla Canton", which was drafted by the Government of Tuzla Canton in 2013, the findings of the analysis and research of the needs of the labor market of Tuzla Canton were presented. 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 be unqualified.

Regarding higher education, the most represented are technical and social branches with over 85% of requests or needs for about 370 experts. The advantage of students who complete this study program is that they are trained and possess knowledge and competencies in the field of informatics and in the field of economy, and in this way they are enabled to participate almost equally in the affairs of the technical and social profession.

## **2. COMPLIANCE OF THE STUDY PROGRAM "MARKET COMMUNICATIONS" WITH THE LAW ON HIGHER EDUCATION OF TUZLA CANTON**

The study program "Market Communications" is in accordance with Article 122. It contains the following elements:

### **2.1. PROFESSIONAL AND ACADEMIC TITLE AND DEGREE ACQUIRED UPON COMPLETION OF STUDIES**

The study program "Market Communications" is conceived and structured in accordance with the Law on Higher Education of Tuzla Canton and the Bologna Declaration. The duration of study in this study program 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. Upon completion of this study program, the student acquires the professional title of Bachelor of Market Communications.

### **2.2. CONDITIONS FOR ENROLMENT IN THE STUDY PROGRAMME**

The right to enrol 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 of 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 on the basis of the conducted tests and other criteria prescribed by the Senate of the high education institution "International Business and Information Academy Tuzla".

### 2.3. LIST OF COMPULSORY AND ELECTIVE COURSES AND THE NUMBER OF HOURS REQUIRED FOR THEIR IMPLEMENTATION

The curriculum of the study program Market Communications 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: **MARKET COMMUNICATIONS**

<b>FIRST YEAR</b>					
<b>Ord. no.</b>	<b>Code</b>	<b>Course Title</b>	<b>Sem.</b>	<b>Number of classes</b>	<b>ECTS</b>
1.	TK3	Fundamentals of Communication	1	2+3+0	6 compulsory
2.	I10	Business Informatics	1	2+2+1	6 compulsory
3.	TK1	Business communication	1	2+3+0	6 compulsory
4.	IP1	Elective Course 1	1		6 elective
5.	IP2	Elective Course 2	1		6 elective
6.	TK5	Sales Management And Negotiation	2	2+3+0	6 compulsory
7.	M3	Multimedia Technologies	2	2+2+1	6 compulsory
8.	TK11	Visual Communication Design	2	2+3+0	7 compulsory
9.	IP3	Elective Course 3	2		6 elective
10.	O2	Business English	2	2+2+0	5 compulsory
<b>Total Hours of Active Teaching</b>				20+29=49	
<b>Total ECTS</b>					60
<b>SECOND YEAR</b>					
<b>R.br</b>	<b>Šif.</b>	<b>Nomenclature</b>	<b>Witho ut.</b>	<b>Number of classes</b>	<b>ECTS</b>
1.	M7	Computer Graphics and Animation	3	2+2+1	6 compulsory
2.	TK2	Public Relations	3	2+3+0	6 compulsory
3.	I3	Fundamentals of Marketing and Internet Marketing	3	2+3+0	6 compulsory
4.	IP4	Elective Course 4	3		6 elective

5.	IP5	Elective Course 5	3		6 elective
6.	TK10	Advertising	4	2+3+0	6 compulsory
7.	M1	Multimedia Publishing	4	2+2+1	6 compulsory
8.	M5	Digital photography	4	2+2+1	6 compulsory
9.	IP6	Elective Course 6	4		6 elective
10.	IP7	Elective Course 7	4		6 elective
<b>Total Hours of Active Teaching</b>				20+30=50	
<b>Total ECTS</b>					60
<b>THIRD YEAR</b>					
<b>R.br</b>	<b>Šif.</b>	<b>Nomenclature</b>	<b>Witho ut.</b>	<b>Number of classes</b>	<b>ECTS</b>
1.	TK7	Publicity and Sponsorship	5	2+3+0	6 compulsory
2.	TK9	Direct marketing	5	2+3+0	6 compulsory
3.	M6	Web design	5	2+2+1	6 compulsory
4.	IP8	Elective Course 8	5		6 elective
5.	IP9	Elective Course 9	5		6 elective
6.	M2	Video Production	6	2+2+1	6 compulsory
7.	IP10	Elective Course 10	6		6 elective
8.	IP11	Elective Course 11	6		6 elective
9.		Professional practice	6		2 compulsory
10.		Final Thesis	6		10 compulsory
<b>A total of active classes (5 and 6 a.m.)</b>				16+24=40	
<b>Total ECTS</b>					60
<b>Total hours of active teaching (from 1st to 6th semester)</b>				56+83=139	
<b>TOTAL ECTS (from 1st to 6th semester)</b>					<b>180</b>

<b>List of elective courses</b>			
<b>Winter Semester</b>		<b>Summer semester</b>	
<b>Code</b>	<b>Course Title</b>	<b>Code</b>	<b>Course Title</b>
MIB2	Economics and Business Organization	I1	Introduction to Information Systems
BOF8	Fundamentals of Economics	MIB3	Management
TK6	Market Research	I4	E-Business
TK4	Presentation Techniques	R8	Database
BOF10	Applied Financial Management	TK8	Festival and Event Management
MIB1	Statistics and Research Methods	O3	Business Law and Taxes
R5	Programming Languages and Programming	BOF4	Stock Market Operations
RIR3	Business Planning and Analysis	I7	E-services
MIB6	Project Management	MIB4	Entrepreneurship
I14	Social Networks	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.

#### 2.4. CREDIT VALUE OF EACH COURSE AND FINAL THESIS EXPRESSED IN ECTS CREDITS

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

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

Students from other study programs of the IPI Academy are allowed to transfer to the study program Market Communications under the conditions and in the procedure determined by the Statute and the Rules of Study at the IPI Academy.

A student of other universities or colleges will be allowed to transfer from other study programs under the conditions and procedure set out in the Rules of Study at the International Business Information Academy Tuzla.

When changing the study program, the student should submit a request for a change of study program, and attach certificates of student status and success in the study program he or she wants to change.

The student submits the request to the Director of the College no later than 1<sup>st</sup> September of the current academic year. The student shall decide on the student's request by a decision, in accordance with the decision of the Senate.

#### 2.6. METHOD OF CHOOSING COURSES FROM OTHER STUDY PROGRAMMES

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 Study Rules.

In relation to the type of subject, compulsory professional subjects participate with 53.33%, elective professional with 36.67%, general subjects participate with 3.33%, while professional practice and final work participate with 6.67%, which is in accordance with international standards. This is presented in Table 2.

Table 2. Structure of subjects in the curriculum

R.b.	Item Type	Number	%
1.	General	1	3,33
2.	Professional - compulsory	16	53,33
3.	Professional - elective	11	36,67
4.	Final Thesis and Professional Practice	2	6,67

5.	Total	30	100,00
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## 2.7. CONDITIONS FOR ENROLMENT IN THE NEXT SEMESTER OR TRIMESTER, I.E. THE NEXT YEAR OF STUDY AND THE METHOD OF COMPLETION OF THE STUDY

The condition for enrollment in the next semester is a verification of the previous semester. Semester and year certification is mandatory for all students. On the basis of the certified semester and year, it is determined how many ECTS study credits the student has achieved

The winter semester is certified after the end of the winter semester, and the certification of the summer semester after the end of the summer semester of the academic year.

The student enrolls in the next year of study on the basis of the achieved ECTS credits from the previous year of study. Students may transfer to the next year of study within one cycle of study a maximum of 6 (six) ECTS study credits (credits) or a maximum of one unpassed course, if it carries more than 6 (six) ECTS study credits (credits), provided that the failed course that is transferred to the next academic year is not a prerequisite for attending another course in the following academic year. The student completes the study by defending the final thesis.

## 2.8. METHOD OF CONDUCTING STUDIES AND METHOD OF TESTING KNOWLEDGE 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.

## 3. LEARNING OUTCOMES: COMPETENCES AND SKILLS ACQUIRED THROUGH A QUALIFICATION (DIPLOMA)

Successful implementation of the study program of Market Communications 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 of Market Communications are aligned with modern scientific requirements and international experiences. Completion of this study program will enable students to:

- Know and understand basic scientific disciplines as a basis for the acquisition of the necessary professional knowledge
- Know and understand basic economic concepts, as well as the basics of management
- acquire knowledge interpersonal and small group communication skills, as well as knowledge of various forms of organizational communication and public relations
- acquire knowledge of the advanced ICT possibilities in the context of creating market communications
- Proficiency in applied areas of business communication, such as presentations, sales communication, negotiation, meeting management, interviewing, electronically mediated communication



- Fundamental knowledge related to the design of visual communications and IT support for publishing
- Know possibilities of applying the Internet in marketing, i.e. techniques and tools enabled by Internet
- Create a brand and develop a brand on the Internet.
- Understand the basic elements of form in visual design, which are applied in solving the design task
- Know negotiation strategies, the composition of the negotiating team, the preparation of negotiations and negotiation support systems.
- Know and understand online communications and communication norms
- Design websites
- Know intercultural management and understand cultural differences and rules of business participants from different parts of the world
- Know market research methods and the application of informatics in market research

#### 4. EMPLOYMENT OPPORTUNITIES FOR STUDENTS WHO ATTENDED AND COMPLETED THE STUDY PROGRAM "MARKET COMMUNICATIONS"

Completion of studies in the study program "Market Communications", thanks to a wide range of multidisciplinary knowledge, offers a wide range of employment opportunities.

Graduates of this study program can find employment:

- As a manager in online and other organizations
- On the position of a journalist specializing in economic topics
- On the position of a web designer
- In the public relations and business communication sector
- As a spokesperson (PR) in private and public, business or other organizations
- In marketing and advertising agencies
- In the marketing and market research sector
- Providing consulting services in the field of media and business communications
- On the job of a brand manager
- In the customer management sector
- Management, maintenance and organization of work in classic publishing
- Starting their own start-up company.

