



ERASMUS+ COURSE CATALOGUE
2019/2020

UNIVERSITY "VITEZ"

PROJECT ERASMUS+ K107



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INTRODUCTION

Dear Students,
Here are some information about the Faculty of Business Economics.

OUR MISSION

To provide our students with modern experience learning through the teaching process, practice, study visits, conferences and many other activities.

Through the study programs Entrepreneurial Management; Finance, Accounting and Auditing, our faculty prepares students for a successful professional life. Thanks to the support of our business partners, we provide regular practical training as an integral part of the teaching process. The Faculty of Business Economics and the Entrepreneurship Development Center of our University have launched an Entrepreneurial Incubator, which organizes a competition for the best business plan. Together with partner institutions, students are also preparing for competitions from other areas, such as a competition from accounting, and a PR competition. Our undergraduate, graduate and doctoral students, in cooperation with their mentors, actively publish professional and scientific articles and contribute to the research activities of the Faculty. The Faculty of Business Economics is the initiator of the student SKEI conference, which, in co-operation with partner higher education institutions, has been successfully realized since 2016. Students can also apply for ERASMUS+ programs. There is also an international Master's and Doctoral Program in English, available in cooperation with Circle International, About 70 higher education institutions from Europe and the world are members of Circle International.

For more information, you can click on the links:

EXTERNAL LINKS

TEACHING PLANS AND PROGRAMS

<https://unvi.edu.ba/fakulteti/fakultet-poslovne-ekonomije/nastavni-plan-i-program/>

STUDY THROUGH PRACTICE

<https://unvi.edu.ba/za-studente/studiranje-kroz-praksu/>

STUDENT SKEI CONFERENCE

<https://unvi.edu.ba/konferencije/skei/skei-2016/>

INTERNATIONAL PROGRAMS

<https://unvi.edu.ba/en/study-programmes/international-phd-dl-studies/>

<http://www.circleinternational.co.uk/CIRCLE/Home.html>

STUDENTS CAREERS

<https://unvi.edu.ba/fakulteti/fakultet-poslovne-ekonomije/uspjesne-karijere-studenata/>



SYLLABUS

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Business Decison Making	CODE: 5.01.02.E053	LEVEL: 2	LANGUAGE: English
YEAR: 4 th	SEMESTER: 7 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 5

~ BASIC LECTURERS INFORMATION

NAME: Doc.dr.sc. Tanja Gavrić	E-MAIL: tanja.gavric@unvi.edu.ba	LANGUAGE: English	LEVEL: 2
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Course goals: To introduce students with the importance and role of business decision making. Business decision making is an integral part of everyday managerial work, by that students need to be able to successfully and qualitatively make business decisions.

Competencies/learning outcomes: Ability to make decisions about business decision making and taking into consideration various alternatives as well as the expected results and consequences of each taken decision.

Skills: Ability to choose parameters for business decision making and application of various techniques in different environmental conditions.

- Content description:**
1. Introduction to the concept and significance of business decision making
 2. Management functions and business decision
 3. Information for decision-making
 4. Styles and methods of decision making
 5. Individual and group decision making
 6. Terms of decision making
 7. Autocratic and democratic styl of decion making
 8. Efficiency of business decision
 9. Techniques of decion making in different conditions
 10. Consequences and responsibility in business decision

Teaching methodology: Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. WrittenTest 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the contenst).....	30 points
3. Lecture and practical classes (attendance and activity).....	20 points
4. Practical classes (case study/presentaton).....	20 points
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Total.....	100 points

b) Part-time students

1. WrittenTest 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the contenst).....	30 points
3. Case study/Seminar paper.....	30 points
4. Presentation of a.....	5 points
5. Attendance at one of the lectures.....	5 points
<hr/>	
Total	100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Harvard business review on decision making (2001). Harvard Business School Publishing Corporation
2. Kahneman, D., & Charan, R. (2013). HBR's 10 Must Reads on Making Smart Decisions (with featured article "Before You Make That Big Decision..." by Daniel Kahneman, Dan Lovallo, and Olivier Sibony). Harvard Business Press.

Recommended reading:

3. Albright, S. C., & Winston, W. L. (2014). *Business analytics: Data analysis & decision making*. Nelson Education, 6th edition.
4. Ferrell, O. C., & Fraedrich, J. (2015). *Business ethics: Ethical decision making & cases*. Nelson Education, 8th edition.

