



MEDITERRANEAN UNIVERSITY PODGORICA
FACULTY OF FOREIGN LANGUAGES

SUBJECT LIST
MASTER STUDIES

MASTER'S STUDIES

YEAR I

METHODOLOGY OF SCIENTIFIC-RESEARCH WORK				
GENERAL INFORMATION				
Course code:	MTSM101	Professor:	Prof. Radislav Jovović, Prof. Hasan Hanić, Prof. Darko Lacmanović	
Course status:	Compulsory	Teaching Assistant:		
Year:	I	Consultations:	According to the established timetable	
Semester:	I (winter)	Study programme:	Academic Studies: Master's, International Management in Tourism and Hospitality; Module 2: Marketing Management in Tourism and Hospitality	
ECTS/CSPK:	7			
CONTACT HOURS				
Lectures		Tutorials		Practicals
48 (3 per week)		32 (2 per week)		25%
STUDENT WORKLOAD				
	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	149:20 h
Tutorials	2:00 h	32:00 h	Required preparation for semester registration and verification	18:40 h
Practicals	25%	25%		
Individual work and consultations	4:20 h	69:20 h	Preparation and doing make-up exams	42:00 h
Total:	9:20 h	149:20 h	Total:	210:00 h
COURSE DESCRIPTION				
Pre-requisite: None				
Course objectives: Training students to understand the concept, role and significance of academic and applied research in tourism and successfully apply the research methodology in the creation of scientific, scientific-professional and professional works in the field of tourism.				
Teaching/Learning methods: Lectures, tutorials, preparation of seminar papers, practicals, mid-term exams and the final exam. Consultations.				
COURSE SYLLABUS				
Preparatory week	Preparation and semester registration			
Week I	Introduction to the methodology of scientific-research work. Practical work: Preparation of research on a given topic and formation of research teams.			
Week II	Basic methods of knowledge. Creative workshop - debate.			
Week III	Special methods of knowledge. Creative workshop-debate. Practical work: Development of a questionnaire and research implementation plan.			
Week IV	Form and process of scientific knowledge. Creative workshop-debate.			
Week V	Introduction to the development of a scientific work. Creative workshop-debate.			
Week VI	Selection of topic. Creative workshop-debate.			
Week VII	Free week			
Week VIII	Plan of scientific research. Creative workshop-debate. Practical work: Research implementation.			

Week IX	Classification of scientific and professional publications. Practical work: Research implementation.
Week X	Searching databases and other online sources. Practical work: Research implementation
Week XI	Concept and types of scientific and professional works. Practical work: Research implementation.
Week XII	Stages in the development of scientific work . Collection of scientific publications. Practical work: Research implementation.
Week XIII	Stages in the development of scientific work. Study of scientific publications Practical work: Research implementation.
Week XIV	Stages in the development of scientific work. Written processing of scientific research. Practical work: Research implementation.
Week XV	Essential characteristics of scientific and professional work. Practical work: Presentation of seminar papers with research results.
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare and present one seminar paper, participate in the debate after the presentation of the seminar paper (creative workshop), perform practical work, take mid-term exams and the final exam.

Practical work: 25% of tutorials will be organized as practical work through research of the given issue in tourism, preparation and public presentation of the seminar paper with the results of primary research in the field of research.

LEARNING OUTCOMES

Upon completion of the course Academic and Applied Research in Tourism, a student will be able to:

- master the concept, significance and role of science and scientific-research work in the context of tourism;
- recognize scientific research methods;
- classify scientific, scientific-professional and professional works;
- apply techniques in the preparation of scientific and professional works;
- plan, organize and implement scientific and professional research in the preparation of scientific, scientific-professional and professional works in the field of tourism.

INDICATIVE READING LIST

- 1.Zelenika, R. (2011). *Metodologija i tehnologija izrade znanstvenog i stručnog djela* (5. izdanje). Rijeka: Ekonomski fakultet, Sveučilišta u Rijeci. ISBN 978-953-6148-98-1
 - 2.Kothari, C.R., Garg,G. (2019). *Research methodology methods and techniques* (4th ed.). New Delhi: New Age Press. ISBN 9789386649225
 - 3.Creswell, J.W., Creswell, J.D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). London: SAGE. ISBN 978-1-5063-8670-6
 - 4.Leedy, P.D., Ormrod, J.E. (2015). *Practical Research: Planning and Design* (11th ed.). London: Pearson Education. ISBN 978-1-29-209587-5
 - 5.Kumar, R. (2014). *Research methodology, a step-by-step guide for beginners* (4rd ed.). London: SAGE. ISBN 978-1446269978
 - 6.Ivanović, Z. (2011). *Metodologija znanstvenog istraživanja*. Kastav, Rijeka: SAIVA. ISBN 978-953-56413-0-8
 - 7.Šušnjić, Đ. (2007). *Metodologija*. Beograd: Čigoja. ISBN 978-86-7558-511-4
 - 8.Blaug, M. (2017). *Metodologija ekonomije*. Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta Univerziteta u Beogradu. ISBN 978-86-403-1514-2
- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Professor who prepared the data: Prof. Radislav Jovović, Prof. dr Hasan Hanić, Prof. Darko Lacmanović

HUMAN RESOURCES AND ORGANIZATIONAL BEHAVIOUR IN TOURISM AND HOSPITALITY

GENERAL INFORMATION

Course code:	MTSM102	Professor:	Prof. Sanja Vlahović
Course status:	Compulsory	Teaching Assistant	
Year:	1.	Consultations:	According to the established timetable
Semester:	I (winter)	Study programme:	Academic Studies: Master's Management in Tourism and Hospitality
ECTS/CSPK:	8		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	48 (3 per week)	25%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3	48	Number of hours for teaching and the final exam:	128:00
Tutorials	3	48	Required preparation for semester registration and verification	16:00
Practicals	25%	25%		
Individual work and consultations	2:00	32:00	Preparation and doing make-up exams	36:00
Total:	8	128	Total:	180:00 h

COURSE DESCRIPTION

Pre-requisite:

None

Course objectives:

The course objective is to familiarize students with the functions of human resources management in modern tourist organizations and to train students for easier socialization in organizations. This course deals with important elements of management - human resources - as drivers for the development of companies, exponents of changes, innovators, animators of cultural behaviour, creative management participants.

Teaching/Learning methods:

Lectures, tutorials, seminar papers, mid-term exams and final exam. Consultations.

COURSE SYLLABUS

Preparatory week	Preparation and semester registration
Week I	Introduction to the course
Week II	History of HRM development
Week III	Place and role of man in modern organizations
Week IV	Theoretical concepts of human resources
Week V	Processes of creation and use of human resources - vision, strategy and policy
Week VI	System of Human Resources Development Planning
Week VII	FREE WEEK
Week VIII	Recruitment, Selection, Motivation, Appraisal
Week IX	Entrepreneurial aspect of human resources management
Week X	Change management and personnel
Week XI	Business culture and human resources
Week XII	The role of leadership in human resources management
Week XIII	Organizational culture and human resources
Week XIV	Culture and business practices of some countries
Week XV	Case studies
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare seminar papers, mid-term exams and the final exam.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- master the concept of human resources management
- explain the complete HRM process independently
- master the specific features of HRM process in tourism
- familiarize themselves with the functions of HRM in modern tourism organizations
- be trained for easier socialization in organizations
- be trained for the selection of human resources in tourism and hospitality, performance measurement, development of training programmes and training of the employed in tourism and hospitality.

The content of the course is related to the subject matter of certain scientific disciplines such as: general management, leadership, services and quality management, entrepreneurship. The lectures will be tailored to the course participants so that they could understand the subject matter more easily and find practical application of the thus acquired knowledge.