## ANNEX 1 SYLLABUS OF THE STUDY PROGRAM "MARKET COMMUNICATIONS"

### First year

#### Compulsory courses

<b>Full name of the course:</b>		<b>Fundamentals of Communicology</b>
<b>Course code:</b>		<b>TK3</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>Year of study:</b>		<b>I</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>First (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>LECTURER</b>	
	<b>TEACHING ASSISTANT:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The aim of the course is to introduce students to the theoretical foundations of media and communication science and the importance of communication in human life. Students are introduced to contemporary theories, main communication dimensions and types of communication, introductory and elementary knowledge of the concepts: journalism, mass media, communication sciences and directions in which modern journalism is developing. Special emphasis is placed on the application of communication in various social areas, especially in the business environment.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• independently classify different levels of communication, from interpersonal to mass;</li> <li>• master communication skills interpersonally and in small groups;</li> <li>• recognize various forms of organizational communication and public relations;</li> <li>• critically analyse traditional and new media;</li> <li>• evaluate media content;</li> <li>• independently create a presentation in which they describes, evaluate and critically analyse the value of the selected work or topic from the communication and economic point of view.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Definition of media science</li> <li>• The role of communication in everyday life and business practice</li> <li>• Basic division of communications, interpersonal, social, mass</li> <li>• Features of interpersonal communication</li> <li>• Conversation, Public Speaking and Listening</li> <li>• Key concepts of semiotics</li> <li>• Non-verbal communication - body language, kinesics proxemic</li> <li>• Mass communication</li> <li>• Mass media and society</li> <li>• Journalism as a profession</li> </ul>		

- Media presentation
- Key areas of media communication, media technology
- Listening skill
- Internet
- The Future of communication

#### GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> <li>- Throughout the semester, each student is required to complete a seminar paper and present it</li> <li>- After the 7<sup>th</sup> week of lecturing, basic communication concepts based on the material covered are tested - "Test 1"</li> </ul>	<ul style="list-style-type: none"> <li>- Seminar paper and presentation 20 points</li> <li>- Test 1 20 points</li> <li>- Participation and attendance in class 10 points</li> </ul>
<p>The final exam covers the theoretical aspects of communication and communication, the role of the media in society, as well as the laws of social relations within market communication.</p>	<p>Final exam 50 points</p>
<p><b>TOTAL</b></p>	<p><b>100 points</b></p>

#### REQUIRED LITERATURE

1. Kunczik, M., Zipfel, A., 2006, Uvod u znanost o medijima i komunikologiju, Zaklada Friedrich Ebert, Zagreb

#### ADDITIONAL LITERATURE

1. Kadi, E., 2016, Prisutnost, Laguna, Beograd.
2. Anderson, K., 2016, TED govori, Vulkan izdavaštvo, Beograd.
3. Fejzić Čengić, F., 2016, Nelagode s medijima, Dobra knjiga, Sarajevo.
4. Fejzić Čengić, F., 2016, Stvarnost i mediji, Dobra knjiga, Sarajevo.

#### MANDATORY EQUIPMENT:

Laptop, Projector

#### ADDITIONAL EQUIPMENT:

N/A

#### METHODS OF CONDUCTING CLASSES

Classes are carried out through lectures, exercises, writing essays, and through the creation and presentation of seminar papers.

<b>Full name of the course:</b>		<b>Business Informatics</b>
<b>Course code:</b>		<b>I10</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>Year of study:</b>		<b>1</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>First (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• improve business decision-making processes with the use of information technology;</li> <li>• recognize the importance and possibilities of modern software tools in business;</li> <li>• identify available software tools and solutions designed to solve business problems;</li> <li>• independently use basic internet services and software tools used in the business environment.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Informatics as a theoretical and practical discipline</li> <li>• Business Informatics and Organization</li> <li>• The concept and elements of the information system</li> <li>• Functions of the information system</li> <li>• A computer as part of an information system</li> <li>• Methods to display processing results</li> <li>• The Concept of Internet Communication</li> <li>• The emergence and development of the Internet</li> <li>• Web Search</li> <li>• Application of information systems in the business environment</li> <li>• E-commerce</li> <li>• Internet marketing</li> <li>• Fundamentals of e-banking</li> <li>• Fundamentals of Mobile Business</li> <li>• Introduction to Information System Protection</li> </ul>		
<b>GRADING SYSTEM</b>		

<p><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- In the 6<sup>th</sup> week of the semester, the first test is carried out</li> <li>- In the 12<sup>th</sup> week of the semester, the second test is carried out</li> <li>- Throughout the semester, after the practice classes, students submit the completed exercise to the learning management system.</li> </ul>	<ul style="list-style-type: none"> <li>- Test 1: 15 points</li> <li>- Test 2: 15 points</li> <li>- Exercises: 20 points</li> </ul>
<p><b>Final exam</b> 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>	<ul style="list-style-type: none"> <li>- Final exam: 50 points (theoretical part 25 points and practical part 25 points)</li> </ul>
<p><b>TOTAL</b></p>	<p><b>100</b></p>
<p><b>REQUIRED LITERATURE</b></p> <ol style="list-style-type: none"> <li>1 Panian, Ž., Strugar, I., 2013, Informatizacija poslovanja, Ekonomski fakultet, Zagreb.</li> </ol> <p><b>ADDITIONAL LITERATURE</b></p> <ol style="list-style-type: none"> <li>1 Milosavljević, M., Veinović, M., Grubor, G., 2013, Informatika, Univerzitet Singidunum, Beograd.</li> <li>2 Bosilj Vukšić, V. et al., 2012, Poslovna informatika, Element, Zagreb.</li> <li>3 Glushko, R. J., McGrath, T., 2005, Document Engineering, The MIT Press, Boston.</li> <li>4 Rainer, R. K. Jr., Turban, E., Potter, R. E., 2006, Introduction to Information Systems: Supporting and Transforming Business, Wiley, Hoboken.</li> <li>1. Panian, Ž., 2005, Poslovna informatika za ekonomiste, Masmedia, Zagreb.</li> </ol>	
<p><b>MANDATORY EQUIPMENT:</b></p>	<p>Computers, projector, Internet access</p>
<p><b>ADDITIONAL EQUIPMENT:</b></p>	<p>N/A</p>
<p><b>METHODS OF CONDUCTING CLASSES</b> Instruction is delivered through lectures, discussions, exercises.</p>	

<b>Full name of the course:</b>		<b>Business communication</b>
<b>Course code:</b>		<b>TK1</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>First (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• successfully use interpersonal communication in a business environment.</li> <li>• effectively shape messages in public and written communication and presentation;</li> <li>• independently formulate press releases, business letters in the field of sales and procurement;</li> <li>• successfully write letters of recommendation and requests for recommendation;</li> <li>• use electronically mediated business communication.</li> </ul>		
<b>CONTENTS OF THE COURSE</b>		
<ul style="list-style-type: none"> <li>• Introduction to Business Communications</li> <li>• Verbal and nonverbal communication in the business environment</li> <li>• CV and cover letter</li> <li>• Application of the model of interpersonal communication competence in business communication</li> <li>• Business communication skills</li> <li>• Presentation communication</li> <li>• Sales communication</li> <li>• Business meetings and negotiation</li> <li>• Business interview</li> <li>• Written communication</li> <li>• Introduction by letter</li> <li>• Letter of recommendation</li> <li>• Electronically mediated business communication</li> <li>• Writing a press release</li> <li>• Examples from practice</li> </ul>		
<b>GRADING SYSTEM</b>		
PRE-EXAM OBLIGATIONS		<b>50%</b>

<ul style="list-style-type: none"> <li>- 5 points – Attendance</li> <li>- 5 points – Participation</li> <li>- 40 points – Practical work: <ul style="list-style-type: none"> <li>1 points - CV/PP</li> <li>20 points - Presentation</li> <li>15 points - Exercise (1,2,3,4,5.)</li> </ul> </li> </ul>	
<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>	<b>50%</b>
<b>TOTAL</b>	<b>100%</b>
<p><b>REQUIRED LITERATURE</b></p> <ol style="list-style-type: none"> <li>1 Bovee, C. L., Thill, J. V., 2012, Suvremena poslovna komunikacija, 10. izdanje, Mate, Zagreb.</li> </ol> <p><b>ADDITIONAL LITERATURE</b></p> <ol style="list-style-type: none"> <li>1 Fox, R., 2006, Poslovna komunikacija, 2. izdanje, Hrvatska sveucilišna naklada – Pučko Otvoreno Učilište, Zagreb.</li> <li>2 Vodopija, Š., 2006, Opća i poslovna komunikacija, Naklada Žagar, Rijeka.</li> <li>3 Rouse, M. J., Rouse, S., 2005, Poslovne komunikacije: kulturološki i strateški pristup, Masmedia, Zagreb.</li> </ol> <ol style="list-style-type: none"> <li>1. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.</li> </ol>	
<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<p><b>METHODS OF CONDUCTING CLASSES</b></p> <p>Instruction is delivered through lectures, exercises, analysis of business cases and writing business letters.</p>	

<b>Full name of the course:</b>		<b>Sales management and negotiation</b>
<b>Course code:</b>		<b>TK5</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Second (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• lead the process of planning, implementing and controlling sales activities;</li> <li>• manage the customer portfolio and know the processes and criteria for selecting key customers;</li> <li>• create sales strategies;</li> <li>• select a sales representative;</li> <li>• identify the most suitable sales strategy.</li> <li>• independently draw up a sales plan;</li> <li>• with the help of acquired negotiation skills and techniques, they independently lead the negotiation process.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The role of the sales function and sales management in a business organization</li> <li>• The place of the sales function in the organizational structure of the enterprise</li> <li>• Sales Planning</li> <li>• Sales strategies, skills and techniques</li> <li>• Selection of sales representatives</li> <li>• Motivation and bonus / malus systems</li> <li>• Sales concepts and modern sales models</li> <li>• Personal sales</li> <li>• Customer portfolio management</li> <li>• Negotiation strategies and concepts</li> <li>• Negotiation skills</li> <li>• Preparation for negotiations</li> <li>• Negotiation process</li> <li>• Conclusion of negotiations</li> <li>• Examples from practice</li> </ul>		



<b>GRADING SYSTEM</b>	
<b>PRE-EXAM OBLIGATIONS</b> <ul style="list-style-type: none"> <li>- After each lecture, the practical application of sales and negotiation methods through work tasks is practiced</li> <li>- Creating a sales plan – independent work of students</li> <li>- After the 7th week, the basic principles of sales are tested through TEST I</li> <li>- In the last session of the semester, the knowledge of the negotiation process is tested through TEST II</li> </ul>	<ul style="list-style-type: none"> <li>- Work tasks 10 points</li> <li>- Sales plan 20 points</li> <li>- Test I 10 points</li> <li>- Test II 10 bodova</li> </ul>
The final exam covers the theoretical aspects of sales methods and negotiation processes	Final exam 50 points
<b>TOTAL</b>	<b>100 points</b>
<b>REQUIRED LITERATURE</b>	
<ol style="list-style-type: none"> <li>1. Gligorijević, M., Ognjanov, G., 2021, Poslovno pregovaranje, Ekonomski fakultet Univerziteta u Beogradu.</li> <li>2. Tomašević Lišanin M., 2010, Profesionalna prodaja i pregovaranje, HUPUP, Zagreb.</li> </ol>	
<b>ADDITIONAL LITERATURE</b>	
<ol style="list-style-type: none"> <li>1. Gligorijević, M., Ognjanov, G., 2011, Poslovno pregovaranje, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd</li> <li>2. Tomašević Lišanin, M., 2010, Poslovni slučajevi iz prodaje i pregovanja, HUPUP, Zagreb.</li> <li>3. Lewicky R. J., Saunders D.M., Minton J.W., Barry B., 2003, Negotiation, readings, exercises and cases, McGraw-Hill, Irwin, Boston.</li> <li>4. Bratko S., Henich V., Roman O., 2000, Prodaja, Narodne novine, Zagreb.</li> <li>5. Časopisi - preporučuje se korištenje članaka iz ekonomskih časopisa.</li> </ol>	
<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Classes are carried out through lectures, exercises, analysis of business cases and development of a marketing plan.	