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Business Communication	CODE: 5.01.05.E041	LEVEL: 3	LANGUAGE: English
YEAR: 4 th	SEMESTER: 7 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6

~ BASIC LECTURERS INFORMATION

NAME: Doc.dr.sc. Lordan Iličić	E-MAIL: lordan.ilicic@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
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Course goals: The main aim of this subject is to enable students for successful communication in domestic and international business environment. Operational aim is to get acquainted students with basic characteristics, principles, shapes and techniques in communication in business environment. Overall, the attention should be dedicated (through exercises), for high quality and successful communication in various business situations

Competencies/learning outcomes: To understand and shape entire process in communication inside company as well as company with environment in order to have effectively communication with in written, verbal and nonverbal communication with all actors in various business cases

Skills: Write down business letters and other articles about running business. To prepare and successfully deal with presentations in public speech. To organize and help in business negotiations, and be involved in team work

- Content description:**
1. Business communications, base and principles
 2. Shapes, sorts in business communication
 3. Functions and purpose in business communication
 4. Aims and strategies in business communication
 5. The validation in verbal and nonverbal communication
 6. Market communication
 7. Integrated approach in market communication
 8. Crisis communication in a running business
 9. Business correspondence
 10. Ethical principles in business communication

Teaching methodology: Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. Written Test 1
(the first 50% of the content)30 points
 2. Written Test 2
(other 50% of the content).....30 points
 3. Lecture and practical classes
(attendance and activity).....20 points
 4. Practical classes
(case study/presentation).....20 points
- _____
- Total..... 100 points

b) Part-time students

1. Written Test 1
(the first 50% of the content)30 points
 2. Written Test 2
(other 50% of the content).....30 points
 3. Case study/Seminar paper.....30 points
 4. Presentation of a.....5 points
 5. Attendance at one of the lectures.....5 points
- _____
- Total 100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Guffey, M. E., & Loewy, D. (2012). *Essentials of business communication*. Cengage Learning.
2. Guffey, M. E., & Loewy, D. (2016). *Essentials of business communication*. Nelson Education.

Recommended reading:

3. Gallo, C. (2006). *10 simple secrets of the world's greatest business communicators*. Sourcebooks, Inc..

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Consumer Behaviour	CODE: 5.01.05.E035	LEVEL: 3	LANGUAGE: English
YEAR: 4 th	SEMESTER: 7 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6

~ BASIC LECTURERS INFORMATION

NAME: Doc.dr.sc. Lordan Iličić	E-MAIL: lordan.ilicic@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
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Course goals: The main objective of the course is to provide students with useful theoretical insight into the behavior of consumers and to point out the importance of understanding them and applying them in practice. Consumers' behavior is part of human behavior and as such is a highly complex, dynamic and interesting field of scientific research. Understanding how consumers behave, why and how to buy, use and dispose of products, are the key marketing tools in order to create a marketing strategy and to gain a competitive edge.

Competencies/learning outcomes: After passing this exam, students will have knowledge about the know-how on consumer behavior and use it as data for marketing plans.

Skills: By passing this exams the students will gain skills in the field of consumer needs, segmentation and influence in process of decision making

- Content description:**
1. Introduction in consumers behaviour
 2. Research of consumers and segmentation of the market
 3. Motivation of consumers
 4. Perception and consumer management
 5. Realing and migration of consumers-creating amending attitude of consumers
 6. Communication and behavior of consumers
 7. Decision of consumer-making decision
 8. Model of decision making for consumer
 9. Behaviour of organisational consumer
 10. Consumerism

Teaching methodology: Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. WrittenTest 1
(the first 50% of the content)30 points
 2. Written Test 2
(other 50% of the contenst).....30 points
 3. Lecture and practical classes
(attendance and activity).....20 points
 4. Practical classes
(case study/presentaton).....20 points
- _____
- Total..... 100 points

b) Part-time students

1. WrittenTest 1
(the first 50% of the content)30 points
 2. Written Test 2
(other 50% of the contenst).....30 points
 3. Case study/Seminar paper.....30 points
 4. Presentation of a.....5 points
 5. Attendance at one of the lectures.....5 points
- _____
- Total 100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Kesic, T. „Behaviour of consumer“, amended and complited edition, opinion, Zagreb, 2006.

Recommended reading:

2. Evans, M., Jamal, A., Foxall, G., Consumer Behaviour, Wiley, 2009.
3. Blackwell, R. D., Miniard, P. W., Engel, J. F., Consumer Behavior, Thomson/South--Western, 2006.
4. Wright, R., Consumer Behaviour, Thompson Learning, London, UK, 2006.
5. Peter, J. P., Olson, J. C., Consumer Behavior and Marketing Strategy, McGraw-Hill/Irwin, Boston, MA, 2005

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this lan guage

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Corporate Governance	CODE: 5.01.08.E026	LEVEL: 1	LANGUAGE: English
YEAR: 3 rd	SEMESTER: 5 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 5

~ BASIC LECTURERS INFORMATION

NAME: Doc.dr.sc. Tanja Gavrić	E-MAIL: tanja.gavric@unvi.edu.ba	LANGUAGE: English	LEVEL: 1
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Course goals: The aim of the course is to deepen the knowledge and skills in the subject area by understanding the principles and organs of management and relations of the owners, management and supervisory bodies and their responsibility as a condition for more efficient business system management.

Competencies/learning outcomes: Students will be able to use the acquired knowledge to analyze the state of the company, draw conclusions, propose decisions and compare different management strategies within corporate bodies, and participate in the management process in business systems

Skills: Strategic determination of elements of management structure and their mutual relations in corporations.