INDICATIVE READING LIST

1. Dessler G. (2012): *Upravljanje ljudskim potencijalima*, Mate, Zagreb, ISBN: 978-953-246-150-3
2. Burke R.(2018): *Handbook of Human Resource Management in the Tourism and Hospitality Industries*, Edward Elgar Publication, ISBN: 978 1 78643 136 3
3. Riley, M. (2014): *Human resource management in the hospitality and tourism industry*,Routledge, ISBN-13: 978-0750627290
4. Hayes, D. K., Ninemeier, J. D. (2015): *Human resources management in the hospitality industry 2nd Ed.*, John Wiley & Sons, ISBN-13: 978-1118988503
 - - Teaching materials are available on the website of the course within the e-learning system (<http://e-fit.unimediteran.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Professor who prepared the data: Prof. Sanja Vlahović

INTERNATIONAL TOURISM MARKETS

GENERAL INFORMATION

Course code:	MTSM103	Professor:	Prof. Silvana Đurašević
Course status:	Compulsory	Teaching Assistant:	Andrea Kavarić, MSc
Year:	I	Consultations:	By arrangement
Semester:	I (winter)	Study programme:	Academic Studies: Master's International Management in Tourism and Hospitality
ECTS/CSPK:	8		

CONTACT HOURS

Lectures	Tutorials	Practical work - research
48 (3 per week)	48 (3 per week)	25%

STUDENT WORKLOAD				
	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	170:40 h
Tutorials	3:00 h	48:00 h	Required preparation for semester registration and verification	21:20 h
Practicals	25%	25%		
Individual work and consultations	6:20 h	101:20 h	Preparation and doing make-up exams	48:00 h
Total:	10:40 h	197:40 h	Total:	240:00 h
COURSE DESCRIPTION				
Pre-requisite: None				
Course objectives: The course objective is to introduce students to the global trends in the very complex and dynamic international tourism market. Within the course, students will familiarize themselves with and study the phenomena of tourism and travel, as well as their key components, their marketing and promotional trends, including the trends in tourism policy and planning. They will develop awareness of potential economic and non-economic impacts on tourism movements, as well as the factors that influence them and which ultimately affect the positioning and competitiveness of a country and a region of the world as a tourist destination.				
Teaching/Learning methods: Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and final exam. Consultations.				
COURSE SYLLABUS				
Preparatory week	Preparation and semester registration			
Week I	Characteristics of modern tourism			
Week II	Definition, scope, dynamics and structure of the modern tourism market			
Week III	Effects of the globalization process in international tourism			
Week IV	Tendencies in the development of tourism demand and supply			
Week V	Redesigning of the tourist offer			
Week VI	Processes of horizontal and vertical concentration on the European tourism market			
Week VII	Free week			
Week VIII	The impact of development of air traffic on tourism trends			
Week IX	Implications of the application of information technologies to the development of international tourism markets			
Week X	The impact of economic and non-economic factors on tourism trends			
Week XI	Profiles of Europe's main source markets			
Week XII	The main tourist regions of the world			
Week XIII	Evaluation of market opportunities in the long-term development of tourism in Montenegro			
Week XIV	International tourism markets in the new millennium			

Week XV	„In -house“ lecture
Final week	Final exam
STUDENT'S OBLIGATIONS	
Students are obliged to attend classes. Students do the final exam.	
LEARNING OUTCOMES	
Upon completion of the International Tourism Markets course, the student will be able to:	
<ul style="list-style-type: none"> • critically analyse the importance and role of international tourism markets • interpret the effects of the globalization process in the international tourism; • recognize the contemporary trends of tourism demand and supply • understand the integration processes in the tourism industry and their importance for better positioning in the tourism market • recognize the market chances of Montenegro in the growing international markets • critically assess the situation in the tourism market and apply marketing tools in order to achieve better positioning of the destination in a particular tourism market. 	
INDICATIVE READING LIST	
<ol style="list-style-type: none"> 1. Boniface, B., Cooper, C. (2009). <i>Worldwide Destinations: The Geography of Travel and Tourism</i>. Fifth Ed. London: Elsevier. ISBN 9780750689472 2. Buhalis, D. (2003). <i>e-Tourism: information technology for strategic tourism management</i>, London; Pearson (Financial Times/Prentice Hall). ISBN 0582357403. 3. Cohen, E. (2012). <i>Globalization, Global Crises and Tourism</i>. <i>Tourism Recreation Research</i> 37 (2), 103-111. 4. Đurašević, S.(2008). <i>Turistička putovanja- savremeni koncepti prodaje</i>, Podgorica: CID. ISBN 978-86-495-0374-8 5. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2013). 5th Ed. <i>Tourism: Principles and Practice</i>, Pearson, Harlow, England. ISBN 978-0273758273 6. Unković, S., Zečević, B. (2014). <i>Ekonomika turizma</i>, Beograd: CID Ekonomski fakultet. ISBN 978-86-403-1162-5 Teaching materials are available on the course website within the e-learning system (http://e-fit.unimediterran.net) 	
METHOD OF ASSESSMENT AND GRADING	
Points obtained by students for successfully fulfilled obligations:	
<ul style="list-style-type: none"> – Attendance at lectures and tutorials, activity: up to 5 points – Practical work: 25 points – Mid-term exam I 10 points – Mid-term exam II 10 points – Final exam, up to 50 points 	
The student is required to obtain over 50 points for the passing grade.	
Grade	A B C D E
Number of points	91-100 81-90 71-80 61-70 51-60
Special note for the course:	
Professor who prepared the data:	Prof. Silvana Đurašević

DIGITAL MARKETING IN TOURISM AND HOSPITALITY

GENERAL INFORMATION

Course code:	MTSM104	Professor:	Prof. Radislav Jovović
Course status:	Compulsory	Teaching Assistant:	Assistant Professor Anđela Jakšić Stojanović
Year:	I	Consultations:	According to the established timetable
Semester:	I (winter)	Study programme:	Academic Studies: Master's Management in Tourism and Hospitality
ECTS/CSPK:	7		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	32 (2 per week)	40%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3	48	Number of hours for teaching and final exam:	149:20
Tutorials	2	32	Required preparation for semester registration and verification	18:40
Practicals	40%	40%		
Individual work and consultations	4:20	69:20	Preparation and doing make-up exams	42:00
Total:	9:20	149:20	Total	210:00 h

COURSE DESCRIPTION

Pre-requisite:

None

Course objectives:

The course objective is to provide students with advanced knowledge about contemporary concepts of leadership; to provide students with the opportunity to acquire leadership skills, which contributes to their professional development.

Teaching/Learning methods:

Lectures, tutorials, homework assignments, case studies, creative workshops, professional training, mid-term exams and final exam. Consultations.

COURSE SYLLABUS

Preparatory week	Preparation and semester registration
Week I	Introduction to the course
Week II	Customer relationship marketing in tourism and hospitality - current trends
Week III	Creation of digital marketing plan
Week IV	Web design
Week V	SEO optimization

Week VI	Google AdsWords
Week VII	Free week
Week VIII	Introduction to the web analytics
Week IX	Facebook and business development in tourism
Week X	Instagram and business development in tourism and hospitality
Week XI	Business tools and LinkedIN - application in tourism and hospitality
Week XII	Business tools and YouTube - application in tourism and hospitality
Week XIII	Facebook advertising and application in tourism and hospitality
Week XIV	E-mail marketing in tourism and hospitality
Week XV	Ethics in digital marketing
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students do a project assignment, the digital marketing plan for a specific tourist or hotel company, prepare and present up to two homework assignments, participate in a debate after the presentation of assignments (creative workshop), do mid-term exams and the final exam.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. grasp the concepts and importance of digital marketing in tourism and hospitality
2. create a digital marketing plan independently
3. manage digital marketing channels in tourism and hospitality independently
4. acquire advanced skills in the use and management of social media for business purposes

The content of the course is related to the subject matter of certain scientific disciplines such as: services management, marketing, digital competences. The lectures will be tailored to the course participants so that they could understand the subject matter more easily and find the practical application of the thus acquired knowledge.