<b>Full name of the course:</b>		<b>Multimedia technologies</b>
<b>Course code:</b>		<b>M3</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Second (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• gain theoretical knowledge and practical competencies for the application of multimedia and interactive technologies in practice;</li> <li>• understand the capabilities of modern software tools for media development;</li> <li>• apply basic techniques for the development of multimedia;</li> <li>• use various available software tools and solutions intended for the development of multimedia elements;</li> <li>• independently use basic multimedia software tools and interactive technologies.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to Multimedia</li> <li>• Features of multimedia systems</li> <li>• Audio basics</li> <li>• Image basics</li> <li>• Text</li> <li>• Animation basics</li> <li>• Video basics</li> <li>• Visual effects</li> <li>• Audio-visual integration</li> <li>• Multimedia data acquisition</li> <li>• Standards in multimedia communications</li> <li>• Preparation of multimedia materials</li> <li>• The applied aspect of multimedia</li> <li>• Multimedia application software</li> <li>• Directions for the development of multimedia</li> </ul>		

<b>GRADING SYSTEM</b>	
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
<b>TOTAL</b>	<b>100 points</b>
<b>REQUIRED LITERATURE</b>	
1 Starčević, D., Štavljanin, V., 2013, Multimedia, Faculty of Organizational Sciences, Belgrade.	
<b>ADDITIONAL LITERATURE</b>	
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.	
<b>MANDATORY EQUIPMENT:</b>	Computers, projector, Internet access
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Classes are conducted through lectures, discussions, exercises.	

<b>Full name of the course:</b>		<b>Visual Communication Design</b>
<b>Course code:</b>		<b>M3</b>
<b>Module Level/Cycle:</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>7 ECTS</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Second (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The aim of the course is for students to understand the roles of the basic elements of form in visual design, which are applied in solving the design task of a graphic product, where it is necessary to clearly send a certain message with color, image, typography and composition. Recognizing the user's requirements in solving a design problem through verbal and non-verbal communication. Understanding the branding process and the role of design in the positioning system of a new product. Understand the role of design and visual communications in building an organization's image. Development of criticism and standards of aesthetics in the design of visual communications.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the basic forms of design and elements of form in visual design;</li> <li>• independently create a design idea, guided by the basic standards of the graphic design task, using form, color, image, typography and composition;</li> <li>• analytically approach to the user's request and desire in the realization of the design idea;</li> <li>• understand the role of verbal and non-verbal communication in the design of visual communications;</li> <li>• assess the capacities and benefits of a particular product through the application of the design idea and the role of visual communications in branding;</li> <li>• analytically approach to creating the image of the organization, and understands the role of design in the process;</li> <li>• apply and respect standards of aesthetics and ethics in the design of visual communications.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Communication and its forms</li> <li>• Fundamentals of Design Theory</li> <li>• Areas of application of visual communication design</li> <li>• Semiotics</li> <li>• Elements of visual design</li> <li>• Psychology of color</li> <li>• Communicating with images</li> </ul>		

- Typographic design
- Infographic
- The role of symbols in the design of visual communications
- Corporate communication and image building
- Branding
- Creating a logo
- Creating design
- Design ethics

#### GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> <li>- Partial test – colloquium is conducted after 50% of lectures have been completed.</li> <li>- Exercises – students solve practical problems related to the topics from the curriculum through weekly tasks.</li> <li>- Case study – a critical review of the organization of choice. Students analyze the visual identity of an organization and develop their critical thinking.</li> <li>- Attendance at classes</li> <li>- Participation</li> </ul>	<p>20 points 20 points 10 points</p>
<p>The final exam covers theoretical foundations, concepts and models, as well as the basic concepts of visual communication and design in general.</p>	<p>50 points</p>
<p><b>TOTAL</b></p>	<p><b>100 points</b></p>

#### REQUIRED LITERATURE

1. Paić, Ž., Vizualne komunikacije, CVS, 2010, Zagreb
2. Manović, L., Jezik novih medija, CLIO, 2015, Beograd

#### ADDITIONAL LITERATURE

1. Connie Malamed: Visual Language for Designers, 2009.
2. Kim Baer: Information Design Workbook, 2008.
3. Graphic Design Solutions \*prijevod\*
4. Žarko Paić: Vizualne komunikacije, 2008.
5. Robert Bringhurst: The Elements of Typographic Style, 2002.
6. Enciklopedija likovnih umjetnosti, Filmska enciklopedija

#### MANDATORY EQUIPMENT:

Laptop, Camera, Projector

#### ADDITIONAL EQUIPMENT:

N/A

#### METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, essay writing, analysis of design solutions and analytical work on student ideas.

<b>Full name of the course:</b>		<b>Business English</b>
<b>Course code:</b>		<b>O2</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>Year of study:</b>		<b>1</b>
<b>ECTS credit value:</b>		<b>5</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Second (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• master business and informatics terminology in English</li> <li>• communicate in English language</li> <li>• write business letters for various purposes</li> <li>• independently do presentations in English.</li> </ul>		
<b>COURSE CONTENT:</b>		
<ul style="list-style-type: none"> <li>• Basics of English grammar</li> <li>• Corporate culture</li> <li>• Understanding and using informatics terminology</li> <li>• Understanding and using international business terminology</li> <li>• Informal and formal communication</li> <li>• Communication through electronic media</li> <li>• Writing business letters (complaint letters, orders, recommendation letters, etc.)</li> <li>• Writing CVs, biographies, cover letters</li> <li>• Writing job applications</li> <li>• Making business deals, negotiating</li> <li>• Teamwork</li> <li>• Reading authentic business and informatics articles (newspapers, internet, etc.)</li> <li>• Writing reports and presentations</li> <li>• Using idiomatic phrases in verbal and written communication</li> <li>• Understanding different informatics and business texts</li> </ul>		

<b>GRADING SYSTEM</b>	
<p><b>PRE-EXAM OBLIGATIONS:</b> 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<sup>th</sup> 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.</p>	/
<p>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).</p>	10
<p>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).</p>	30
<p>Attendance, students' participation, and exercises: Participation in exercises with active involvement in work and interaction.</p>	10
<b>TOTAL</b>	<b>50</b>
Final exam	50
<b>TOTAL</b>	<b>100</b>
<b>REQUIRED LITERATURE</b>	
<ol style="list-style-type: none"> <li>Whitby, N., 2013, Business Benchmark, Pre-Intermediate to Intermediate, Personal Study Book 8th Edition, Cambridge: Cambridge University Press.</li> </ol>	
<b>ADDITIONAL LITERATURE</b>	
<ol style="list-style-type: none"> <li>Duckworth, M., 2003, Business Grammar &amp; Practice, Oxford: OUP.</li> <li>Rosenberg, M., 2005, In Business: Activities to bring Business English to Life, Cambridge: Cambridge University Press.</li> <li>Taylor, S., Gartside, L., 2004, Model Business Letters, E-mails &amp; Other Business Documents. Harlow: Pearson Education Limited.</li> <li>Haines, S., Nettle, M., Hewings, M., 2007, Advanced Grammar in Use Supplementary Exercises: with answers. Cambridge University Press, Cambridge.</li> <li>Kiš, M., 2000, Englesko-hrvatski i hrvatsko-engleski informatički rječnik. Naklada Ljevak, Zagreb.</li> </ol>	
<ol style="list-style-type: none"> <li>MacKenzie, I., 2002, English for business studies student's book: a course for business studies and economics students. Cambridge University Press, Cambridge.</li> </ol>	
<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Instruction is delivered through lectures, seminars, exercises, problem-based language learning, group work, and presentations.	

<b>Full name of the course:</b>		<b>Computer Graphics and Animation</b>
<b>Course code:</b>		<b>M7</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter (third) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<p><b>Course objectives:</b>  Enabling students to develop and manipulate computer graphics elements in the plane and space is one of the goals of this course. Additional goals are to introduce students to the concept of digital graphics, in the broadest sense and understanding of its scope and content, as well as the importance and applicability in the field of visual communications, while referring to the most diverse areas of contemporary design and marketing. The objectives of the course are to introduce students to the concept of visual communications, as well as the most famous modern digital tools and approaches, formats, vocabulary and basic elements that they will master, all through the research of the digital image as a means of communication.</p>		
<p><b>Learning outcomes:</b>  Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand and explain the concept of computer graphics from all aspects of modern design and its diverse applications;</li> <li>• analyze and evaluate the quality of work in this field.</li> <li>• apply the most well-known digital tools;</li> <li>• use and build this knowledge in future courses, as well as in future practice.</li> </ul>		
<p><b>COURSE CONTENT:</b></p> <ul style="list-style-type: none"> <li>• Introduction to computer graphics</li> <li>• Graphic hardware and software</li> <li>• Concept of computer graphics</li> <li>• Creating and storing models and images</li> <li>• Use of models and images in computer graphics</li> <li>• Prevalence and use of computer graphics</li> <li>• Examples of computer graphics applications</li> <li>• Visual communications</li> <li>• Basics of 3D modeling</li> <li>• Interactive graphics</li> <li>• Raster graphics: quality, types, formats, and storage</li> <li>• Vector graphics: quality, types, formats, and storage</li> <li>• Computer animation</li> <li>• Editing of animation, video, and sound</li> <li>• Integration with other teaching disciplines</li> </ul>		



<b>GRADING SYSTEM</b>	
<p><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- During the semester, it is necessary to create a group (or individual) seminar paper in which a specific area of interest from the literature (written part) is covered in detail, in the form of lectures. <span style="float: right;">15 points</span></li> <li>- Defense of the seminar paper in the form of a lecture for all students from the group. <span style="float: right;">10 points</span></li> <li>- Exercises – development of the visual identity of a graphic project using vector graphics tools (Corel draw, Adobe Illustrator and AutoCAD) and presentation of it. <span style="float: right;">25 points</span></li> </ul>	
Final exam	50 points
<b>TOTAL</b>	<b>100</b>
<p><b>REQUIRED LITERATURE</b></p> <p>1. Lemeš, S., 2017, Računarska grafika i geometrijsko modeliranje, Politehnički fakultet Univerziteta u Zenici.</p>	
<p><b>ADDITIONAL LITERATURE</b></p> <p>1. Egić, V., Gambiroža, D., 2005, Corel Draw, PC knjiga.  2. Ilić, S., 2017, Osnove AutoCAD-a, Mikro knjiga.  3. Abbot, D., 2008, AutoCAD – tajne koje bi trebao znati svaki korisnik, Kompjuter biblioteka.  4. Grupa autora, 2016, Adobe Illustrator CS 6 – Učionica u knjizi, Mikro knjiga.</p>	
<b>MANDATORY EQUIPMENT:</b>	Computer, projector
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<p><b>METHODS OF CONDUCTING CLASSES</b></p> <p>Classes are conducted auditorily with the use of a projector, and in combination with laboratory exercises using computer equipment, through parallel student work during lectures and independent work during exercises..</p>	