Content description:

1. Introduction to corporate governance
2. Term and development of corporate governance
3. Development and key elements of modern corporate governance
4. Theoretical and legal framework of corporate governance
5. Corporate control mechanisms
6. Supervisory board as a key corporation body
7. Balanced concept of measuring success
8. Privatization
9. Social responsibility of the company
10. Corporate governance in Bosnia and Herzegovina

Teaching methodology: Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. Written Test 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the content).....	30 points
3. Lecture and practical classes (attendance and activity).....	20 points
4. Practical classes (case study/presentation).....	20 points
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Total.....	100 points

b) Part-time students

1. Written Test 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the content).....	30 points
3. Case study/Seminar paper.....	30 points
4. Presentation of a.....	5 points
5. Attendance at one of the lectures.....	5 points
<hr/>	
Total	100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Clarke, T., & Branson, D. M. (2012). *The SAGE handbook of corporate governance*. Sage Publications.
2. *The Handbook of International Corporate Governance: A Definitive Guide*, 2nd Edition (Institute of Directors) (2009).

Recommended reading:

3. Spedding, L. S. (2009). *Due diligence handbook: Corporate governance, risk management and business planning*. Elsevier.

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Economic Development and Ecology	CODE: 5.01.01.E017	LEVEL: 3	LANGUAGE: English
YEAR: 2 nd	SEMESTER: 4 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 7

~ BASIC LECTURERS INFORMATION

NAME: Prof. dr.sc. Tahir Mahmutefendić	E-MAIL: tahir.mahutefendic@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
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Course goals:	The main objective of the course is to improve students' ability to understand the contemporary economic problems of developing countries, developed countries and countries in transition. The aim of the course is to enable students to make independent judgments based on facts, and conclusions on the policies regarding their possible solution. The subject elaborates economy development in the context of the basic set of problems and policies.
Competencies/learning outcomes:	Teamwork (the ability to take responsibility, take initiative and leadership in the preparation of materials - projects - work on the development of). Self-management (ability to clarify their own values, goals)
Skills:	Skills will be expressed through Learning skills (the ability to learn and to use library to find relevant information on economic development, as well as the ability to analyse development problems, individually and in a team)
Content description:	<ol style="list-style-type: none"> 1. Economy, Institutions and Development: A Global Perspective 2. Comparative development: differences and common characteristics of developing countries 3. Classical theory of economic development 4. Contemporary models of development and underdevelopment 5. Poverty, inequality and development 6. Population growth and economic development: causes, consequences and controversies 7. Urbanization and rural-urban migration: theory and policy 8. Human capital: education and health in economic development 9. Externalities and development 10. Environment and development
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students	b) Part-time students
1. WrittenTest 1 (the first 50% of the content)30 points	1. WrittenTest 1 (the first 50% of the content)30 points
2. Written Test 2 (other 50% of the contenst).....30 points	2. Written Test 2 (other 50% of the contenst).....30 points
3. Lecture and practical classes (attendance and activity).....20 points	3. Case study/Seminar paper.....30 points
4. Practical classes (case study/presentaton).....20 points	4. Presentation of a.....5 points
	5. Attendance at one of the lectures.....5 points
<hr/> Total..... 100 points	<hr/> Total 100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Michael P. Todaro and Stephen C. Smith (2006), Economic Development, 9th Edition Adison Wesley.

Recommended reading:

2. Jasmina Osmankovic i Amina Nikolajev (2010), Humani razvoj, Faculty of Economy in Sarajevo.

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Economic of the company	CODE: 5.01.01.E007	LEVEL: 1	LANGUAGE: English
YEAR: 1 st	SEMESTER: 2 nd	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6
~ BASIC LECTURERS INFORMATION			
NAME: Doc. dr. sc. Darijo Jerković	E-MAIL: darijo.jerkovic@unvi.edu.ba	LANGUAGE: English	LEVEL: 1
Course goals:	The aim of the course is to familiarize students with the economic principles of business operations in terms of investments (labor, materials and fixed assets) and income from these investments in order to earn profits.		
Competencies/learning outcomes:	After successfully completing this course, students will be able to successfully lead the economy of one company.		
Skills:	Skills will be expressed through the knowledge of calculation of efficiency, productivity and profitability of the business as well as identification of factors affecting these economic indicators.		
Content description:	<ol style="list-style-type: none"> 1. Economics of the firm: subject, objective and economic methods 2. Company assets 3. Costs and types of costs 4. Dynamics of cost development 5. Reproduction results (profit, loss) 6. Economic principles (productivity, efficiency and rentality) 7. Business result 8. Traditional indicators of business success 9. Modern indicators of business success 10. Break-even point 11. Tournament town 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. WrittenTest 1 (the first 50% of the content)30 points		1. WrittenTest 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the contenst).....30 points		2. Written Test 2 (other 50% of the contenst).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentaton).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Marr, B., <i>Key Performance Indicators For Dummies</i> , John Wiley and Sons Ltd., 2015.			
2. Marr, B., <i>Key Performance Indicators (KPI): The 75 measures every manager needs to know (Financial Times Series)</i> 1st Edition, Pearson Education Limited, 2012			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Entrepreneurship	CODE: 5.01.02.E019	LEVEL: 2	LANGUAGE: English
YEAR: 2 nd	SEMESTER: 4 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6