INDICATIVE READING LIST

Bauer, I. (2013): *Digitalni marketing, Zavod za udžbenike*, Beograd, ISBN: 9788617180612

Kotler, P., Kartajaya, H., Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons, ISBN: 978-1-119-34120-8

Kingsnorth, S. (2016). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers. EAN: 9780749474706

Hudson, S., & Hudson, L. (2017). *Marketing for tourism, hospitality & events: a global & digital approach*. Sage. ISBN: 9781473926646

Minazzi, R. (2015): *Social media marketing in tourism and hospitality*, New York: Springer, ISBN 978-3-319-05182-6

Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers. EAN: 9780749478438

Pulizzi, J. (2014): *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*, New York: McGraw-Hill Education. ISBN: 9780071819893

Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons. ISBN: 978-1-119-26570-2

- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points

- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Professor who prepared the data: Prof. Radislav Jovović

INTERNATIONAL TOURISM LAW AND POLICY

GENERAL INFORMATION

Course code:	MTSM205	Professor:	Assistant Professor Biljana Vukoslavčević
Course status:	Compulsory	Teaching Assistant:	Milena Kavarić, MSc
Year:	I	Consultations:	According to the established timetable
Semester:	I (winter)	Study programme:	Academic Studies: Master's Management in tourism and Hospitality
ECTS/CSPK:	8		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	48 (3 per week)	25%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3	48	Teaching + final exam:	170:40
Tutorials	3	48	Required preparation for semester registration and verification	21:20
Practicals	25%	25%		
Individual work and consultations	4:40	74:40	Preparation and doing make-up exams	48:00
Total:	10:40	170:40	Total:	180:00 h

COURSE DESCRIPTION

Pre-requisite:

None

Course objectives:

The course provides knowledge on the characteristics of the development of international tourism, especially the

tourism in Europe and the Mediterranean, including the development of tourism in Montenegro and the region, as well as the characteristics of strategic and operational tourism policy.

Teaching/Learning methods:

Lectures, tutorials, seminar papers, mid-term exams and the final exam. Consultations.

COURSE SYLLABUS

Preparatory week	Preparation and semester registration
Week I	Introduction to the course
Week II	Tourism strategy 1
Week III	Tourism strategy 2
Week IV	Tourism strategy of the world
Week V	Tourism policy of Europe 1
Week VI	Tourism policy of Europe 2
Week VII	FREE WEEK
Week VIII	Development of the tourism strategy 1
Week IX	Development of the tourism strategy 2
Week X	The role of spatial planning in the tourism policy
Week XI	Tourism policy and tourism planning in protected areas
Week XII	Tourism policy of Montenegro until 2006
Week XIII	Tourism policy of Montenegro until 2006
Week XIV	Spatial planning in the function of tourist development of Montenegro
Week XV	Integration of Montenegro into EU and tourism policy
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare seminar papers, mid-term exams and final exam.

LEARNING OUTCOMES

Upon successful completion of the course, the student will be able to:

- grasp the concepts and types of tourism strategies
- create the strategies and policies for the development of tourism products at the micro level
- acquire knowledge of the tourism policy of the world and the tourism policy of Europe
- grasp the role and importance of spatial planning in the development of the tourism policy
- perform an analysis of current tourism plans and strategies
- acquire broad knowledge of the strategies and policies of tourism development of Montenegro

INDICATIVE READING LIST

Swanson, J. R., Edgell Sr, D. L. (2013). *Tourism policy and planning: Yesterday, today, and tomorrow*. Routledge. ISBN-13: 978-1138491212

Veal, A. J. (2017). *Leisure, Sport and Tourism, Politics, Policy and Planning*. CABI. ISBN-13: 978-1780648033

Konstantinos, Styliadis, Weidenfeld (2018): *Tourism Policy and Planning Implementation: Issues and Challenges*, Routledge, u štampi.

Hall, C. M. (2008): *Tourism planning: Policies, processes and relationships*, Pearson Education, ISBN-13: 978-0132046527

Ratković R. (2008): *Razvoj turizma u Crnoj Gori – geneza, stanje, perspektive*, Fakultet za turizam Bar, ISBN XXX

Strategije razvoja turizma Crne Gore – arhiv

Urbanistički i prostorni planovi Crne Gore

- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterran.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

Student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Professor who prepared the data:

Assistant Professor Biljana Vukoslavčević

INTERNATIONAL HOTEL INDUSTRY

GENERAL INFORMATION

Course code:	MTSM206	Professor:	Prof. Krunoslav Čačić
Course status:	Compulsory	Teaching Assistant:	Assistant Professor Ana Stranjančević
Year:	V	Consultations:	By arrangement
Semester:	II	Study programme:	Academic Studies: Master's Management in Tourism
ECTS/CSPK:	8		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	48 (3 per week)	20 (1:30 min per week)

STUDENT WORKLOAD				
	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	170:40 h
Tutorials	3:00 h	48:00 h	Required preparation for semester registration and verification	21:20 h
Practicals	1:30h	20:00h		
Individual work and consultations	5:40 h	90:40 h	Preparation and doing make-up exams	48:00 h
Total:	10:40 h	190:40 h	Total:	240:00 h
COURSE DESCRIPTION				
Pre-requisite: None				
Course objectives: Introducing students to the global hotel market, regulations and laws applicable in the hotel industry. Adapting the hotel business to cultural differences on the market and independent identification of benefits of doing business in new markets. Familiarizing students with the internal and external hotel environment and independent identification of the strengths and weaknesses of the company.				
Teaching/Learning methods: Lectures, tutorials, work placement in a hotel, mid-term exams, homework assignments and seminar papers, study visits and the final exam.				
COURSE SYLLABUS				
Preparatory week	Preparation and semester registration.			
Week I	Introduction to International hotel management. Development of international hotel management. Globalization and internationalization in hotel industry. Introduction to the concept of international hotel business. Case study examples of international hotel companies with a history of their development. Discussion.			
Week II	Culture as a challenge in international hotel industry. Exercise: Identification of cultural specific features of Montenegro and creation of the hotel offer in accordance with cultural specific features of the Montenegrins. (the exercise can be applied to other nations) - practical group work of students.			
Week III	The elements of the hotel industry, F&B sector in international hotels, marketing segmentation. Internationalization of small hotels. Connecting hotels into hotel chains. Condo hotels. Creative workshop - Internationalization of hotel business, creation of the hotel brand and chain. Presentation of the findings. Discussion.			
Week IV	International hotel environment. An analysis of external environment. Situational analysis. Analysis of the hotel ecological environment. Key impacts on the international hotel market. Workshop - Analysis of the external environment of a pre-assigned hotel or a smaller hotel chain. Discussion			
Week V	International marketing in the hotel industry. International marketing research and evaluation. Global targeting. Standardization of the promotional programme. Feedback decoding. Preparation for the first mid-term exam. Revision of the study material.			
Week VI	Global targeting. Standardization of the promotional programme. Feedback decoding. Exercise - Analysis and action based on insights into the feedback of guests and associates			

Week VII	Free week
Week VIII	The strategy of the entry of a hotel into the international market. Non-investment management engagements in the hotel industry. Franchising. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.
Week IX	Strategic planning in the hotel industry and global hotel strategies. Mission and objectives. Internal analyses. Sustainable comparative advantages in a hyper-comparative hotel market. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.
Week X	Human resources in the hotel industry - diversity management. Formal and informal organization in the international hotel industry. Centralization and decentralization in hotel business. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.
Week XI	Entrepreneurship and small and medium-sized hotel companies on the global hotel market. Chances and opportunities. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.
Week XII	Presentation of the independent analysis of the operations of an international hotel company and creation of a model hotel company which would be competitive on the international market.
Week XIII	Socially responsible hotel business on international markets. Care for the local community. Sustainable development. Cultural issues and dialogue with stakeholders. Case study examples of the relationship between the hoteliers and the local population on the international and domestic market.
Week XIV	Corporate sustainability. The issue of hotel business responsibility. Social reporting. Environment and the hotel industry. Creation of sustainable business values. Case study - The entry of international hotel chains into the new market and their impact. Discussion.
Week XV	Company analysis in markets. Company strategies. An analysis of the impact of the global environment on the company. Strategies of entry into the new markets. Preparation for the final exam.
Final week	Final exam

STUDENT'S OBLIGATIONS

Students prepare and present one research work, participate in the debate after the presentation of assignments and creative workshop, do work placement in a hotel, do mid-term exams and the final exam.

LEARNING OUTCOMES

After completion of the course, the student: is familiar with the principles of international hotel industry operations; identifies and analyses the effects of globalization and internationalization on hotel operations; analyses independently cultural differences and their impact, adapts the hotel offer in accordance with cultural requirements; implements the market segmentation and creates a strategy of appearance on the segmented international market; is familiar with the rules and principles of internationalization of small hotels; independently analyses the external and ecological environment of the hotel on the international market; creates the strategies of entry into the international market as part of the teamwork assignment and negotiate non-investment managerial arrangements; is familiar with and adheres to the principles of corporate social responsibility and analyses the position of the hotel on the international market as part of the teamwork assignment.