<b>Full name of the course:</b>		<b>Public Relations</b>
<b>Course code:</b>		<b>TK2</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>Year of study:</b>		<b>II</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Third (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The aim of the course is to provide students with fundamental knowledge and skills in public relations and business communication, and to introduce them to the basics of the theory and methodology of public relations. Students will become familiar with internal communication and the role of internal PR in the business operations of an organization. An additional goal of this course is for students to understand the methods and techniques used in public relations and business communication, and to acquire the knowledge necessary for understanding and building the image, reputation, and identity of an organization.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the basics of public relations theory;</li> <li>• apply basic techniques and methods used in public relations;</li> <li>• analyze and plan internal communication within an organization;</li> <li>• independently conduct press conferences and other segments of media relations;</li> <li>• plan and design PR communications;</li> <li>• critically approach crisis situations;</li> <li>• understand the importance of building an organization's image, reputation, and identity;</li> <li>• apply standards of ethics and best practices in public relations.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to public relations</li> <li>• Theories of public relations</li> <li>• Methods, techniques and forms of pr activity</li> <li>• Internal and external pr communication tools</li> <li>• Media relations</li> <li>• Public relations strategy and planning</li> <li>• Crisis communication</li> <li>• Public relations management process</li> </ul>		

- Public relations in business organizations
- PR creation of identity, image and reputation
- Brand & PR Branding Strategy
- Political PR
- Public Relations in government institutions and non-governmental organizations
- Public relations in non-profit organizations
- Public relations, educational institutions and professional associations

#### GRADING SYSTEM

<p><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- Partial test – colloquium is performed after 50% of lectures have been held. in the 8<sup>th</sup> week of teaching.</li> <li>- Seminar papers – after choosing a theoretical topic, students are obliged to present the seminar paper in class.</li> <li>- Case study – a critical review and analysis of the public relations of an organization of the student's choice.</li> <li>- Attendance at classes</li> <li>- Participation</li> <li>- Exercises – students go through weekly tasks and work with an assistant through 15 exercises, designed according to the topics that follow the Curriculum.</li> </ul>	<p>10 points</p> <p>10 points</p> <p>10 points</p> <p>20 points</p>
The final exam covers the basic concepts, definitions and theoretical concepts of public relations	50 points
<b>TOTAL</b>	<b>100 points</b>

#### REQUIRED LITERATURE

1. Kurtić, N., 2016, Odnosi sa javnostima, University Press, Sarajevo.

#### ADDITIONAL LITERATURE

1. Cutlip, S. M., Center, A. H., Broom, G. M., 2015, Učinkoviti odnosi s javnošću, 10. izdanje, Mate, Zagreb.
2. Filipović, V., Kostić-Stanković, M., 2008, Odnosi s javnošću, FON, Beograd.
3. Džambegović, E., 2010, Odnosi s javnošću ili žongliranje informacijama, Društvo za unapređenje marketinga, Beograd.
4. Tomić, Z., 2008, Odnosi s javnošću teorija i praksa, Synopsis, Zagreb-Sarajevo.
5. Wilcox, D., Cameron, G.L., Waren, T., 2006, Odnosi s javnošću: strategije i taktike, Ekonomski fakultet, Beograd.

<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	Camera

#### METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures, exercises, writing and presentation of a seminar paper, analysis of communication situations of organizations in the environment and through the preparation of a case study.

<b>Full name of the course:</b>		<b>Fundamentals of Marketing and Internet Marketing</b>
<b>Course code:</b>		<b>I3</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Third (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• use modern marketing skills and tools in solving problems that are common in business practice;</li> <li>• identify the possibilities of applying marketing and internet marketing within business systems;</li> <li>• identify and apply internet marketing techniques and strategies;</li> <li>• independently demonstrate the implementation of a marketing plan on concrete examples.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The concept and definition of marketing</li> <li>• Marketing environment and internet environment</li> <li>• Market research</li> <li>• Segmentation, positioning and forecasting</li> <li>• Consumer behavior</li> <li>• The elements of a marketing mix</li> <li>• Marketing organization</li> <li>• Internet marketing techniques</li> </ul>		

- 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><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- After the 2<sup>nd</sup> 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.</li> <li>- 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.</li> <li>- After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material covered.</li> </ul>	<ul style="list-style-type: none"> <li>- Seminar paper 20 points.</li> <li>- Assignment (analysis of the marketing mix of product/service) 5 points.</li> <li>- Test 25 points.</li> </ul>
<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"> <li>- Final exam 50 points.</li> </ul>
<p><b>TOTAL</b></p>	<p><b>100 points</b></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.
1. Jobber, D., Fahy, J., 2006, Osnovi marketinga, Data Status, Beograd.

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

#### METHODS OF CONDUCTING CLASSES

Classes are conducted through lectures, discussions, exercises.

<b>Full name of the course:</b>		<b>Advertising</b>
<b>Course code:</b>		<b>TK10</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Fourth (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsive</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• analyze the advertising process;</li> <li>• understand the impact of advertising on consumer behavior.</li> <li>• classify certain types of media;</li> <li>• plan and develop a creative advertising message;</li> <li>• measures the effectiveness of advertising;</li> <li>• independently analyze advertising trends.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to advertising</li> <li>• Communication process</li> <li>• Forms of advertising</li> <li>• Advertising functions</li> <li>• Consumer behaviour and market research</li> <li>• Stages of scientific research</li> <li>• Creative advertising strategy</li> <li>• Media Analysis</li> <li>• Marketing planning</li> <li>• Planning mix media</li> <li>• Advertising Creation Process</li> <li>• The relationship between the client and advertising agency</li> </ul>		

- 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"> <li>- After the 2<sup>nd</sup> 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.</li> <li>- During the exercises, students do case studies that they submit in the form of homework during or after the exercises.</li> <li>- After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material.</li> </ul>	<ul style="list-style-type: none"> <li>- Seminar paper 20 points.</li> <li>- Homework (case study) 5 points.</li> <li>- Test 25 points.</li> </ul>
<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"> <li>- Final exam 50 points.</li> </ul>
<p><b>TOTAL</b></p>	<p><b>100 points</b></p>

#### REQUIRED LITERATURE

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

#### ADDITIONAL LITERATURE

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

<p><b>MANDATORY EQUIPMENT:</b></p>	<p>Laptop, Projector</p>
<p><b>ADDITIONAL EQUIPMENT:</b></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.

<b>Full name of the course:</b>		<b>Multimedia Publishing</b>
<b>Course code:</b>		<b>M1</b>
<b>Module Level/Cycle:</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Fourth (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• independently determine the visual identity, space, colors, photographs and other components of multimedia content;</li> <li>• work on software necessary for the creation of multimedia publications;</li> <li>• know the technical methods of the production and printing process.</li> <li>• classify the components of multimedia content;</li> <li>• analyze multimedia content and publications;</li> <li>• independently prepare material for printing;</li> <li>• independently prepare multimedia material for the web, radio and TV;</li> <li>• understand the legal regulations that apply to this area.</li> </ul>		
<b>COURSE CONTENT:</b>		
<ul style="list-style-type: none"> <li>• Visual elements of the publication</li> <li>• Typographic design</li> <li>• Aspect ratio of image and text,</li> <li>• The role of white space</li> <li>• Use of paints</li> <li>• Combination of graphic tools</li> <li>• Preparation of graphic materials for printing</li> <li>• Atypical Layout</li> </ul>		



- 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)	1 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
<b>TOTAL</b>	<b>100 points</b>

#### 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.
- 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.

#### ADDITIONAL EQUIPMENT:

Digital Camera

#### 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.

<b>Full name of the course:</b>		<b>Digital photography</b>
<b>Course code:</b>		<b>M5</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Fourth (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• independently convey information or message given by the frame of the photograph, analyze the photograph and critically determine its content and composition;</li> <li>• recognize and assess the value of a photographic work, in particular as a means of communication or a tool of market communication;</li> <li>• independently assess the quality of the photographic work, and the possibilities of its use for the purpose for which it was made;</li> <li>• independently create photos for different needs, using both the most modern and traditional methods of shooting;</li> <li>• 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;</li> <li>• prepare all photographic materials for printing, their subsequent processing or exhibition.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to photography</li> <li>• The history of photography</li> <li>• The Basics of Analog Photography</li> <li>• The Basics of Digital Photography</li> </ul>		

- 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%
<b>TOTAL</b>	<b>100%</b>

#### 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.
1. Digital photography school, <https://digital-photography-school.com/>

<b>MANDATORY EQUIPMENT:</b>	DSLR or ML camera with equipment
<b>ADDITIONAL EQUIPMENT:</b>	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.

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

- Sponsorship as a form of communication between the company and the environment
- Sponsorship in sports
- Sponsorship Agreement
- Sponsorship: principles, terms, conditions

#### GRADING SYSTEM

<p><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- After the 3<sup>rd</sup> 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.</li> <li>- 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.</li> <li>- After more than half of the planned lectures have been conducted, a test is organized with questions covering half of the material..</li> </ul>	<ul style="list-style-type: none"> <li>- Homework (case study) 10 points</li> <li>- Homework (application for sponsorship) 10 points.</li> <li>- Test 30 points.</li> </ul>
<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"> <li>- Final exam 50 points.</li> </ul>
<p><b>TOTAL</b></p>	<p><b>100 points</b></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><b>MANDATORY EQUIPMENT:</b></p>	<p>Laptop, Projector</p>
<p><b>ADDITIONAL EQUIPMENT:</b></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.

<b>Full name of the course:</b>		<b>Direct marketing</b>
<b>Course code:</b>		<b>TK9</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Fifth (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• identify the impact of direct marketing activities on the creation of competitive advantage;</li> <li>• understand the goals and functions of direct marketing.</li> <li>• plan direct marketing activities.</li> <li>• independently create and implement creative direct marketing strategies;</li> <li>• differentiate certain direct marketing techniques;</li> <li>• create a database of potential and existing customers.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Business marketing communication</li> <li>• The concept and role of direct marketing</li> <li>• Direct marketing as an integrated marketing tool</li> <li>• Goals and functions of direct marketing</li> <li>• Direct marketing planning process</li> <li>• Creative direct marketing strategy</li> <li>• Direct marketing strategies</li> </ul>		

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

#### 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.

<b>Full name of the course:</b>		<b>Web design</b>
<b>Course code:</b>		<b>M6</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Fifth (winter) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<b>Course objectives:</b>		
<p>The aim of the course is to introduce students to the basic elements of website design, as well as to the basic methods and techniques of developing simple or moderately complex websites. The aim is to enable students to create and maintain websites on their own, through the knowledge of current, standard web programming languages. The goal is for students to acquire both technical and artistic skills, so that they can design functional, interesting and visually pleasurable websites.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• master standard web programming languages.</li> <li>• independently create a website using the latest web technologies;</li> <li>• maintain the website;</li> <li>• use their knowledge and skills to create more complex web applications.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to the Internet</li> <li>• The basic concepts of the web</li> <li>• Elements and principles of web design</li> <li>• HTML - elements, attributes, formation</li> <li>• HTML - block and inline elements, lists</li> <li>• HTML - Shape</li> <li>• Cascading Document Formatting Format (CSS)</li> <li>• Website design</li> <li>• Author's tools</li> <li>• Responsive design</li> <li>• Bootstrap</li> </ul>		



- Concept and content
- JavaScript - introduction and syntax
- JavaScript - selection, basic methods

JavaScript Functions

#### **GRADING SYSTEM**

PRE-EXAM OBLIGATIONS	
- Mockup	- 25%
- Creating a project - Website	- 25%
Final exam	50%
<b>TOTAL</b>	<b>100%</b>

#### **REQUIRED LITERATURE**

1. Gauchat, J. D., 2014, HTML5, CSS3 i JavaScript: Integrisane tehnologije za izradu veb strana, Mikro knjiga, Beograd.
2. Niederst Robbins, J., 2014, Naučite veb dizajn, prevod 4. izdanja: Vodič kroz HTML, CSS, JavaScript i veb grafiku, Mikro knjiga, Beograd.
3. Hong, F., 2018, Practical web design, Mikro knjiga, Beograd.