~ BASIC LECTURERS INFORMATION

NAME: Prof.dr.sc. Jamila Jaganjac	E-MAIL: jamila.jaganjac@unvi.edu.ba	LANGUAGE: English	LEVEL: 2
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Course goals: To enable students to create a business plan and to practice start-up idea development. Also, to learn about concepts and importance of entrepreneurship for local, regional and global competitiveness.

Competencies/learning outcomes: The student will be acquainted and mastered by starting a business and be able to lead and develop an entrepreneurial initiative.

Skills: Recognizing business opportunities and realizing entrepreneurial ideas

- Content description:**
1. The nature of entrepreneurship
 2. The entrepreneurial process
 3. Business Model
 4. Business Strategy
 5. Motivating employees
 6. Entrepreneurial marketing
 7. Business planning process
 8. Financing entrepreneurial ventures worldwide
 9. Knowledge-based Entrepreneurship
 10. Entrepreneurship and Social Inclusion

Teaching methodology: Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. WrittenTest 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the contenst).....	30 points
3. Lecture and practical classes (attendance and activity).....	20 points
4. Practical classes (case study/presentaton).....	20 points
Total	100 points

b) Part-time students

1. WrittenTest 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the contenst).....	30 points
3. Case study/Seminar paper.....	30 points
4. Presentation of a.....	5 points
5. Attendance at one of the lectures.....	5 points
Total	100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Bygrave, V., Zacharakis.A.(2011). Entrepreneurship. Wiley. 2nd edition
2. Smallbone.D., Landstrom. H., Jones-Evans. D. (2009). Entrepreneurship and Growth in Local, Regional and National Economies. Edward Elgar
3. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. <http://hdl.handle.net/10919/84848> (chapters: 7, 11, 14) Licensed with CC BY-NC-SA 4.0 <https://creativecommons.org/licenses/by-nc-sa/4.0>.

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Foreign Trade Business	CODE: 5.01.01.E036	LEVEL: 2	LANGUAGE: English
YEAR: 4 th	SEMESTER: 7 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 7

~ BASIC LECTURERS INFORMATION

NAME: Prof.dr.sc. Edin Arnaut	E-MAIL: edin.arnaut@unvi.edu.ba	LANGUAGE: English	LEVEL: 2
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Course goals:	Introduce students with methods and techniques in foreign trade. Students need to master knowledge about the organization, principles and methodology of foreign trade activities.
Competencies/learning outcomes:	Educational outcomes are manifested through overcoming the role, place and importance of foreign trade both for the enterprise and for the overall state.
Skills:	Skills will be reflected in knowing the types of foreign trade as well as export and import techniques.
Content description:	<ol style="list-style-type: none"> 1. The importance of foreign trade 2. Types of operations in foreign trade 3. Participation in foreign trade 4. Stock exchange and business operations on stock exchange 5. Incoterms 6. Trade roles and trade custome 7. Models and types of export business - (export documentation) 8. Models and types of import business – (import documentation) 9. Other types of operations in foreign trade - (risks in foreign trade, insurance, international transportation and logistics, customs duties, etc ...) 10. Financing of foreign trade transactions
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students 1. WrittenTest 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Lecture and practical classes (attendance and activity).....20 points 4. Practical classes (case study/presentaton).....20 points <hr style="width: 30%; margin-left: 0;"/> Total.....100 points	b) Part-time students 1. WrittenTest 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Case study/Seminar paper.....30 points 4. Presentation of a.....5 points 5. Attendance at one of the lectures.....5 points <hr style="width: 30%; margin-left: 0;"/> Total100 points
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NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Maurice Obstfeld, Marc Melitz, Paul R. Krugman ,International Trade: Theory and Policy, Paperback 2018, Publisher; Pearson; 11th edition, 2018
2. Donna Bade, Export/Import Procedures and Documentation, Publisher: AMACOM (USA) ; Fifth edition February, 2015
3. Belay Seyoum, Export-Import Theory, Practices, and Procedures, Publisher: Routledge; 3 edition, 2013

Recommended reading:

1. Andrijanić, I., Business in foreign trade, Mikrorad, Zagreb, 2012
2. Andrijanić I., „Foreign trade: How to do buisness abroad“, Mikrorad, Zagreb, 2004
3. Paul R. Krugman, Maurice Obstfeld, Marc Melitz, International Trade: Theory and Policy, Publisher: Pearson; 10th edition, 2014