INDICATIVE READING LIST

Alan Clarke, Wei Chen (2007), International hospitality management- concepts and cases , Butterworth-Heinemann, USA, ISBN 978-0-7506-6675-6

Timothz L.G Lockyer, The International Hotel Industry, Sustainable Management, Routledge, New York, London, USA, UK, ISBN 978-0-7890-3338-3

- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterran.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Professor who prepared the data: Prof. Krunoslav Čačić

PRICING POLICY AND REVENUE MANAGEMENT IN TOURISM

GENERAL INFORMATION

Course code:	MTSM207	Professor:	Assistant Professor Vladan Martić
Course status:	Compulsory	Teaching Assistant:	
Year:	1.	Consultations:	By arrangement
Semester:	II (summer)	Study programme:	Academic Studies: Master's, Management in Tourism
ECTS/CSPK:	7		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	32 (2 per week)	25%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	149:20 h
Tutorials	2:00 h	32:00 h	Required preparation for semester	18:40 h

Practicals	25%	25%	registration and verification	
Individual work and consultations	4:20 h	69:20 h	Preparation and doing make-up exams	42:00 h
Total:	9:20 h	149:20h	Total:	210:00 h

COURSE DESCRIPTION

Pre-requisite:
None

Course objectives:

Familiarization of students with the basic rules and procedures when administering computer networks. The course deals with the main characteristics of computer networks regardless of their size. The acquisition of practical knowledge necessary for administering computer networks. Through examples from practice, course participants will familiarize themselves with the ways of administering computer networks and network devices settings while working on the equipment. Upon completion of the course, students will be able to independently apply the acquired knowledge about the design and configuration of computer networks.

Teaching/Learning methods:

Lectures, tutorials, practical classes at a hotel, mid-term exams, homework assignments and seminar papers, study visits and the final exam

COURSE SYLLABUS

Preparatory week	Preparation and semester registration
Week I	Introduction to the revenue management, specific features of the revenue management. Price and share dynamics. Relationship between revenue management, revenue control and price. Exercise - creative workshop: Dynamic pricing in the hotels in Podgorica – group work.
Week II	Company revenue management and overbooking. Forms of revenue optimization and price. Pricing policy of added value of the offer according to the linear determinant programme. Exercise: Independent work of a student in class: simulation of the overbooking situation in the season and development of the pricing policy.
Week III	Market segmentation. Relationship between customer segmentation and product segmentation. Segmentation and pricing policy. Creative workshop - Market segmentation and adaptation of the offer in accordance with selected segments based on the pre-assigned example of the company. Presentation of the findings. Discussion.
Week IV	Control techniques of revenue management: Instance generation. Statistical and dynamic aspects. Case study: Successful examples of application of control techniques of revenue management. Discussion.
Week V	Simulation of stochastic data flow of demand. Creation of the demand dynamics model. Simulation of a unique data flow.
Week VI	Simulation of data with complex demand requirements. Preparation for the first mid-term exam – revision of study material.
Week VII	Free week
Week VIII	Predicting demand requirements. Theoretical approach to forecasting. Forecasting and accuracy. Simple and weighted moving average. Work placement in a hotel with which the Faculty has signed a cooperation agreement.
Week IX	Pricing analytics. Tools for setting the pricing policy in the hotel industry Types of prices in the hotel industry. Factors affecting the pricing policy in the hotel industry. Price discrimination. Work placement in a hotel with which the Faculty has signed a cooperation agreement.

Week X	Analyses of revenue management. Operational analyses. Revenue management tools – booking curve. Work placement in a hotel with which the Faculty has signed a cooperation agreement.
Week XI	Value creation in the hotel industry. Types of values. Matrix of values and benefits of the project. Work placement in a hotel with which the Faculty has signed a cooperation agreement.
Week XII	Presentation of reports from work placement and assessments of achieved results. Presentation of the independent practical work of the student.
Week XIII	Combined revenue management tools. Distribution channels management. Selection of distribution channel. The relationship between the room price and the financial interdependence between the hotel and the distributor. Workshop – Application of revenue management tools to a pre-assigned specific example.
Week XIV	Revenue management in hotel departments. Revenue management in the F&B department, Revenue management in the fitness and wellness and spa department. Revenue management in the rooms department. Case study- Revenue management in hotel departments. Discussion.
Week XV	Revenue management, ethics and relationships marketing. Ethical issues in the hotel revenue management. Preparation for the final exam.
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare and present one research work, participate in the debate after the presentation of assignments and creative workshop, do work placement in a hotel, do mid-term exams and the final exam.

LEARNING OUTCOMES

Upon completion of the course, the student: is familiar with and uses the revenue management concepts, is familiar with and uses the rules for setting dynamic prices; independently creates a pricing policy; independently does market segmentation and adjusts the company's offer to the market requirements; independently assesses the resources and potentials of the company; is familiar with and uses the control techniques of revenue management; is familiar with and uses the revenue management in individual hotel departments; independently manages distribution channels in the hotel trade; is familiar with and applies the highest standards and ethical codes in revenue management.

INDICATIVE READING LIST

1. Michael Muler-Bungart (2007), Revenue management with flexible products, Springer, Berlin, Germany
 2. Tudor Badea and Mark Ferguson (2014), Segmentation Revenue Management and Pricing Analytics, Routledge, New York and London, USA, UK
 3. Stanislav Ivanov (2014), Hotel Revenue Management Theory and Practice- Zangador, Varna, Bulgaria
- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterran.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:	
Professor who prepared the data:	Assistant Professor Vladan Martić

BUSINESS COMMUNICATION				
GENERAL INFORMATION				
Course code:	MTSM208	Professor:	Milena Lukšić – Đurović, MSc – Senior English Language Instructor	
Course status:	Compulsory	Teaching Assistant:		
Year:	1.	Consultations:	By arrangement and according to the timetable	
Semester:	II (summer)	Study programme:	Academic Master's Studies: International Management in Tourism and Hospitality	
ECTS/CSPK:	7			
CONTACT HOURS				
Lectures		Tutorials		Practicals
48 (3 per week)		32 (2 per week)		25%
STUDENT WORKLOAD				
	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	149:20 h
Tutorials	2:00 h	32:00 h	Required preparation for semester registration and verification	18:40 h
Practicals	25%	25%		
Individual work and consultations	4:20 h	69:20 h	Preparation and doing make-up exams	42:00 h
Total:	9:20 h	149:20 h	Total:	210:00 h
COURSE DESCRIPTION				
Pre-requisite: None				
Course objectives: Upon completion of the course, students will be able to independently apply the acquired knowledge of the functional English language in tourism and hospitality. The course follows the teaching material of the tourism and hospitality course in the mother tongue in order to facilitate the acquisition of the necessary vocabulary, expressions and grammatical structures in the English language.				
Teaching/Learning methods: Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and the final exam. Consultations.				
COURSE SYLLABUS				
Preparatory week	Preparation and semester registration			
Week I	Introduction to English for Marketing as a specialized discourse used for specific purposes – why,			

	<p>when, how? Jobs and responsibilities – how to increase your own visibility and get a job in marketing – market yourself! Introduction to English for Marketing as a specialized discourse used for specific purposes - why, when, how? Jobs and responsibilities - how to increase your own visibility and get a job in marketing - yourself!</p>
Week II	<p>Marketing: Corporate identity, logos, branding –what these tell us about the product? Terminology and skills in marketing Bobette Buster: The Art of Storytelling – YouTube Marketing: Corporate identity, logos, branding -what these tell us about the product? Terminology and skills in marketing Bobette Buster: The Arc of Storytelling - YouTube</p>
Week III	<p>Finding the customer 1: Market research terminology, Customer profiles, asking polite questions, giving and asking for opinions, agreeing and disagreeing, Workshop 1 Finding the customer 1: Market research terminology, Customer profiles, asking polite questions, giving and asking for opinions, agreeing and disagreeing, Workshop 1</p>
Week IV	<p>Finding the customer 2: Data collection and reports writing, Telephone survey and politeness techniques. Workshop 2 Finding the customer 2: Data collection and reporting writing, Telephone survey and politeness techniques. Workshop 2</p>
Week V	<p>Planning marketing strategy 1: The marketing plan – writing a positioning strategy The 4 Ps of marketing – terminology, phraseology and skills Storytelling in commercial creativity, Different types of story – The seven story archetypes Why do archetypes underpin all our stories? TV series: Mad Men – what can we learn about creativity? Workshop 3 Planning marketing strategy 1: The marketing plan - writing a positioning strategy The 4 Ps of marketing - terminology, phraseology and skills Storytelling in commercial creativity, Different types of story - The seven story archetypes Why do archetypes underpin all our stories? TV series: Mad Men - what can we learn about creativity? Workshop 3</p>
Week VI	<p>Planning marketing strategy 2: Pricing and positioning strategies, giving a presentation of your product – how to be persuasive in 3 minutes Project development: meet your clients, research Why is story important to brands? Brands archetypes. TV series: Mad Men – the importance of the questions of how(s)? Workshop 4 Planning marketing strategy 2: Pricing and positioning strategies, giving a presentation of your product - how to be persuasive in 3 minutes Project development: meet your clients, research Why is the story important to the brands? Brands archetypes. TV series: Mad Men - the importance of the questions of how (s)? Workshop 4</p>
Week VII	Free week
Week VIII	<p>Creating ads 1: The AiDA model for advertising: discussing an ad campaign – case studies related to Montenegro – observing the campaigns launched for different purposes, products and services</p>