#### **ADDITIONAL LITERATURE**

1. Duckett, J., 2014, HTML and CSS: Design and Build Websites 1st Edition, Wiley, NY.

<b>MANDATORY EQUIPMENT:</b>	Computer
<b>ADDITIONAL EQUIPMENT:</b>	N/A

#### **METHODS OF CONDUCTING CLASSES**

Classes are conducted through lectures and laboratory exercises.

<b>Full name of the course:</b>		<b>Video Production</b>
<b>Course code:</b>		<b>M2</b>
<b>Module Level/Cycle:</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Sixth (summer) semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Compulsory</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>2</b>
<b>Laboratory exercises:</b>		<b>1</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• create short-form videos with the use of a computer;</li> <li>• correct image quality with the use of software tools;</li> <li>• independently initiate and lead the process of filming and the entire production of advertising and other video material;</li> <li>• analyze and evaluate the work of other authors in this field.</li> <li>• produce and promote a film created with their own knowledge.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to video and film production</li> <li>• The history of the film</li> <li>• Video recording</li> <li>• Photography in film, technical image</li> <li>• Introduction to different video and audio codecs and formats</li> <li>• Cinematic means of expression. Film frame, plan and angle</li> <li>• DV and HD camera recording</li> <li>• Editing procedures, linear and non-linear editing</li> <li>• Work in the Adobe Premiere Pro non-linear video editing program</li> <li>• Basic animations and effects</li> </ul>		

- 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%
<b>TOTAL</b>	<b>100%</b>

#### 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, 4<sup>th</sup> ed., Focal Press, Oxford.

<b>MANDATORY EQUIPMENT:</b>	DSLR, ML or digital video camera with basic equipment
<b>ADDITIONAL EQUIPMENT:</b>	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.

## Elective courses

<b>Full name of the course:</b>		<b>Economics and Business Organization</b>
<b>Course code:</b>		<b>MIB2</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Based on the acquired knowledge and specific skills, students become competent to:</p> <ul style="list-style-type: none"> <li>• Understand basic business problems in economic and other organizations;</li> <li>• Analyze processes within a company;</li> <li>• Analyze company factors and their conditions;</li> <li>• Identify costs and predict their trends, and create cost calculations suitable for specific conditions;</li> <li>• Determine results and measure the performance of a company;</li> <li>• Select the most favorable organizational structure for a company;</li> <li>• Solve specific organizational problems, manage parts of the company, and manage the company as a whole.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The concept and content of business economics</li> <li>• Enterprise: basic characteristics, principles of business operations, business start-up</li> <li>• Differentiation and merging of enterprises</li> <li>• Production and productivity</li> <li>• Cost theory: concept and types of costs, cost centers and cost carriers</li> <li>• Cost theory: the dependence of costs on changes in capacity utilization</li> </ul>		

- 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
	<b>TOTAL</b>	<b>100</b>

#### 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. Weihrich 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

<b>ADDITIONAL EQUIPMENT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Classes are conducted through lectures, exercises, analysis of business cases and the creation and presentation of a business plan.	

<b>Full name of the course:</b>		<b>Fundamentals of Economics</b>
<b>Course code:</b>		<b>BOF8</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• define and explain the basic economic concepts.</li> <li>• understand the concept of resource scarcity and how different economic systems provide answers to fundamental economic issues in their own way.</li> <li>• 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;</li> <li>• understand and explain consumer behaviour, utility, marginal utility theory and the indifference curve;</li> <li>• explain key production and price decisions in different market structures;</li> <li>• analyze the movement of basic macroeconomic indicators, understand the causes and consequences of growth, unemployment, inflation and GDP decline;</li> <li>• independently detect the causes of economic success and failure.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The concept and definition of economics, the concept of scarcity of resources</li> <li>• Development of economics as a science, leading school of economics</li> <li>• Economic Systems and the Modern Economy</li> </ul>		

- 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><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- Student participation implies an active relationship in lectures and exercises</li> <li>- In the middle of the semester, test 1 is held with questions based on material covered up to that week</li> <li>- In the 13<sup>th</sup> week of the lecture, test 2 is held, which includes tasks from the percentage calculus and elasticity of supply and demand</li> </ul>	<ul style="list-style-type: none"> <li>- Student participation 5 points</li> <li>- Test 1: 25 points</li> <li>- Test 2 20 points</li> </ul>
<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><b>TOTAL</b></p>	<p><b>100 points</b></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

2. Kurtović, S., 2008, Principi ekonomije, Grafičar, Užice.
  3. Benić, Đ., 2004, Osnove ekonomije, 4. izdanje, Školska knjiga, Zagreb.
  4. Ferenčak, I., 2003, Počela ekonomike, 2. izdanje, Ekonomski fakultet u Osijeku, Osijek.
  5. 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.

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

#### METHODS OF CONDUCTING CLASSES

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

<b>Full name of the course:</b>		<b>Market research</b>
<b>Course code:</b>		<b>TK6</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The aim of this course is to introduce students to the scientific research process, purpose, problem and goal of market research. Understanding the concept and role of market research in business decision-making, as well as identifying the importance and manner of conducting the process of planning, organizing, analyzing, interpreting and presenting research are additional objectives of this course. Familiarity with marketing information systems and methods of forecasting sales and demand of products are also the objectives of the course. The goal is for students to master the concept, methods and techniques that are common in market research and that are applied in order to collect adequate information on the basis of which analyses are carried out and adequate business decisions are made.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Define the problem and the purpose of the research.</li> <li>• understand the concept and roles of market research in business decision-making;</li> <li>• independently plan and organize the market research process;</li> <li>• independently form various types of samples of respondents;</li> <li>• use statistical and mathematical methods when processing data;</li> <li>• analyses and processes the collected data;</li> <li>• write a report and present the results of the research;</li> <li>• Understand the importance of marketing information systems.</li> <li>• independently predict sales and demand for products;</li> <li>• Understand the concepts, methods, and techniques of market research.</li> </ul>		
<b>CONTENTS OF THE COURSE</b>		
<ul style="list-style-type: none"> <li>• Concept, Goal and Purpose of Market Research</li> <li>• The Role of Market Research in Business Decision Making</li> <li>• The Scientific Method as the Basis of Market Research</li> </ul>		



- Marketing Research Planning
- Market Research Process
- Types of research. Sources of secondary and primary data
- Market research methods
- Application of sample methods and organization of primary data collection
- Analysis of collected data – preparation, descriptive analysis, definition of hypotheses
- Analysis of collected data – analysis of one, two and more variables, interpretation and writing of reports
- The Use of Statistics, Mathematics, and Computer Science in Market Research
- Application of the sample in market research
- Application of market research
- Prerequisites for successful market research. Information and Marketing-Decision-Making. Marketing Information System – MIS
- Sales forecasting and pre-investment research

#### GRADING SYSTEM

<p>PRE-EXAM OBLIGATIONS</p> <ul style="list-style-type: none"> <li>- By the middle of the semester, students work on a market research project.</li> <li>- In the exercises, students present a research project and prepare to conduct their own market research (in a group of at least 3 students).</li> <li>- Once the research is completed, students present the results in a documented form.</li> <li>- After more than half of the scheduled lectures have been held, a test is organized with questions that cover half of the material covered.</li> </ul>	<ul style="list-style-type: none"> <li>- The research is 20 points.</li> <li>- Conducting research 20 points.</li> <li>- Test 10 points.</li> </ul>
<p>The final exam covers theoretical aspects of basic concepts in the field of market research, as well as specific topics in this field.</p>	<p>Final exam 50 points.</p>
<p><b>TOTAL</b></p>	<p><b>100 points</b></p>

#### REQUIRED LITERATURE

1. Tihj, B., Kurtović E., 2015, Marketing Research, VI edition, Faculty of Economics Sarajevo.

#### ADDITIONAL LITERATURE

1. McDaniel, C., Gates, R., 2011, Marketing Research Essential, 9th ed., Wiley.
  2. Burns A.C., Bush R.F., 2010, Marketing Research – Global Edition, 6th edition, Pearson Education, New Jersey.
  3. Čivić, B., 2009, Contemporary Marketing Research: How to Use Modern Information Technology in Marketing Research Practice, Beriz Čivić, Tuzla.
  4. Aacker, D., Kumar, V., Day, G., 2008, Marketing research, CID Belgrade, Belgrade.
  5. Meler, M., 2005, Market Research, Faculty of Economics in Osijek, Osijek.
  6. Marušić, M., Vranešević, T., 2001, Market Research, V edition, Adeco, Zagreb.
1. Journals - it is recommended to use articles from professional journals.

**MANDATORY EQUIPMENT:** Laptop, project

**ADDITIONAL EQUIPMENT:** N/A

#### METHODS OF CONDUCTING CLASSES

Instruction is carried out through lectures and exercises, and by writing a research project.

<b>Full name of the course:</b>		<b>Presentation techniques</b>
<b>Course code:</b>		<b>TK4</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• distinguish between verbal and non-verbal cues;</li> <li>• recognize the success factors of the presentation;</li> <li>• master the techniques of argumentation;</li> <li>• independently prepare and conduct presentations;</li> <li>• use appropriate presentation techniques.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Fundamentals of communication</li> <li>• Factors of successful presentations</li> <li>• Nonverbal and verbal cues</li> <li>• Creativity in presentation.</li> <li>• Relationship between content and form in presentation</li> <li>• Use of specific numerical indicators</li> <li>• Argumentation techniques</li> <li>• Preparation of presentations</li> <li>• Demonstration vs. Presentation</li> <li>• Visualization of presentation material</li> <li>• Foundations of presentation design</li> </ul>		

- 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"> <li>- Partial tests</li> <li>- Seminar papers</li> <li>- Attendance at classes</li> <li>- Participation</li> <li>- Exercises</li> </ul>	50 points
Final exam	50 points
<b>TOTAL</b>	<b>100 points</b>

#### REQUIRED LITERATURE

1. Ford, N., McCullough, M., Schutta, N., 2012, Presentation Patterns: Techniques for Crafting Better Presentation, Upper Saddle River, Boston.

#### ADDITIONAL LITERATURE

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.