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Human Resource Management	CODE: 5.01.02.E021	LEVEL: 3	LANGUAGE: English
YEAR: 3 rd	SEMESTER: 5 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 3

~ BASIC LECTURERS INFORMATION

NAME: Prof.dr.sc. Jamila Jaganjac	E-MAIL: jamila.jaganjac@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
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Course goals:	Introduce students with human resource management policy in a contemporary environment.
Competencies/learning outcomes:	After successful mastery of this course, students are trained to establish efficient human resource management models at all levels of management.
Skills:	Management techniques and motivation of employees, for a successful business.
Content description:	<ol style="list-style-type: none"> 1. Introduction to Human Resource Management 2. HR management challenges 3. Strategic HR management and planning 4. Job analysis 5. Recruiting and selecting human resources 6. Training human resources 7. Talent management and development 8. Performance management 9. Compensating human resources 10. Global human resource management
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. WrittenTest 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the contenst).....	30 points
3. Lecture and practical classes (attendance and activity).....	20 points
4. Practical classes (case study/presentaton).....	20 points
Total	100 points

b) Part-time students

1. WrittenTest 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the contenst).....	30 points
3. Case study/Seminar paper.....	30 points
4. Presentation of a.....	5 points
5. Attendance at one of the lectures.....	5 points
Total	100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Mathis. L. Robert., Jackson. H.John. (2008). Human Resource Management. Thomson South – Western. 12th edition
2. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. <http://hdl.handle.net/10919/84848> (chapters: 12)
Licensed with CC BY-NC-SA 4.0 <https://creativecommons.org/licenses/by-nc-sa/4.0>.
3. Deloitte (2019) . Leading the social enterprise: Reinvent with a human focus. Deloitte Insights https://www2.deloitte.com/content/dam/insights/us/articles/5136_HC-Trends-2019/DI_HC-Trends-2019.pdf

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* **Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language**

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: International Economics	CODE: 5.01.01.E020	LEVEL: 3	LANGUAGE: English
YEAR: 2 nd	SEMESTER: 4 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 7

~ BASIC LECTURERS INFORMATION

NAME: Prof.dr.sc. Tahir Mahmutefendić	E-MAIL: tahir.mahmutefendic@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
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Course goals:	The main objective of the course is to improve students' ability to understand the contemporary economic problems of developing countries, developed countries and countries in transition. The aim of the course is to enable students to make independent judgments based on facts, and conclusions about the policies regarding their possible solution. The subject elaborates economy development in the context of the basic set of problems and policies.
Competencies/learning outcomes:	Teamwork (the ability to take responsibility, take initiative and leadership in the preparation of materials - projects - work on the development). Self-management (ability to clarify their own values, goals)
Skills:	Skills will be expressed through Learning skills (the ability to learn and to use library to find relevant information on economic development, as well as the ability to analyse development problems individually and in a team)
Content description:	<ol style="list-style-type: none"> 1. Theories of international trade 2. Concept and instruments of foreign trade policy 3. The theory of economic integration 4. World Trade Organization 5. Balance of payments 6. The exchange rate and the foreign exchange market 7. International flow of capital 8. International monetary system 9. European monetary union 10. Integration of Bosnia and Herzegovina in the world trading system
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion .

~ ASSESSMENT METHODOLOGY

a) Full time students 1. Written Test 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the content).....30 points 3. Lecture and practical classes (attendance and activity).....20 points 4. Practical classes (case study/presentation).....20 points Total.....100 points	b) Part-time students 1. Written Test 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the content).....30 points 3. Case study/Seminar paper.....30 points 4. Presentation of a.....5 points 5. Attendance at one of the lectures.....5 points Total100 points
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NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Snjezana Brkic (2016), Međunarodna ekonomija (elektronska verzija), Ekonomski fakultet Sarajevo.

Recommended reading:

2. Paul R. Krugman and Maurice Obstfeld (2009), International Economics: Theory and Policy, 8th edition, Addison Wesley.

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Introduction to Economics	CODE: 5.01.01.E001	LEVEL: 2	LANGUAGE: English
YEAR: 1 st	SEMESTER: 1 st	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6

~ BASIC LECTURERS INFORMATION

NAME: Prof.dr.sc. Edin Arnaut	E-MAIL: edin.arnaut@unvi.edu.ba	LANGUAGE: English	LEVEL: 2
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Course goals: Introducing students with basic economic concepts and theories as well as with the fundamental principles of functioning of the market system, the concept of utility, determining the national income and the role of money in the economy.

Competencies/learning outcomes: After passing this course, students will master the basic concepts of economic science, which will facilitate them to follow and learn other subjects from other areas of economics as a science discipline.

Skills: Students will master the skills of applying the laws of supply and demand in the market, calculating the price, income and cross-elasticity of demand and supply, calculating GND, GDP and GDP per capita, and learning about fundamental principles from other fields of economic science.