	<p>Tools to develop your story, shaping your story: simplicity, truth, entertainment Workshop 5</p> <p>Creating ads 1: The AiDA model for advertising: discussing an ad campaign - case studies related to Montenegro - observing campaigns launched for different purposes, products and services</p> <p>Tools to develop your story, shaping your story: simplicity, truth, entertainment Workshop 5</p>
Week IX	<p>Creating ads 2: Working with an ad agency, Advertising channels Rate sheets: Giving feedback Know your audience – simplify your message: make your audience the hero to drive the change (identify and reach your audience) Give feedback to another learner’s story TV series: The Office – how do they do it? Workshop 6a</p> <p>Creating ads 2: Working with an ad agency, Advertising channels Rate sheets: Giving feedback Know your audience - simplify your message: Make your audience a hero to drive the change (identify and reach your audience) Give feedback to another learner's story TV series: The Office - how do they do it? Workshop 6a</p>
Week X	<p>Creating ads 3: Analyses of short ads and flyers Writing the promotional copy for different purposes Figurative language in promoting a tourist destination – the purpose and how to differentiate it in the context Workshop 6b</p> <p>Creating ads 3: Analyses of short ads and flyers Writing the promotional copy for different purposes Figurative language and promotion of a tourist destination - the purpose and how to distinguish it in context Workshop 6b</p>
Week XI	<p>Creating a story behind the brand 1 Map the journey Content vs. context Figurative language in promoting a tourist destination – selling the dreamland Engagement case studies TV series: The Office – how do they do it? Workshop 7</p> <p>Creating a story behind the brand 1 Map of the journey Content vs. context Figurative language in promoting a tourist destination - selling the dreamland Engagement case studies TV series: The Office - how do they do it? Workshop 7</p>
Week XII	<p>Creating a story behind the brand 2 Metaphors in discourse – how to employ the metaphoric language and turn it into a persuasive tool (political discourse, climate change discourse, tourism discourse case studies –it’s all about marketing) Film and music Workshop 8</p> <p>Creating a story behind the brand 2 Metaphors and discourse - how to apply the metaphorical language and turn it into a persuasive tool</p>

	(political discourse, climate discourse, tourism discourse case studies - all about marketing) Film and music Workshop 8
Week XIII	Marketing tools 1 Digital techniques can amplify your story> how can technology benefit to storytelling? Filming the glimpses of Tourism of Montenegro – go viral! Workshop 9 Marketing tools 1 Digital techniques can amplify your story> How can technology benefit storytelling? Filming the glimpses of Tourism of Montenegro - go viral! Workshop 9
Week XIV	Figurative language in promoting a tourist destination (1) Metaphors We Travel By What / why / where? Developing specialised language skills Figurative language in promoting a tourist destination (1) Metaphors We Travel By What / why / where? Developing specialized language skills
Week XV	Figurative language in promoting a tourist destination (2) Metaphors, Similes, Personifications and Hyperboles – necessary evil? Why figurative matters to brand marketing Where they are in online texts and how they are employed You do it for yourself – hands-on activities – write your own promotional text for tourism Workshop 10 Figurative language in promoting a tourist destination (2) Metaphors, Similes, Personifications and Hyperboles - a necessary evil? Why figurative matters to brand marketing Where they are in online texts and how they are employed You do it for yourself - hands-on activities - write your own promotional text for tourism Workshop 10
Final week	Final exam
STUDENT'S OBLIGATIONS	
<p>Students are obliged to attend classes and tutorials. Students prepare seminar papers, do mid-term exams and the final exam. Students are obliged to attend classes regularly because the workshops are interconnected. Attendance is scored with the maximum 5 points.</p> <p>Workshops are scored as follows: 2.5 points x 10 workshops = 25 points.</p> <p>The student has to keep an activity notebook where he/she will write down the functional English language: e.g. Each unit is entitled "How to Do Something". At the end of the semester they are handed over to the professor for checking and this is scored from 0 to 10 points.</p>	
LEARNING OUTCOMES	
<p>Upon completion of the Business Communication in Tourism course in the winter semester, the student will:</p> <ul style="list-style-type: none"> - learn how to increase his/her visibility and promote his/her skills in the best possible manner in the 21st century through practical work in the English language, - learn and master the marketing vocabulary, terminology and phraseology in English, - gain self-confidence in the use of marketing tools for tourism purposes in English. - acquire the skill of using the marketing tools, - learn, through practical work in English, how to create a compelling story so that the brand for which you are creating the promotional campaign is distinguished from others through the practical work - in English, - learn, through practical work in English, which marketing channels to use for a particular product - learn, through practical work in English, how to prepare for trade fairs and present yourself in the best light, 	

- learn what are the most common metaphors, personifications, hyperboles in a promotional tourist text, why they are required in the tourist text, and how to write the promotional tourist text using similar language strategies.

REFERENCES

1. Gore Sylee. (2011). *English for Marketing and Advertising*. Express series: Oxford Business English. Oxford: Oxford University Press. ISBN: 978-0-19-457918-6.
2. Mackenzie Ian (2013). *Management and Marketing with mini-dictionary of 1,000 common terms*. Boston: Thomson. ISBN: 978-1899396801 .
3. Bobette Buster. (2013). *Do Story: How to Tell Your Story So the World Listens*. London: The Do Books Publishing Company. ISBN: 978-1907974052 .
4. M. Lukšić – Đurović. *Engleski jezik marketinga – kako kreirati priču koja prati promociju brenda: analiza promotivnih turističkih tekstova, obavezni djelovi i strategije na raspolaganju*. Forthcoming in 2019.
Teaching materials are available on the course webpage within the e-learning system (<http://e-mts.unimediterranean.net/login/index.php>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Activities of students during the course are most valued, through regular attendance, participation in workshops and development of the activity notebook of terms and functional language.

- Workshops (10 points in total).
- Study visit to an advertising agency
- Study visit to the creative team in the National Tourist Organization

Professor who prepared the data:

Milena Lukšić – Đurović, MSc

YEAR II

SUSTAINABLE BUSINESS IN TOURISM AND HOSPITALITY				
GENERAL INFORMATION				
Course code:	MTSM309	Professor:	Assistant Professor Iva Bulatović	
Course status:	Compulsory	Teaching Assistant:		
Year:	2.	Consultations:	According to the established timetable	
Semester:	III (winter)	Study programme:	Academic Studies: Master's Management in Tourism and Hospitality	
ECTS/CSPK:	8			
CONTACT HOURS				
Lectures		Tutorials		Practicals
48 (3per week)		48 (3per week)		25%
STUDENT WORKLOAD				
	Per week	Per semester	Total per semester:	
Lectures	3	48	Teaching + final exam:	170:40
Tutorials	3	48	Required preparation for semester registration and verification	21:20
Practicals	0	0		
Individual work and consultations	4:40	74:40	Preparation and doing make-up exams	48:00
Total:	10:40	170:40	Total:	240:00 h
COURSE DESCRIPTION				
Pre-requisite: None				
Course Objectives: The objective of the course is to introduce students with the concept of sustainable tourism and sustainable operations in tourism and hospitality.				
Teaching/Learning methods: Lectures, tutorials, seminar papers, mid-term exams and the final exam. Consultations.				
COURSE SYLLABUS				
Preparatory week	Preparation and semester registration			
Week I	Introduction to the course			
Week II	Fundamentals of sustainable development			
Week III	Sustainable tourism			

Week IV	Fundamentals of ecology
Week V	Environment as a tourist attraction Biodiversity and tourism
Week VI	Degradation of the environment and tourism
Week VII	FREE WEEK
Week VIII	Chronology of the relationship between tourism and environment
Week IX	Attitude of planning and organization of tourism towards environmental protection
Week X	Load capacity and environmental impact assessment
Week XI	Green consumption and tourism
Week XII	Behaviour of tourists and destination sustainability
Week XIII	Eco-standards in tourism and hospitality
Week XIV	Practice of "green" tourist destinations
Week XV	Practice the "green" hotel
Final week	Final test

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students do case studies, mid-term exams and the final exam.