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

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

<b>Full name of the course:</b>		<b>Applied Financial Management</b>
<b>Course code:</b>		<b>BOF10</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the relationship between the financial function and other functions in the company.</li> <li>• actively use financial instruments and techniques in the process of managing the company's finances;</li> <li>• understand the financial, legal and business environment.</li> <li>• understand the concept of the time value of money and methods of valuing the profitability of capital investments;</li> <li>• interpret financial data and conduct a simple financial analysis of the business entity;</li> <li>• know the standard and specific forms of the company financing;</li> <li>• independently make financial decisions in their own business.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The position, role and functioning of the financial system</li> <li>• Financial management, objectives, purpose and role, nature, area of research, relationship with other financial disciplines, problem of multiple participants in financial management</li> <li>• Finance of the enterprise, business functions of the enterprise, the relationship between the financial function and other business functions</li> <li>• Business and tax environment of financial management, money market, capital market, financial intermediaries</li> <li>• Risk, interest and cost of capital</li> <li>• Analysis of financial statements</li> </ul>		

- 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><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- Students' participation implies an active participation in lectures and exercises.</li> <li>- In the middle of the semester, Test 1 is held with questions encompass half of the teaching material covered</li> <li>- In the 13<sup>th</sup> week of the lecture, Test 2 is administered, which includes tasks in the analysis of financial statements and the time value of money.</li> </ul>	<ul style="list-style-type: none"> <li>- Participation 5 points</li> <li>- Test 1: 25 points</li> <li>- Test 2 20 points</li> </ul>
<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><b>TOTAL</b></p>	<p><b>100 points</b></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.

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

<b>Full name of the course:</b>	<b>Statistics and Research Methods</b>	
<b>Course code:</b>	<b>MIB1</b>	
<b>Module level (cycle):</b>	<b>First cycle</b>	
<b>ECTS credit value:</b>	<b>6</b>	
<b>Duration:</b>	<b>One semester</b>	
<b>Semester:</b>	<b>Winter Semester</b>	
<b>Study program:</b>	<b>Market Communications</b>	
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>	<b>Elective</b>	
<b>Access restrictions:</b>	<b>/</b>	
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>	<b>2</b>	
<b>Auditory exercises:</b>	<b>3</b>	
<b>Laboratory exercises:</b>	<b>0</b>	

**Course objectives:**

The aim of this course is to introduce students to the use of research methods and methods of applied statistical analysis. Additional objectives of the course are for students to master the basic methods and techniques of data collection, understand the logic of sampling and various statistical analyses. In addition, the aim is to learn the basic logic of inference in empirical research.

**Learning outcomes:**

Upon completion of this course, students will be able to:

- master the basic methods and techniques of data collection;
- understand the logic of sampling;
- identify, describe and understand different levels of measurement and related statistical analysis;
- apply statistical methods in research work;
- Computer programs (MS Excel, SPSS) apply basic statistical techniques and methods in the field of grouping, tabular and graphical presentation, analysis and interpretation of statistical data;
- solve statistical problems by using the appropriate software.

**CONTENTS OF THE COURSE**

- 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

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

#### 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.
1. Kumar, R., 2011, Research Methodology: A Step-by-Step Guide for Beginners, SAGE.

<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	SPSS software

#### METHODS OF CONDUCTING CLASSES

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

<b>Full name of the course:</b>		<b>Programming Languages and Programming</b>
<b>Course code:</b>		<b>R5</b>
<b>Module Level/Cycle:</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>1</b>
<b>Laboratory exercises:</b>		<b>2</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completing this course, students will be able to independently:</p> <ul style="list-style-type: none"> <li>• Write a program in C++;</li> <li>• Write a program in Java;</li> <li>• Create a graphical user interface in Java;</li> <li>• Write object-oriented programs.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Overview of programming languages</li> <li>• Concept of object-oriented programming</li> <li>• Overview of the C++ language</li> <li>• Classes and objects</li> <li>• Constructors and destructors</li> <li>• Operator overloading</li> <li>• Introduction to the Java programming language</li> <li>• Basic elements of the Java language</li> <li>• Control statements</li> <li>• Basic data structures</li> <li>• Introduction to graphical programming</li> <li>• Dynamic memory allocation</li> <li>• Containers and algorithms</li> <li>• Generic programming</li> <li>• Inheritance</li> </ul>		
<b>GRADING SYSTEM</b>		



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

<b>Full name of the course:</b>		<b>Business Planning and Analysis</b>
<b>Course code:</b>		<b>RIR3</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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 is also the goal of the course. An additional goal is for students to gain knowledge about the calculation of the justification of investments and indicators of the success of the company's business</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• effectively analyze key factors of entrepreneurial business;</li> <li>• independently develop an entrepreneurial business plan and analysis;</li> <li>• prepare the content of the business plan, and the content of the investment study;</li> <li>• draw up and explain a plan of individual costs, as well as a financial plan, and develop a simpler example of a capital investment plan;</li> <li>• calculate the justification for the investment;</li> <li>• correctly describe and interpret the company's business performance indicators, investment, liquidity, activity and indebtedness, and their interdependence.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The concept of planning and planning systems</li> <li>• Function and purpose of planning</li> <li>• Objectives and principles of planning</li> <li>• Development of management and controlling as determinants of planning</li> <li>• Planning process</li> <li>• Operational planning: business functions, resources and results</li> <li>• Organization, planning and analysis of business as an organization and as a process</li> <li>• Business plan – budgeting</li> <li>• Information system: external information</li> <li>• Information system: internal information – accounting and other operational and statistical data</li> </ul>		

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

#### REQUIRED LITERATURE

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

#### ADDITIONAL LITERATURE

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.
4. Časopisi - preporučuje se korištenje članaka iz stručnih časopisa.

<p><b>MANDATORY EQUIPMENT:</b></p>	<p>Computer &amp; Projector</p>
<p><b>ADDITIONAL EQUIPMENT:</b></p>	<p>N/A</p>

#### 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.

<b>Full name of the course:</b>		<b>Project Management</b>
<b>Course code:</b>		<b>MIB6</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module leader:</b>	<b>TEACHER:</b>	
	<b>ASSISTANT:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The goal is for students to acquire and adopt basic knowledge in the theory of management of various projects in the field of economic and technological development, especially bearing in mind the scientifically based and practically applied concept of project management. o acquire specific knowledge, methods, and techniques necessary for successful project management. Mastering the skills of planning, implementation, and project closure are additional objectives of the course.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the concept of project management.</li> <li>• manage a variety of projects;</li> <li>• participate in the preparation of a project study;</li> <li>• identify the risks;</li> <li>• analyze and model the risk of realization;</li> <li>• define a plan for the implementation of the project;</li> <li>• actively use modern project management tools.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Project, project types, project characteristics, programs and subprojects</li> <li>• The concept of project management</li> <li>• Project management organization</li> <li>• Project management processes</li> <li>• Managing the integration and scope of the project</li> <li>• Project time management</li> <li>• Project management methods and techniques</li> <li>• Project cost management</li> <li>• Quality management on the project</li> <li>• Project human resource management</li> <li>• Project communication and conflict management</li> <li>• Project risk management</li> <li>• Project procurement and contracting management</li> <li>• Evaluation, reporting and completion of the project</li> <li>• The main reasons for the failure and success of the project</li> </ul>		

<b>GRADING SYSTEM</b>		
PRE-EXAM OBLIGATIONS	Participation and attendance (The participation of students during lectures and exercises is scored through individual and team work in the preparation of tasks, focus groups, simulations, etc., and through inquiries, discussions and conversations in e-mail communication and during consultations.)	5 points
	Project (Students' theoretical and practical knowledge in the part of project development through predefined Excel and Word formats and their knowledge of the elements of the logical matrix, Gantt charts, budgets and other parts necessary for the development of project proposals are scored.)	25 points
	Test 1 (Covers 50% of the planned course content and includes tasks related to the formation of network diagrams and the determination of the critical path (CPM) of projects.)	20 points
FINAL TEST	Final exam (Covers all planned course content and includes tasks related to the formation of network diagrams and the determination of the critical path (CPM) of projects.)	50 points
<b>TOTAL</b>		<b>100 points</b>
<b>REQUIRED LITERATURE</b>		
<ol style="list-style-type: none"> <li>1. Majstorović, V., 2010, Projektni menadžment, Sveučilište u Mostaru, Mostar.</li> <li>2. Hauc, A. 2007, Projektni menadžment i projektno poslovanje, MEP, Zagreb.</li> <li>3. Europska komisija, 2008, Smjernice za upravljanje projektnim ciklusom, Zagreb.</li> </ol>		
<b>ADDITIONAL LITERATURE</b>		
<ol style="list-style-type: none"> <li>1. Avlijaš, R. 2011, Upravljanje projektom, Univerzitet Singidunum, Beograd.</li> <li>2. Jovanović, P. 2010, Upravljanje projektom, Visoka škola za projektni menadžment, Beograd.</li> <li>3. Avlijaš, R. 2009, Upravljanje rizikom na projektu, Univerzitet Singidunum, Beograd.</li> <li>4. Lock, D., 2007, Project Management, 9th ed., Gower, Aldershot.</li> <li>5. Tim TRI/Građanske inicijative, 2003, Pristup putem logičkog okvira (LFA) - Priručnik za planiranje usmereno na ciljeve, Beograd.</li> </ol>		
<b>MANDATORY EQUIPMENT:</b>	Laptop & Projector	
<b>ADDITIONAL EQUIPMENT:</b>	N/A	
<b>METHODS OF CONDUCTING CLASSES</b>		
Classes are carried out through lectures, exercises, project analysis and the development and presentation of project proposals.		

<b>Full name of the course:</b>		<b>Social Networks</b>
<b>Course code:</b>		<b>I14</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Winter Semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The aim of this course is to introduce the types, challenges, trends and perspectives of social media development. Understanding the importance of the use of social networks in the management of changes in the organization and customer relations are an additional goal of the course. In addition, students will master models and metrics for assessing the success of social media applications.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• identify the types, challenges, trends and perspectives of social media development;</li> <li>• independently analyze social networks and other types of social media;</li> <li>• manage changes in the organization and customer relationships with the help of social networks;</li> <li>• independently apply models and metrics for assessing the success of social networks.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Web 2.0 technologies</li> <li>• The concept and characteristics of social networks</li> <li>• Types of social networks</li> <li>• Challenges, trends and perspectives of social network development</li> <li>• Reasons for introduction and possibilities of application in companies/organizations</li> <li>• Building social networks</li> <li>• Managing changes in the organization with the help of social networks</li> <li>• Social Media Marketing</li> <li>• Managing customer relationships with social media</li> <li>• Analysis of social networks and other types of social media</li> <li>• Creating and implementing in the company/organization</li> <li>• Implementation Project Management</li> <li>• Models for assessing the success of the application of social networks</li> <li>• Social Media Metrics</li> </ul>		

- Examples from practice and case studies

### GRADING SYSTEM

<p><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- In the 6<sup>th</sup> week of the semester, the first test</li> <li>- In the 12<sup>th</sup> week of the semester, the second test is carried out</li> <li>- Throughout the entire semester, after the completion of practical exercises, students submit their completed assignments to the learning management system.</li> </ul>	<ul style="list-style-type: none"> <li>- Test 1: 10 points</li> <li>- Test 2: 10 points</li> <li>- Exercises: 30 points</li> </ul>
<p><b>Final exam</b> The final exam covers theoretical and practical aspects of the application of social networks and social media in modern business.</p>	<ul style="list-style-type: none"> <li>- Final exam: 50 points</li> </ul>
<p><b>TOTAL</b></p>	<p><b>100</b></p>

### REQUIRED LITERATURE

1. Lipschultz, J. H., 2020, Social Media Communication: Concepts, Practices, Data, Law and Ethics, Third edition, Routledge, NY.