- Content description:**
1. The conceptual and methodological basics of economics as a science
 2. Basic economic concepts and principles
 3. Market (supply and demand, elasticity of supply and demand, market and democracy
 4. Factor markets
 5. Usefulness of demand and consumer behavior
 6. Market imperfections (incomplete competition and market inefficiency, extraterrestrial, public goods)
 7. Money and inflation
 8. Measurement of total economic power, GDP and GNP, circular flow of goods and income
 9. Economic development
 10. Globalization

Teaching methodology: Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students

1. Written Test 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the content).....	30 points
3. Lecture and practical classes (attendance and activity).....	20 points
4. Practical classes (case study/presentation).....	20 points
Total	100 points

b) Part-time students

1. Written Test 1 (the first 50% of the content)	30 points
2. Written Test 2 (other 50% of the content).....	30 points
3. Case study/Seminar paper.....	30 points
4. Presentation of a.....	5 points
5. Attendance at one of the lectures.....	5 points
Total	100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Samuelson, A. P., & Nordhaus, W. D., „Economics“, Published by McGraw-Hill/Irwin, a business unit of The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY, 10020., 19th edition, 2010
2. Mankiw, G. N., „ Principles of Economy“, Harvard University, Edition: 8th, Format: Hardcover, Publisher: Cengage Learning, 2017

Recommended reading:

3. Hodžić, K., Arnaut, E., Mahmutović, H., Kurtović, H., "Fundamentals of Economy", University of "VITEZ", Vitez, 2014

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS

~ BASIC COURSE INFORMATION

COURSE NAME: Macroeconomics	CODE: 5.01.01.E016	LEVEL: 1	LANGUAGE: English
YEAR: 2 nd	SEMESTER: 5 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6

~ BASIC LECTURERS INFORMATION

NAME: Prof.dr.sc. Kadrija Hodžić	E-MAIL: kadrija.hodzic@unvi.edu.ba	LANGUAGE: English	LEVEL: 1
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Course goals:	Interpretation of modern macroeconomics that approaches the students insight into the macroeconomic topics (economic growth, unemployment and inflation) and models of establishing balance at the commodity market, money markets and the labor market.
Competencies/learning outcomes:	Understanding the macroeconomic phenomena and the consequences that these phenomena have in the society as a whole and in the individual lives, and then the possibility of influence on their future tendencies.
Skills:	Acquisition of fundamental knowledge on macroeconomic issues and models, and management of macroeconomic aggregates
Content description:	<ol style="list-style-type: none"> 1. Macroeconomic concepts (income and output: gdp, gnp; unemployment, factors of production and income distribution; inflation, financial markets and real economy, history macroeconomics) 2. Goods market, financial markets and the labor market 3. Macroeconomic equilibrium (models as-ad and is-lm) 4. Natural rate of unemployment and the philips curve 5. Savings, capital and production 6. Aggregate consumption and investment (multiplier and accelerator) 7. Economic development and growth and a cyclical developments (depression and expansion), macroeconomics in the long run and Macroeconomics in the short run 8. Production, rate of interest and exchange rate 9. Macroeconomic policy 10. Policy open economy
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.

~ ASSESSMENT METHODOLOGY

a) Full time students 1. WrittenTest 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Lecture and practical classes (attendance and activity).....20 points 4. Practical classes (case study/presentaton).....20 points <hr/> Total..... 100 points	b) Part-time students 1. WrittenTest 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Case study/Seminar paper.....30 points 4. Presentation of a.....5 points 5. Attendance at one of the lectures.....5 points <hr/> Total 100 points
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NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

~ BOOKLIST

Basic:

1. Samuelson, A. P., & Nordhaus, W. D., „Economics“, Published by McGraw-Hill/Irwin, a business unit of The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY, 10020., 19th edition, 2010
2. Mankiw, G. N., „ Principles of Economy“, Harward University, Edition: 8th, Format: Hardcover, Publisher: Cengage Learning, 2017

Recommended reading:

3. Hodžić, K., Arnaut, E., Mahmutović, H., Kurtović, H., "Fundamentals of Economy", University of "VITEZ", Vitez, 2014

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Management of small and medium-sized companies	CODE: 5.01.08.E030	LEVEL: 3	LANGUAGE: English
YEAR: 3 rd	SEMESTER: 6 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 7
~ BASIC LECTURERS INFORMATION			
NAME: Doc.dr.sc. Tanja Gavrić	E-MAIL: tanja.gavric@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
Course goals:	Allow students to successfully manage small and medium-sized enterprises. Familiarize them with the functions of management as well as methods and work of managers in small and medium enterprise.		
Competencies/learning outcomes:	Overcome educational outcomes will address the function of managers in small and medium-sized enterprises.		
Skills:	Skills will involve mastering more skills from the managerial functions that individuals do for a smaller number of managers in small and medium-sized enterprises.		
Content description:	<ol style="list-style-type: none"> 1. Introduction to the function and significance of small and medium-sized enterprises 2. The role of entrepreneurship 3. Business starting 4. Establishment and registration 5. Location of the firm 6. Financing the establishment and business development 7. Management of the firms and business functions 8. Managers of small and medium-sized enterprises 9. Planning, organizing, managing and controlling 10. Human resources in small and medium-sized companies 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. WrittenTest 1 (the first 50% of the content)30 points		1. WrittenTest 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the contenst).....30 points		2. Written Test 2 (other 50% of the contenst).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentaton).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Ricketts, M. (2002). <i>The economics of business enterprise: an introduction to economic organisation and the theory of the firm</i> . Edward Elgar Publishing. Third Edition			
2. Watson, J. (2010). <i>SME performance: Separating myth from reality</i> . Edward Elgar Publishing.			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Management	CODE: 5.01.08.E008	LEVEL: 3	LANGUAGE: English
YEAR: 1 st	SEMESTER: 2 nd	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 7
~ BASIC LECTURERS INFORMATION			
NAME: Doc.dr.sc. Lordan Iličić	E-MAIL: lordan.ilicic@unvi.edu.ba	LANGUAGE: English	LEVEL: 3
Course goals:	To introduce functions and tasks of corporative management, which represents an engine of the organization. Students should understand techniques of the managerial functions, as well as to understand basic management functions.		
Competencies/learning outcomes:	Knowledge regarding management functions, as well as understanding of the role, significance and tasks performed by managers.		
Skills:	Skills are derived through knowledge regarding planning and realization of managers' functions.		
Content description:	<ol style="list-style-type: none"> 1. Significance of management 2. Micro and macro environment 3. Functions of a manager 4. Characteristics of a manager 5. Planning as a function 6. Organizing as a function 7. Leading/Leadership as a function 8. Recruitment and HR as a function 9. Control as a function 10. Modern management concept 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. WrittenTest 1 (the first 50% of the content)30 points		1. WrittenTest 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the contenst).....30 points		2. Written Test 2 (other 50% of the contenst).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentator).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Management – T.S. Bateman, S.A. Snell, R. Konopaske; McGraw Hill, 2015.			
2. Fundamentals of management – 11 th edition, S.P. Robbins; Pearson			
3. Strategic management – A. Thompson, A. Strickland, J. Gamble			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Marketing Research	CODE: 5.01.05.E031	LEVEL: 1	LANGUAGE: English
YEAR: 3 rd	SEMESTER: 6 th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 7
~ BASIC LECTURERS INFORMATION			
NAME: Doc.dr.sc. Darijo Jerković	E-MAIL: darijo.jerkovic@unvi.edu.ba	LANGUAGE: English	LEVEL: 1
Course goals:	The aim of the course is to introduce students with the basics of the research process and the use of scientific methods for different market and marketing research.		
Competencies/learning outcomes:	After successfully completing this course students will acquire basic theoretical knowledge about the correct definition of marketing problems, the stages of the research process, the ways of processing primary and secondary data and the interpretation of the results of the research.		
Skills:	Skills will be expressed through the knowledge of the elements of the research plan, the available research techniques and methods, and the creation of research reports.		
Content description:	<ol style="list-style-type: none"> 1. The role and the significance of marketing research 2. Process of marketing research 3. Collection of secondary and primary data 4. The role of samples in research 5. Analysis of collected data 6. Report on research 7. Marketing information system 8. Research in international marketing 9. The impact of new technologies on marketing research 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. Written Test 1 (the first 50% of the content)30 points		1. Written Test 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the content).....30 points		2. Written Test 2 (other 50% of the content).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentation).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
Total.....100 points		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Smith, S.M., Albaum, G.S., An Introduction to Marketing Research, Copyright Scott M. Smith and Gerald S. Albaum, 2010			
2. Smith, S.M., Albaum, G.S, Basic Marketing Research: Volume 1, Handbook for Research Professionals, Qualtrics Labs Inc., 2012			
3. Hyman, M.R., Sierra, J.J., Marketing Research Kit For Dummies, Wiley Publishing, 2010			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Marketing	CODE: 5.01.05.E006	LEVEL: 1	LANGUAGE: English
YEAR: 1 st	SEMESTER: 2 nd	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6
~ BASIC LECTURERS INFORMATION			
NAME: Doc.dr.sc. Darijo Jerković	E-MAIL: darijo.jerkovic@unvi.edu.ba	LANGUAGE: English	LEVEL: 1
Course goals:	The aim of the course is to introduce students with basic knowledge of marketing, the ability to apply them to business operations with the primary goal of creating long-term customer loyalty as one of the basic prerequisites for market success of the company.		
Competencies/learning outcomes:	After successfully completing this course students will acquire basic theoretical knowledge about marketing and the possibilities of its application in creating competitive advantages on the market.		
Skills:	Skills will be expressed through knowledge of the basic elements of marketing mixes, and the ability to create different strategies for each of them.		
Content description:	<ol style="list-style-type: none"> 1. Marketing – value and consumer satisfaction 2. Marketing today – globalization and internet 3. Marketing environment 4. Decision making process and consumer behavior 5. Market segmentation and positioning 6. Product, service and brand strategies 7. Pricing strategies 8. Advertising, sales promotion and public relations 9. Personal sales and direct marketing 10. Marketing channels 11. Integrated marketing communication 12. Global marketing 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. Written Test 1 (the first 50% of the content)30 points		1. Written Test 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the content).....30 points		2. Written Test 2 (other 50% of the content).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentation).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
Total.....100 points		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Kotler, Ph., Keller. K.L., <i>Marketing management</i> , 14th edition, Prentice Hall, 2012			
2. Kotler, Ph., Armstrong, G., <i>Principles of Marketing</i> , 14th edition, Prentice Hall, 2012			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Organisation	CODE: 5.01.02.E015	LEVEL: 2	LANGUAGE: English
YEAR: 2 nd	SEMESTER: 3 rd	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 5
~ BASIC LECTURERS INFORMATION			
NAME: Prof.dr.sc. Jamila Jaganjac	E-MAIL: jamila.jaganjac@unvi.edu.ba	LANGUAGE: English	LEVEL: 2
Course goals:	To get students familiar with the principles of organizations, methods of projecting organizational structure and their application in building organizational structure, business functions and defining employees tasks and responsibilities.		
Competencies/learning outcomes:	Ability to make an organizational structure, organize each of the function, workplace		
Skills:	Analytical skills to apply and use various organizational forms to achieve optimal efficiency		
Content description:	<ol style="list-style-type: none"> 1. Definition of the organization 2. Analysis of key activities for designing organizational structure 3. Analysis of contribution and relative analysis in projecting organizational structure 4. Dimensions and factors of organizational structure 5. Workplace creation 6. Data collection methods 7. Methods of data analysis 8. Typical models of organizational structure 9. Modern models of organizational structure 10. Organizational behavior 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. WrittenTest 1 (the first 50% of the content)30 points		1. WrittenTest 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the contenst).....30 points		2. Written Test 2 (other 50% of the contenst).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentaton).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Robbins.Stephen.P., Judge. Timothy.A. (2013). Organizational Behavior. Pearson. 15 th Edition			
2. Skripak, Stephen J. (2018). Fundamentals of Business, 2nd Edition, Blacksburg, VA: VT Publishing. http://hdl.handle.net/10919/84848 (chapters: 2, 9, 10) Licensed with CC BY-NC-SA 4.0 https://creativecommons.org/licenses/by-nc-sa/4.0 .			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this lan gua