LEARNING OUTCOMES

Upon successful completion of the course students will:

- grasp the concept of sustainable development and tourism
- understand the relationship between the environment and tourism
- use modern models and techniques for assessing the impact of tourism on the environment
- critically analyse and interpret sustainability indicators at the enterprise level and smaller tourist destinations
- independently implement the environmental principles of business in tourist and hotel companies

The lectures will be tailored to the course participants so that they could understand the subject matter more easily and find practical application of the thus acquired knowledge.

INDICATIVE READING LIST

1. Stojanović, V., (2006): Održivi razvoj turizma i životne sredine, Departman za geografiju, turizam i hotelijerstvo, Prirodno-matematički fakultet, Novi Sad
2. Herceg, N. (2013). Okoliš i održivi razvoj. *SYNOPSIS doo, Zagreb*, ISBN: 978-953-7035-81-5
3. Blažević B., Krstinić M. (2017): *Gospodarenje energijom u turizmu*, Sveučilište u Rijeci, Rijeka, ISBN: 978-953-7842-37-6
4. Girling, R., Gordy, H., & Lanier, P. (2015). *The Good Company: Sustainability in Hospitality, Tourism, and Wine*. Business Expert Press. ISBN: 9781631571701
5. Kurisu, K. (2015). *Pro-environmental behaviours*. Tokyo: Springer Japan, ISBN 978-4-431-55834-7
6. Cerina, F., Markandya, A., & McAleer, M. (2010). *Economics of sustainable tourism*. Routledge, ISBN: ISBN9781136904967
7. Chen, J., Sloan, P., & Legrand, W. (2010). *Sustainability in the hospitality industry*. Routledge, ISBN-13: 978-0750679688
8. Jovičić, D., (2000): Turizam i životna sredina, Konceptija održivog razvoja, Zadužbina Andrejević, Beograd, ISBN: 86-7244-138-9
9. Holden, A., (2000): Environment and Tourism, Routledge Introduction to Environment Series, Routledge, Taylor & Francis Group, London and New York, ISBN 10: 0415207185

- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Professor who prepared the data:	Assistant Professor Iva Bulatović
----------------------------------	-----------------------------------

INNOVATION MANAGEMENT IN TOURISM

GENERAL INFORMATION

Course code:	MTSM3010	Professor:	Prof. Silvana Đurašević
Course status:	Compulsory	Teaching Assistant:	Andrea Kavarić, MSc
Year:	2.	Consultations:	By arrangement
Semester:	III (winter)	Study programme:	Academic Studies: Master's International Management in Tourism and Hospitality
ECTS/CSPK:	8		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	48 (3 per week)	25%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	170:40 h
Tutorials	3:00 h	48:00 h	Required preparation for semester registration and verification	21:20 h
Practicals	25%	25%		
Individual work and consultations	4:40 h	122:40 h	Preparation and doing make-up exams	48:00 h
Total:	10:40 h	170:40 h	Total:	240:00 h

COURSE DESCRIPTION

Pre-requisite:

None

Course objectives:

The objective of this course is that the student understands how innovation management can improve the company's prospects of success. By studying this subject matter, the aim for the student is to develop the information basis for innovation management and grasp the basic concepts, practical tools and techniques necessary for innovation design, development and management. The course integrates the concepts of human resources, finance, marketing, business and information technologies and is intended for a wide range of industries, service sector and non-profit organizations.

Teaching/Learning methods:

Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and final exam. Consultations.

COURSE SYLLABUS

Preparatory week	Preparation and semester registration
Week I	Innovation management
Week II	Project management
Week III	Workshop 1,
Week IV	Innovation management
Week V	Workshop 2,
Week VI	Innovation management project
Week VII	Free week
Week VIII	Creation of services in the catering and tourism business
Week IX	Innovations in Tourism – Challenge for stakeholders in tourism
Week X	Innovative entrepreneur Steve Jobs
Week XI	Silicon Valley
Week XII	Apple & Apple
Week XIII	Innovations and entrepreneurship in tourism
Week XIV	Workshop 3.
Week XV	"In-house" lecture
Final week	Final test

STUDENT'S OBLIGATIONS

Students are obliged to attend classes. Students do the final exam.

INDICATIVE READING LIST

1. Bartoluci M., Upravljanje razvojem turizma i poduzetništva, Školska knjiga, Zagreb, 2013
2. Aldabert B., Dang R. J., Longhi C. (2011). *Innovation in the tourism industry: The case of Tourism@ Tourism management*, 32(5), 1204-1213.
3. Bartoluci M. (2013). *Upravljanje razvojem turizma i poduzetništva*, Zagreb: Školska knjiga. ISBN 978-953-0-30418-5

4. Birkinshaw, J, Hamel, G., Mol, J.M. (2008). *Management Innovation. Academy of Management Review, 33 (4), 825-845.* <http://faculty.london.edu/jbirkinshaw/assets/documents/5034421969.pdf>
5. Keller P. (20). Conclusions of the Conference on Innovation and Growth in Tourism. In: Conference on Innovation and Growth in Tourism, 2004.,
<http://www.oecd.org/cfe/tourism/34267885.pdf>
7. Kotlica, S., Rankov, S. (2013). *Doba preduzetništva.* Beograd: Univerzitet Megatrend. ISBN 978-86-7747-498-0
8. Schilling, M. (2017). *Managing Innovation: Text and Articles Bus Mat 4240.*
<https://create.mheducation.com/shop/#/catalog/details/?> ISBN 9781308960326

Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course: -

Professor who prepared the data: Prof. Silvana Đurašević

CONSUMER BEHAVIOUR

GENERAL INFORMATION

Course code:	MTSM3011	Professor:	Prof. Darko Lacmanović
Course status:	Compulsory	Teaching Assistant:	Olivera Živković, PhD
Year:	2.	Consultations:	According to the established timetable
Semester:	III (winter)	Study programme:	Academic Master's Studies: International Management in Tourism and Hospitality; Module 2: Marketing Management in Tourism and Hospitality
ECTS/CSPK:	7		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	32 (2 per week)	25%

STUDENT WORKLOAD

Per week	Per	Total per semester:
-----------------	------------	----------------------------

		semester		
Lectures	3:00 h	48:00 h	Teaching + final exam:	149:20 h
Tutorials	2:00 h	32:00 h	Required preparation for semester registration and verification	18:40 h
Practicals	25%	25%		
Individual work and consultations	4:20 h	69:20 h	Preparation and doing make-up exams	42:00 h
Total:	9:20 h	149:20 h	Total:	210:00 h
COURSE DESCRIPTION				
Pre-requisite: None				
Course objectives: Training students to understand the concept, significance and role of consumer behaviour and successfully apply of marketing activities in the practice of tourism companies' operations in the national and international economy.				
Teaching/Learning methods: Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and the final exam. Consultations.				
COURSE SYLLABUS				
Preparatory week	Preparation and semester registration			
Week I	Consumer in marketing research. Consumer behaviour in marketing research. Practical work: Preparation of marketing research of consumer attitudes and formation of research teams.			
Week II	Basic concepts of consumer behaviour. Reasons for studying consumer behaviour. Creative workshop - debate.			
Week III	Development of consumer behaviour as a scientific discipline. Interdisciplinary quality of consumer behaviour. Creative workshop-debate. Practical work: Creation of a questionnaire and research implementation plan.			
Week IV	Consumer motivation process. Consumer needs. Consumer motives. Consumer behaviour. Creative workshop-debate.			
Week V	Impact on consumer behaviour. Classification of factors affecting consumer behaviour. Geographical determinants of consumer behaviour. Economic impacts on consumer behaviour. Creative workshop-debate.			
Week VI	Sociological determinants of consumer behaviour. Culture. Creative workshop-debate.			
Week VII	Free week			
Week VIII	Social class. Social role and status. Relevant and reference groups. Leaders of thought; Creative workshop-debate. Practical work: Research implementation.			
Week IX	Family. Lifestyle. Practical work: Research implementation			
Week X	Psychological (internal) factors of consumer behaviour. The process of informing consumers. Practical work: Research implementation			
Week XI	Learning process. Personality. Practical work: Research implementation.			
Week XII	Consumer attitudes. Motivational research. Practical work: Research implementation.			
Week XIII	The decision-making process of consumers. Stages of the decision-making process. Creative workshop-debate			
Week XIV	Types of decision making process. Roles in the decision-making process. Creative workshop-debate			
Week XV	The process of accepting (diffusion) of a new product. Practical work: Presentation of seminar papers with results of marketing research into consumer attitudes.			
Final week	Final exam			