### ADDITIONAL LITERATURE

1. Borgatti, S., Everett, M., Johnson, J., 2013, Analysing Social Networks, SAGE Publications.
2. Prell, C., 2011, Social Network Analysis: History, Theory and Methodology, SAGE Publications.
1. Greenberg, P., 2010, CRM at the Speed of Light, (4th Edition): Social CRM Strategies, Tools, and Technologies for Engaging Your Customers. McGraw Hill.

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

### METHODS OF CONDUCTING CLASSES

Instruction is delivered through lectures and exercises.

<b>Full name of the course:</b>		<b>Introduction to Computer Information Systems</b>
<b>Course code:</b>		<b>I1</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand how and why information systems are used, and how they enable new forms of commerce between individuals, organizations, and governments</li> <li>• identify the technological, individual, and organizational components of information systems</li> <li>• explain globalization and the role that information systems have played in this evolution</li> <li>• compare how enterprises use information systems for competitive advantage versus competitive necessity</li> <li>• identify the main components of information systems infrastructure</li> <li>• describe current and emerging technologies that enable new forms of communication, collaboration, and partnership</li> <li>• 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</li> <li>• explain how organizations develop and acquire information systems</li> <li>• plan how to secure information resources, focusing on people and technology</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Modern organization in a web-based global environment</li> <li>• Basics of information systems development</li> </ul>		



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

#### 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.

<b>MANDATORY EQUIPMENT:</b>	Laptop & Projector
<b>ADDITIONAL EQUIPMENT:</b>	N/A

#### METHODS OF CONDUCTING CLASSES

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

<b>Full name of the course:</b>		<b>Management</b>
<b>Course code:</b>		<b>MIB3</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• analyze the factors of the company and their conditionality;</li> <li>• choose the most favorable organizational structure of the company;</li> <li>• analyze the processes in the company;</li> <li>• distinguish between the traditional and modern organizational structure of the enterprise;</li> <li>• solve specific organizational problems.</li> <li>• manage parts of the company and the company as a whole.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The nature and significance of management and organization</li> <li>• Principles of Management and Organization</li> <li>• Managerial roles</li> <li>• Types of organizational structures</li> <li>• Theories of organization</li> <li>• Organization of business functions and workplaces</li> <li>• Basic flows in the enterprise</li> <li>• Contemporary trends in the formation of an organization</li> <li>• Shaping the company's communication system</li> <li>• Enterprise Management Processes</li> <li>• Methods and techniques of enterprise management</li> <li>• Communication and negotiation in the framework of leadership – concept, elements, types and barriers</li> <li>• Motivation in the framework of leadership – concept, types, significance and approaches</li> </ul>		

- Groups and teams – characteristics, types and development
- Leadership, leaders, and styles

#### GRADING SYSTEM

PRE-EXAM OBLIGATIONS	<b>Activity and attendance</b> (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.)	<b>5%</b>
	<b>Management plan - development and presentation</b> (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)	<b>25%</b>
	<b>Test 1</b> (Covers 50% of the planned course content.)	<b>20%</b>
FINAL TEST	<b>Final Exam</b> (Includes all planned subject content.)	<b>50%</b>
	<b>TOTAL</b>	<b>100%</b>

#### REQUIRED LITERATURE

- 1 Petković, M., et al., 2014, Organization, 11th ed., Center for Publishing Activities, Faculty of Economics, Belgrade, Belgrade.
- 2 Schema, Dž., Rahimić, Z., 2009, Menadžment, Ökonomie fakultet u Sarajevu.

#### ADDITIONAL LITERATURE

- 1 Mašić, B., 2010, Management, Singidunum University, Belgrade.
  - 2 Zelenović, D., 2009, Technology of Organization of Industrial Systems-Enterprises, Faculty of Technical Sciences, Novi Sad.
  - 3 Kurtić, A., 2005, Business Organization (Basics, Theories, Structures, Dynamics), OFF-SET, Tuzla.
  - 4 Weihrich H., Koontz H., 1999, Menadžment, Mate, Zagreb.
  - 5 Schema, Dž., Rahimić, Z., 2009, Menadžment, Ökonomie fakultet u Sarajevu.
1. Journals - it is recommended to use articles from professional journals.

<b>MANDATORY EQUIPMENT:</b>	Laptop & Projector
<b>ADDITIONAL EQUIPMENT:</b>	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.

<b>Full name of the course:</b>		<b>E-Business</b>
<b>Course code:</b>		<b>I4</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• recognize the possibilities of modern electronic and mobile business systems</li> <li>• apply various available software tools and solutions intended for electronic business</li> <li>• independently use basic electronic business applications</li> <li>• apply electronic business tools to specific business problems</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Introduction to electronic business</li> <li>• Information systems and electronic and mobile business</li> <li>• Organizational models of electronic business</li> <li>• Electronic business infrastructure</li> <li>• CRM systems</li> <li>• Implementation of electronic business in companies</li> <li>• E-customer relationships</li> <li>• Basics of Internet marketing</li> <li>• E-supply chain</li> <li>• ERP systems</li> <li>• Electronic payment systems</li> <li>• Mobile business</li> <li>• Mobile application models</li> <li>• E-services</li> <li>• Security mechanisms in electronic business</li> </ul>		

•	
<b>GRADING SYSTEM</b>	
<b>PRE-EXAM OBLIGATIONS</b> <ul style="list-style-type: none"> <li>- In the 6<sup>th</sup> week of the semester, the first knowledge assessment is conducted through Test 1.</li> <li>- In the 12<sup>th</sup> week of the semester, the second knowledge assessment is conducted through Test 2.</li> <li>- Throughout the semester, after each exercise session, students submit their completed exercises to the learning management system.</li> </ul>	<ul style="list-style-type: none"> <li>- Test 1: 15 points</li> <li>- Test 2: 15 points</li> <li>- Exercises: 20 points</li> </ul>
<b>Final exam</b> The final exam covers the theoretical and practical aspects of applying electronic business.	<ul style="list-style-type: none"> <li>- Final exam: 50 points</li> </ul>
<b>TOTAL</b>	<b>100</b>
<b>REQUIRED LITERATURE</b>	
1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd.	
<b>ADDITIONAL LITERATURE</b>	
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.	
<b>MANDATORY EQUIPMENT:</b>	Computers, projector, Internet access
<b>ADDITIONAL EQUIPEMNT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Instruction is conducted through lectures, discussions, and exercises.	

<b>Full name of the course:</b>		Database
<b>Course code:</b>		R8
<b>Module level (cycle):</b>		First cycle
<b>ECTS credit value:</b>		6
<b>Duration:</b>		One semester
<b>Semester:</b>		Summer semester
<b>Study program:</b>		Market Communications
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		Elective
<b>Access restrictions:</b>		/
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		2
<b>Auditory exercises:</b>		2
<b>Laboratory exercises:</b>		1
<b>Course objectives:</b>		
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.		
<b>Learning outcomes:</b>		
Upon completing this course, students will be able to:		
<ul style="list-style-type: none"> <li>• understand the architecture and components of database management systems</li> <li>• independently design an entity-relationship schema for a database</li> <li>• independently create a relational database</li> <li>• independently use SQL (Structured query language) on a database.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• Database concept</li> <li>• Data management</li> <li>• Data models</li> <li>• Database languages</li> <li>• Database components and architecture</li> <li>• Types of relationships in databases</li> <li>• Database management systems</li> <li>• Database design</li> <li>• Database maintenance</li> <li>• Database programs</li> <li>• Structured query language (SQL)</li> <li>• Creating forms and tables, creating queries</li> <li>• Generating reports, user requirements analysis</li> <li>• Storage, file structure, and indexing</li> <li>• Special databases, case studies</li> </ul>		
<b>GRADING SYSTEM</b>		
<b>PRE-EXAM OBLIGATION:</b> <ul style="list-style-type: none"> <li>- Test covering 50% of the material (theoretical and practical) in the 8<sup>th</sup> week of instruction.</li> <li>- Project development (database design and implementation) by the 13<sup>th</sup> week of instruction.</li> </ul>		Test – 20 points Project – 20 points Attendance and participation – 10 points

- Attendance and participation in classes	
Final exam (theoretical and practical)	50 points
<b>TOTAL</b>	<b>100 points</b>
<b>REQUIRED LITERATURE</b>	
1. Silberschatz, A., 2019, Database System Concepts, 7. izdanje, McGraw-Hill, New York.	
<b>ADDITIONAL LITERATURE</b>	
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.	
<b>MANDATORY EQUIPMENT:</b>	Projector, Desktops, Microsoft SQL Server Express Software, Microsoft SQL Client Software (HeidiSQL)
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Instruction is delivered through lectures, practical laboratory exercises, and project development.	

<b>Full name of the course:</b>		<b>Festival and Event Management</b>
<b>Course code:</b>		<b>TK8</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<p>The aim of the course is to understand the basic principles of running fairs and special events. Students will be introduced to a modern approach to managing fairs and events, including fair and event planning, budgeting, promotion, presentation skills, the application of IT in the management of fairs and events, event catering and operational logistics.</p>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the principles of running fairs and special events;</li> <li>• plan and coordinate activities for the promotion of fairs and special events;</li> <li>• understand the importance of logistics and the location of trade fairs and events;</li> <li>• independently evaluate fairs and special events.</li> </ul>		
<b>COURSE CONTENTS</b>		
<ul style="list-style-type: none"> <li>• Typology of events</li> <li>• Marketing mix of events</li> <li>• Business Events</li> <li>• Sporting events</li> <li>• Principles of conducting fairs and events</li> <li>• Coordination of fairs and events</li> <li>• Planning fairs and events</li> <li>• Budgeting for fairs and events</li> <li>• Promotion of fairs and events</li> <li>• Logistics of fairs and events</li> <li>• Location of fairs and events</li> <li>• IT for fairs and events</li> <li>• Image of fairs and events</li> <li>• Safety and security of trade fairs and events</li> <li>• Evaluation</li> </ul>		
<b>Grading SYSTEM</b>		
<b>PRE-EXAM OBLIGATIONS</b> <ul style="list-style-type: none"> <li>- Partial tests</li> <li>- Seminar papers</li> </ul>		50 points



- Attendance at classes - Participation - Exercises	
Final ipit	50 points
<b>TOTAL</b>	<b>100 points</b>
<b>REQUIRED LITERATURE</b>	
1. Van Der Wagen, L., Carlos, B. R., 2008, Upravljanje događajima, Mate, Zagreb.	
<b>ADDITIONAL LITERATURE</b>	
1. Allen, J., 2000, Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events, Wiley, New Jersey.	
2. Rutherford Silvers, J., 2012, Professional Event Coordination. 2nd ed., Wiley, New Jersey.	
3. Shone, A., 2004, Successful Event Management, 2nd ed., Cengage Learning Business Press, Stamford.	
4. Journals - it is recommended to use articles from professional journals.	
<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	N/A
<b>METHODS OF CONDUCTING CLASSES</b>	
Classes are conducted through lectures, exercises and analysis of business cases.	