FACULTY OF BUSINESS ECONOMICS			
~ BASIC COURSE INFORMATION			
COURSE NAME: Selling and Sales Management	CODE: 5.01.05.E040	LEVEL: 1	LANGUAGE: English
YEAR: 4 th	SEMESTER: VIII th	ACADEMIC YEAR: 2019/2020	ECTS CREDITS: 6
~ BASIC LECTURERS INFORMATION			
NAME: Doc.dr.sc. Darijo Jerković	E-MAIL: darijo.jerkovic@unvi.edu.ba	LANGUAGE: English	LEVEL: 1
Course goals:	The aim of the course is to familiarize students with jobs and sales issues that play a key role in the realization of the marketing concept of business in modern business conditions.		
Competencies/learning outcomes:	After successfully completing this course, students will be able to understand the role and place of sales in the overall business of the company, its relationship to other functions in the company and the role of sales management in the overall management of the company.		
Skills:	Skills will be expressed through knowing the sales process, planning and organizing sales in the company, selecting and managing sales staff, and measuring and controlling sales performance.		
Content description:	<ol style="list-style-type: none"> 1. The significance of selling in marketing 2. Sales management in overall management 3. Market and selling 4. Selling and assortment 5. Selling and promotion 6. Selling and price policy 7. Selling and distribution 8. Planning and organizing sales 9. Human resources and handling of sale 10. Control and indicators of success of sales 		
Teaching methodology:	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion.		
~ ASSESSMENT METHODOLOGY			
a) Full time students		b) Part-time students	
1. Written Test 1 (the first 50% of the content)30 points		1. Written Test 1 (the first 50% of the content)30 points	
2. Written Test 2 (other 50% of the content).....30 points		2. Written Test 2 (other 50% of the content).....30 points	
3. Lecture and practical classes (attendance and activity).....20 points		3. Case study/Seminar paper.....30 points	
4. Practical classes (case study/presentation).....20 points		4. Presentation of a.....5 points	
Total.....100 points		5. Attendance at one of the lectures.....5 points	
Total.....100 points		Total100 points	
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.			
~ BOOKLIST			
Basic:			
1. Jobber, D., Lancaster, G., <i>Selling and Sales Management</i> , 10th Edition, Pearson, 2015			
2. Jobber, D., Lancaster, G., <i>Selling and Sales Management</i> 8th Edition, Pearson Education Ltd, 2009			

* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language