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare and present one seminar paper, participate in the debate after the presentation of the seminar paper (creative workshop), perform practical work, take mid-term exams and the final exam.

Practical work: 25% of tutorials will be organized as practical work through research of the given issue in tourism, preparation and public presentation of the seminar paper with the results of primary research in the field of research.

LEARNING OUTCOMES

Upon completion the **Consumer Behaviour** course, the student will be able to:

- grasp the concept, significance and role of consumer behaviour in the marketing context;
- recognizes the basic aspects of consumer behaviour in the national and international economy;
- apply marketing strategies regarding consumer behaviour in the business operations of companies in tourism and catering;
- distinguish marketing instruments in creating impact on consumer behaviour;
- apply customer relationship management in the business practice of tourism and catering;
- plan, organize and implement the consumer research programmes in tourism.

INDICATIVE READING LIST

- Maričić, B. (2011). *Ponašanje potrošača* (9.izdanje). Beograd: Centar za izdavačku delatnost, Ekonomski fakultet, Univerziteta u Beogradu. ISBN 978-86-403-1084-0
- Jauhari, V. (2017). *Hospitality Marketing and Consumer Behavior, Creating Memorable Experiences*. London: Routledge. ISBN 9781771883788
- Schiffman, L.G., Wisenblit, J.L. (2018). *Consumer behavior Global edition* (12th ed.). London: Pearson. ISBN 9781292269245
- Batat, W. (2018). *Experiential Marketing, Consumer Behavior, Customer Experience and The 7Es*. London: Routledge. ISBN 9781138293151
- Kimmel, A.J. (2018). *Psychological Foundations of Marketing, The Keys to Consumer Behavior* (2nd ed.). London: Routledge. ISBN 9781138219144
- Solomon, M.R. (2017). *Consumer behavior: Buying, Having, and Being, Global edition* (12th ed.). London: Pearson. ISBN 9781292153100
- Mothersbaugh, D., Hawkins, D. (2016). *Consumer behavior: Building Marketing Strategy* (13th ed.). USA: McGraw Hill Education. ISBN 9781259232541
- Scheinbaum, A.C. (2012). *Online Consumer Behavior, Theory and Research in Social Media, Advertising and E-tail*. London: Routledge. ISBN 9781848729698
- Solomon, M., Bamossy, G., Askegaard, S. i Hogg, M.K. (2015). *Ponašanje potrošača, europska slika* (4. izdanje (prevod)). Zagreb: Mate. ISBN 0136015964
- Babin, B.J., Harris, E.G. (2012). *Ponašanje potrošača-CB* (prevod). Beograd: Datastatus. ISBN 978-86-7478-135-7
- Živković, R. (2009). *Ponašanje i zaštita potrošača u turizmu* (2. izdanje). Beograd: Univerzitet Singidunum. ISBN 978-86-7912-200-1
- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Teacher who prepared the data:

Prof. Darko Lacmanović

SERVICE DESIGN IN TOURISM AND HOSPITALITY**GENERAL INFORMATION**

Course code:	MTSM3012	Professor:	Assistant Professor Marija Džoganović
Course status:	Compulsory	Teaching Assistant:	Balša Gogović
Year:	2.	Consultations:	According to the established timetable
Semester:	III	Study programme:	Academic Studies: Master's Management in Tourism and Hospitality
ECTS/CSPK:	7		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	(2 per week)	50%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3	48	Teaching + final exam:	149:20
Tutorials	2	32	Required preparation for semester registration and verification	18:40
Practicals	0	0		
Individual work and consultations	4:20	69:20	Preparation and doing make-up exams	42:00
Total:	9:20	149:20	Total:	210:00 h

COURSE DESCRIPTION**Pre-requisite:**

None

Course objectives:

The objective of the course is to familiarize the student with the concepts and rules of designing tourism services.

Teaching/Learning methods:

Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and the final exam. Consultations.

COURSE SYLLABUS

Preparatory week	Preparation and semester registration
Week I	Introduction to the course
Week II	Service design - basic determinants, definitions, concepts
Week III	Critical points in service design

Week IV	The role of consumers in service design
Week V	New business models and service design
Week VI	Tools for service design
Week VII	FREE WEEK
Week VIII	Planning the service design in tourism
Week IX	Mapping experiences in tourism
Week X	Graphic design in tourism
Week XI	Photography in tourism
Week XII	Narration in tourism
Week XIII	Service design in tourism 1 – practical part
Week XIV	Service design in tourism 2 – practical part
Week XV	Presentation of works
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students do case studies, mid-term exam and the final exam.

LEARNING OUTCOMES

Upon successful completion of the course students will:

- grasp the concepts of service design
- use modern tools in service design
- acquire basic photography skills for the needs of a tourist business
- acquire the basic skills of narration and writing for the purpose of tourism business
- independently design services in tourism

The lectures will be tailored to the course participants so that they could understand better the subject matter and find practical application of the thus acquired knowledge.

INDICATIVE READING LIST

Reason, B., Løvlie, L., & Flu, M. B. (2015). *Service design for business: A practical guide to optimizing the customer experience*. John Wiley & Sons. ISBN: 9781118988923

Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). *This Is Service Design Doing: Applying Service Design Thinking in the Real World*. " O'Reilly Media, Inc.". ISBN-13: 978-1491927182

Pirolli, B. (2018). *Travel Journalism: Informing Tourists in the Digital Age*. Routledge, ISBN-13: 978-1138086975

Forman, J. (2013). *Storytelling in business: The authentic and fluent organization*. Stanford University Press, ISBN-13: 978-0804768719

Kalbach, J. (2016). *Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams*. " O'Reilly Media, Inc.". ISBN-13: 978-1491923535

Picard, D., & Robinson, M. (Eds.). (2016). *The framed world: Tourism, tourists and photography*. Routledge, ISBN-13: 978-0754673682

Tannen D. (1995): "The power of talk: Who gets heard and why." *Harvard Business Review* 73.5, pp.138-148.

Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points

- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the subject:

Teacher who prepared the data: Assistant Professor Marija Džoganović

INVESTMENT IN TOURISM

GENERAL INFORMATION

Course code:	MTSM3013	Professor:	Prof. Slobodanka Krivokapić
Course status:	Compulsory	Teaching Assistant:	Olivera Živković, PhD
Year:	2.	Consultations:	According to the established timetable
Semester:	III (winter)	Study programme:	Academic Studies: Master's Financial Management
ECTS/CSPK:	7		

CONTACT HOURS

Lectures	Tutorials	Practicals
48 (3 per week)	32 (2 per week)	25%

STUDENT WORKLOAD

	Per week	Per semester	Total per semester:	
Lectures	3:00 h	48:00 h	Teaching + final exam:	170:40 h
Tutorials	2:00 h	32:00 h	Required preparation for semester registration and verification	21:20 h
Practicals	25%	25%		
Individual work and consultations	4:40 h	149:20 h	Preparation and doing make-up exams	48:00 h
Total:	10:40 h	170:40 h	Total:	240:00 h

COURSE DESCRIPTION

Pre-requisite:

None

Course objectives:

Introduction to the basic principles of investment in securities, the characteristics of the optimal portfolio and the most

important securities (shares and bonds), and the characteristics and significance of the CAPM model.