<b>Full name of the course:</b>		<b>Business Law and Taxes</b>
<b>Course code:</b>		<b>O3</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the manner, basic principles and principles of the functioning of the legal system of a state;</li> <li>• 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;</li> <li>• know the basic elements of contracts that appear in business practice, and participate in their drafting;</li> <li>• 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.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The concept and basic characteristics of companies, the concept of companies and entrepreneurs, management bodies and protection of the interests of owners and creditors</li> <li>• Partnerships, characteristics, partnership, limited partnership</li> <li>• Capital companies, characteristics, joint stock company, limited liability company</li> <li>• Public enterprises, purpose of establishment, ownership and management</li> <li>• Status changes and changes in the form of the company, mergers, acquisitions</li> <li>• 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</li> <li>• Legal relations, concept and scope of legal relationship, objects of legal relationship, property</li> <li>• Obligations, effect of the contract, causing damage to another, unilateral declaration of will, delay, change of the subject of the bond, fulfillment of obligations</li> </ul>		

- 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><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- After eight weeks of lectures on topics in business law, a partial test is performed.</li> <li>- 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.</li> <li>- Active participation and attendance at the course are credited.</li> </ul>	<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><b>TOTAL</b></p>	<p><b>100 points</b></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.
1. Rajčević, M., 2007, Poslovno pravo, Pravni fakultet, Banja Luka.
2. Loza, B., 2000, Obligaciono pravo, Pravni fakultet S. Sarajevo, S. Sarajevo.
3. Zakonska regulativa u BiH.
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 and discussions on cases from practice.

<b>Full name of the course:</b>		<b>Stock Market Operations</b>
<b>Course code:</b>		<b>BOF4</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• use available information to make decisions to act on the stock exchange as investors or issuers;</li> <li>• understand the origin and function of stock exchanges in the world and in Bosnia and Herzegovina;</li> <li>• independently conduct technical and fundamental analysis;</li> <li>• assess the possibility of investing in the stock market as well as raising capital through the stock exchange;</li> <li>• use trading applications on the stock exchange of professional brokers, and in this way they can buy and sell securities.</li> </ul>		
<b>COURSE CONTENT</b>		
<ul style="list-style-type: none"> <li>• The place and role of the stock exchange in the financial market</li> <li>• The concept and origin of the stock exchange</li> <li>• Principles of operation and types of stock markets, functions of the stock exchange</li> <li>• Basic financial instruments</li> <li>• Stock market transactions</li> <li>• Analysis of the origin and function of stock markets in BiH and comparison with other stock markets</li> <li>• Over-the-counter market</li> <li>• Professional stockbrokers</li> </ul>		

- 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><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- The participation involves an active students' participation in lectures and exercises.</li> <li>- In the mid-term, test 1 is carried out with questions that cover half of the course material.</li> <li>- The presentation refers to the preparation and presentation of a presentation on a given topic in the field of stock market operations.</li> </ul>	<ul style="list-style-type: none"> <li>- Participation 5 points</li> <li>- Test 1: 25 points</li> <li>- Presentation 20 points</li> </ul>
<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.
1. Zvanične web stranice Sarajevske i Banjalučke berze ([www.sase.ba](http://www.sase.ba) i [www.blberza.com](http://www.blberza.com)), te web stranice profesionalnih berzanskih posrednika (brokerskih kuća).

<b>MANDATORY EQUIPMENT:</b>	Laptop, Projector
<b>ADDITIONAL EQUIPMENT:</b>	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.

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

<b>GRADING SYSTEM</b>	
<b>PRE-EXAM OBLIGATIONS</b> - Partial tests - Project development - Seminar paper - Attendance at classes - Participation - Exercises	50%
Final exam	50%
<b>TOTAL</b>	<b>100%</b>
<b>REQUIRED LITERATURE</b> 1. Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A., 2015, Elektronsko poslovanje, Fakultet organizacionih nauka, Beograd.	
<b>ADDITIONAL LITERATURE</b> 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.	
<b>MANDATORY EQUIPMENT:</b>	<b>MANDATORY EQUIPMENT:</b>
<b>ADDITIONAL EQUIPMENT:</b>	<b>ADDITIONAL EQUIPMENT:</b>
<b>METHODS OF CONDUCTING CLASSES</b> Instruction is delivered through lectures, exercises, analysis of business cases and the creation and presentation of seminar papers.	

<b>Full name of the course:</b>		<b>Entrepreneurship</b>
<b>Course code:</b>		<b>MIB4</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the essence of the entrepreneurial process;</li> <li>• analyze and identify alternatives in creating a business;</li> <li>• critically analyze and recognize strengths and weaknesses, i.e. threats and opportunities of future business;</li> <li>• identify the most important characteristics that distinguish a successful entrepreneur from others;</li> <li>• independently start the process of registering their own business;</li> <li>• create a business plan;</li> <li>• independently formulate, organize and start the desired form of business activity.</li> </ul>		
<b>COURSE CONTENT:</b>		
<ul style="list-style-type: none"> <li>• Introduction to entrepreneurship</li> <li>• Developing a successful business idea</li> <li>• Innovation and entrepreneurship</li> <li>• Creating a business plan</li> <li>• The basic ways to start a business. Establishing a new business</li> <li>• Purchase of an existing business</li> <li>• The franchise system and the establishment of a franchise system</li> <li>• Entrepreneurial strategies and tactics</li> <li>• Individual model of entrepreneurship</li> <li>• Corporate model of entrepreneurship</li> <li>• Entrepreneurship and small business</li> <li>• The future and prospects of small business</li> <li>• Institutional, systemic and legal assumptions for entrepreneurship development</li> <li>• Motivation as the key to business success</li> <li>• Financing of an entrepreneurial venture</li> </ul>		
<b>GRADING SYSTEM:</b>		



<p><b>PRE-EXAM OBLIGATIONS</b></p> <ul style="list-style-type: none"> <li>- After the 3<sup>rd</sup> week of lectures, topics for the seminar paper are assigned, where students can choose 12 topics related to the teaching process.</li> <li>- In the middle of the semester, Test 1 is held with questions that cover half of the material.</li> <li>- Two weeks before the end of semester, test 2 is held, which includes the second half of the material covered.</li> </ul>	<ul style="list-style-type: none"> <li>- Seminar 10 points</li> <li>- Test 1 15 points</li> <li>- Test 2 15 points</li> <li>- Attendance 10 points</li> </ul>
<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><b>TOTAL</b></p>	<p><b>100 points</b></p>
<p><b>REQUIRED LITERATURE</b></p>	
<p>1 Šarić, D., 2020, Poduzetništvo, Evropski Univerzitet „Kallos“ u Tuzli, Tuzla.</p>	
<p><b>ADDITIONAL LITERATURE</b></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><b>MANDATORY EQUIPMENT:</b></p>	<p>Laptop, Projector</p>
<p><b>ADDITIONAL EQUIPMENT:</b></p>	<p>N/A</p>
<p><b>METHODS OF CONDUCTING CLASSES</b></p>	
<p>Instruction is delivered in the form of lectures, exercises, seminar papers, tests and examples from practice.</p>	

<b>Full name of the course:</b>		<b>Public Speaking Techniques</b>
<b>Course code:</b>		<b>TK12</b>
<b>Module level (cycle):</b>		<b>First cycle</b>
<b>ECTS credit value:</b>		<b>6</b>
<b>Duration:</b>		<b>One semester</b>
<b>Semester:</b>		<b>Summer semester</b>
<b>Study program:</b>		<b>Market Communications</b>
<b>Module coordinator:</b>	<b>Lecturer:</b>	
	<b>Teaching Assistant:</b>	
<b>Status of the subject:</b>		<b>Elective</b>
<b>Access restrictions:</b>		<b>/</b>
<b>HOURS PER WEEK</b>		
<b>Lectures:</b>		<b>2</b>
<b>Auditory exercises:</b>		<b>3</b>
<b>Laboratory exercises:</b>		<b>0</b>
<b>Course objectives:</b>		
<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>		
<b>Learning outcomes:</b>		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>● Explain the theoretical elements of public appearances used in mass communication</li> <li>● Recognize and analyze types of public appearances that will facilitate the way of communicating and presenting</li> <li>● Develop public speaking skills</li> <li>● Prepare key messages and create a structure of public speaking as important elements in this type of communication in order to recognize negotiation strategies</li> <li>● Encouraging creativity and innovation in public speaking</li> <li>● Increase the understanding of the importance of oratory and communication as an essential element in negotiation and presentation skills</li> <li>● 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</li> <li>● Learn how to prepare and present an effective public appearance for professions requiring verbal communication</li> <li>● Master public speaking techniques for leading meetings, conducting interviews and delivering presentations</li> <li>● Master exercises and techniques to reduce difficulties during public speaking</li> </ul>		
<b>COURSE CONTENT</b>		

- 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**

<b>PRE-EXAM OBLIGATIONS:</b> - 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
<b>Final exam</b>	<b>50 points</b>
<b>TOTAL</b>	<b>100 points</b>

#### **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

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

#### **METHODS OF CONDUCTING CLASSES**

Instruction is delivered through lectures, discussions, exercises

## STUDY PROGRAMME: MARKET COMMUNICATIONS – LEARNING OUTCOME MATRIX

Successful implementation of the study program "Market Communications" 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 "Market Communications" 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 "Market Communications"

Number	Learning outcomes at the level of the study program "Market Communications"
1	Knowledge and understanding of fundamental scientific disciplines as a basis for the acquisition of the necessary professional knowledge.
2	Knowledge and understanding of basic economic concepts, as well as the basics of management.
3	Knowledge of interpersonal and small group communication skills, as well as knowledge of various forms of organizational communication and public relations.
4	Knowledge of advanced ICT possibilities in the context of creating market communications.
5	Proficiency in applied areas of business communication, such as delivering presentations, sales communication, negotiating, conducting meetings, interviewing, and electronic-mediated communication.
6	Fundamental knowledge related to the design of visual communications and IT support for publishing.
7	Understanding the application possibilities of the Internet in marketing, including techniques and tools for internet marketing.
8	Ability to create a brand and develop a brand on the Internet.
9	Understanding the basic elements of form in visual design, which are applied in solving the design task.
10	Knowledge of negotiation strategies, the composition of the negotiating team, the preparation of negotiations and negotiation support systems.
11	Knowledge and understanding of online communications and communication norms.
12	Ability to design web pages.
13	Knowledge of intercultural management and understanding of cultural differences and rules for participants in business from different parts of the world.
14	Knowledge of market research methods and the application of informatics in market research.

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 "Market Communications."



<i>*Programming Languages And Programming</i>	X											X		X
<i>*Business Planning And Analysis</i>	X	X											X	X
<i>*Project Management</i>	X	X												
<i>*Social Networks</i>	X					X	X						X	X
<i>*Introduction To Information Systems</i>	X			X	X									
<i>*Management</i>	X	X	X							X			X	
<i>*E-Business</i>	X			X		X								
<i>*Database</i>	X			X								X		X
<i>*Festival and Event Managemnt</i>	X				X					X			X	
<i>*Business Law And Taxes</i>	X	X												
<i>*Stock Market Operations</i>	X	X											X	
<i>*E-Services</i>	X			X			X							
<i>*Entrepreneurship</i>	X	X											X	X
<i>*Public Speaking Techniques</i>	X		X		X						X			
<b>TOTAL</b>	<b>37</b>	<b>13</b>	<b>9</b>	<b>9</b>	<b>15</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>9</b>

*\*Elective courses*