Teaching/Learning methods

Lectures, tutorials with an emphasis on quantitative analysis of investments, individual and group work, simulations, consultations, etc. The use of calculator and Excel is required.

SYLLABUS

Preparatory week	Preparation and semester registration
Week I	<p>Introduction to the course Fundamentals and Significant Aspects of Investments (pp. 2-22)</p> <ul style="list-style-type: none"> • Financial assets and its classification • The investment process • Financial markets - participants • Globalization • Financial Engineering
Week II	<p>Investment Funds (pp. 97-121)</p> <ul style="list-style-type: none"> • Types of investment funds • NAV • Incoming and outgoing commissions, operating costs • Return rate of the open-end fund • Report on funds
Week III	<p>Risk and return (pp. 126-134) and inflation, nominal and real interest rates (pp. 141-143)</p> <ul style="list-style-type: none"> • Return rates (HPR) • Arithmetic and geometric average, weighted average return • APR and EAR • Risk and risk premium • Inflation, nominal and real return rates
Week IV	<p>Risk and return (pp. 126-134) and inflation, nominal and real interest rates (pp. 141-143), continuation</p> <ul style="list-style-type: none"> • Risk and risk-free assets • Expected return and portfolio risk • Capital allocation line
Week V	<p>Efficient diversification (pp. 162-179)</p> <ul style="list-style-type: none"> • Diversification and portfolio risk • Three rules for a two-risky securities portfolio • Optimum risky portfolio with risk free assets
Week VI	Efficient diversification, continuation of the lesson
Week VII	Free week
Week VIII	<p>Capital Asset Pricing Model and Arbitrage Pricing Theory (p.204-212). CAPM, assumptions, market portfolio, passive strategy</p> <ul style="list-style-type: none"> • Return of individual security according to CAPM • Security Market Line (SML) • Application of CAPM • Arbitrage Pricing Theory

Week IX	Capital Asset Pricing Model
Week X	Capital Asset Pricing Model
Week XI	Share pricing (pp.388-403). Concept and types of share pricing. Dividend discount model. Life cycle and multi-phase growth models. Dividend payout ratio and profit reinvestment ratio. P/E ratio
Week XII	Performance Evaluation and Active Portfolio Management (pp. 575-580) Comparison groups. Risk correction (Sharpe's measure, Treynor's measure, Jensen's measure), M ² performance measure, T ² performance measure
Week XIII	Investors and Investment Processes (pp.700-714)
Week XIV	Investors and investment processes - continuation
Week XV	Preparation for the final exam
Final week	Final exam

STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials, do mid-term exams, do homework assignments and prepare seminar papers.

LEARNING OUTCOMES

Upon successful completion of the Investment in Tourism course, the student will be able to:

- define investments and differentiate between material and financial assets
- describe the main steps in building an investment portfolio
- determine the main actors in the financial markets
- recognize the existing financial markets and their trends
- recognize the advantages and disadvantages of investing through investment funds
- differentiate between open-end and closed-end investment funds
- determine the net asset value and the rate of return of the open-end investment fund
- divide open-end investment funds according to the investment strategy
- show the impact of costs and the turnover ratio on investment performance of open-ended funds
- determine the risk and return of shares and bonds based on the data on their earlier performance
- determine the expected return and risk of portfolio consisting of risky and risk-free assets
- assess the performance of a passive investment strategy
- recognize how the covariance and correlation affect the power of diversification in risk reduction, how to build an effective portfolio, and how to determine the optimal portfolio structure
- calculate the risk premium of a security using the capital market theory
- construct and use the security market line (SML)
- use arbitrage in a portfolio that includes incorrectly assessed securities
- use the multi-factor arbitrage pricing theory in order to identify mispriced securities

- apply the dividend discount model
- Apply DDM models
- calculate the risk-adjusted returns
- divide the additional return into components resulting from the decision on asset allocation in relation to decisions on the selection of specific securities
- evaluate the performance of investment management portfolio
- evaluate the value of the market timing ability.

INDICATIVE READING LIST

1. Zvi Bodie, Alex Kane and Alan. J. Marcus, **Osnovi investicija**, (translation: Essentials of Investments), 6th edition, Datastatus, ISBN 978-86-7478-033-6 Beograd, 2009
 2. Saša Popović, **Portfolio analiza**, Ekonomski fakultet, Podgorica, 2000. god.
 3. Dejan Šoškić, **Hartije od vrijednosti – Upravljanje portfoliom i investicionim fondovima**, Ekonomski fakultet Beograd, ISBN 978-86-403-0855-7, Beograd, 2007. god.
- Web sites related to investment

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Teacher who prepared the data: Prof. Slobodanka Krivokapić

FINANCIAL MANAGEMENT IN TOURISM AND HOSPITALITY

GENERAL INFORMATION

Course code:	MTSM3014	Professor:	Assistant Professor Slobodanka Krivokapić
Course status:	Compulsory	Teaching Assistant:	Ana Gardašević, PhD
Year:	2.	Consultations:	According to the established timetable
Semester:	III (winter)	Study	Academic Studies:

ECTS/CSPK:	7	programme:	Master's
CONTACT HOURS			
Lectures		Tutorials	Practicals
48 (3 per week)		32 (2 per week)	25%
STUDENT WORKLOAD			
	Per week	Per semester	Total per semester:
Lectures	3:00	48:00	Teaching + final exam: 106:20
Tutorials	2:00	32:00	Required preparation for semester registration and verification 13:20
Practicals	25%	25%	
Individual work and consultations	1:40	26:40	Preparation and doing make-up exams 30:00
Total:	9:20	149:20	Total: 150:00 h
COURSE DESCRIPTION			
Pre-requisite: None			
Course objectives: Providing insight into a wide field of business finance with the emphasis on the issue of corporate financial planning			
Teaching/Learning methods: Lectures, tutorials, homework assignments, seminar papers, case studies, creative workshops, mid-term exams and the final exam.			
COURSE SYLLABUS			
Preparatory week	Preparation and semester registration		
Week I	Finance (concept, objectives, periodic report and financial report)		
Week II	Corporate financial policy; Subject matter and principles;		
Week III	Funding rules (vertical and horizontal)		
Week IV	Fundamentals of financial analysis (assumptions, methods, ratio, profitability)		
Week V	Operating and financial leverage (combined, independent variable)		
Week VI	Organization of the financial function and financial flows management (operating, working capital and financial cash flows)		
Week VII	Free week		
Week VIII	Financial cash-flow planning (balance and dynamic method, balance sheet and income statement and principles of planning)		
Week IX	Working capital management (inventories, inventory costs, inventory management, volume and time of purchase, cash and receivables, etc.)		
Week X	Interest and interest calculation (calculation, simple and compound interest)		
Week XI	Securities (bill of exchange, cheques, bonds, shares, market, organization and regulations)		
Week XII	Participants in the capital market (banks, investment funds, other institutions, stock exchanges,		

	options, futures, clearing houses, issue premium, securities portfolio and cash
Week XIII	Evaluation of the market price of a security (general model, inflation risk factors, time, ordinary and preferential shares, capitalization rate, debt price, share capital, sale of ordinary shares, retained earnings and depreciation.)
Week XIV	Investment management and investment efficiency (capital investment, investment criteria, evaluation methods, dynamic and static methods of investment evaluation and risk analysis)
Week XV	Practical examples of the preparation (financial operations of the company, investment programme and asset value)
Final week	The final exam period - oral part

STUDENTS' OBLIGATIONS

Students are obliged to attend classes and tutorials, do mid-term exams, do homework assignments and prepare seminar papers.

INDICATIVE READING LIST

- Akad.Dragan Đ.Vučinić: Finansijski menadžment, III dopunjeno izdanje, CONTACT LINE, Beograd, 2003. (coursebook)
- Keown A., Martin J.D., Pettz J.N., Scott D.D., Foundations of Finance and Practice of Financial Management, Prentice Hall. Upper Saddle River, 2003.
- Coursebook of a group of authors from the Faculty of Tourism and Hospitality Management under preparation.

Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterran.net>)

METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

Grade	A	B	C	D	E
Number of points	91-100	81-90	71-80	61-70	51-60

Special note for the course:

Teacher who prepared the data:

Assistant Professor Slobodanka Krivokapić