



**University of East Sarajevo**  
**Faculty of Economics Pale**  
Syllabus of study program Tourism and Hospitality

The study program Tourism and Hospitality (4 year, 240 ECTS, academic programme) was licensed in 2012:

- [License number for conducting the study program 07.023/612-6-8/12 - 14<sup>th</sup> Sep.2012](#)
- [Number of certificates of initial accreditation of the study program 07.023/612-6-6 /12 - 21<sup>th</sup> Aug 2012](#)

The curriculum was thoroughly innovated in 2020 and again received the necessary licenses:

- [Decision which determines that the conditions for conducting the innovated \*Tourism and Hospitality\* study programme \(240 ECTS\) are fulfilled – starting from the academic year 2020/21 - 19.040/612-185-5-5/19 dated 4<sup>th</sup> August 2020](#)
- [Permit for conducting the innovated \*Tourism and Hospitality\* study programme – 240 ECTS - 19.040/612-185-5-6/19 dated 13<sup>th</sup> August 2020](#)

The field of tourism will be one of the most important strategic areas of economic development of the country in the future. As it is known, the Government of the Republic of Srpska, the Council of Ministers of Bosnia and Herzegovina and almost all local governments have recently adopted strategies for the development of tourism in their area, which should result in presenting the country as a new tourist destination in Europe. Reaching the given goals in practice will require a lot of knowledge and skills in order to use the attractions and potential tourist products to the greatest possible extent. In that sense, the Strategy states the need for the development of hardware and software of Bosnia and Herzegovina's tourism whose significant resource will be the education of experts in the field. The TOURISM AND HOSPITALITY study programme is to contribute to both the creation of an internationally competitive tourism industry and its long-term sustainable development. The development of this study programme is done in accordance with European educational processes, in a way that provides students with knowledge and skills and develops competencies for management in the private and public sector in tourism, hospitality and complementary activities.

**The mission of the study program Tourism and Hospitality is the education of highly qualified staff adapted to the needs of the tourism industry to raise the competitiveness of tourism as an economic sector in Bosnia and Herzegovina in line with The Global Code of Ethics for Tourism of UNWTO.**

After completing the first cycle of the Tourism and Hospitality study programme, students will acquire the following knowledge and skills (learning outcomes):

- critical and self-critical thinking and approach to both theory and practice;
- applying methodology in research papers;
- developing communication skills and respecting business ethics;
- applying knowledge in tourism and hotel practice

After completing this study programme, a student who earns 240 ECTS would be competent to perform a large number of jobs, including the following:

- travel agency manager - tour operator
- product category manager - tour operator
- manager - tour operator of hotels and other tourist organisations
- hotel manager
- marketing analyst - tour operators, tourism and related companies
- associate in the relevant ministry,
- Assistant manager of congresses, conferences and exhibitions
- training the staff for jobs related to tourism and hospitality

After completing the studies, the student will be able to:



- get acquainted with the characteristics of the tourist activity and the specifics of the tourist demand and offer that are important for the management of tourist companies
- understand the way hotels, travel agencies, tour operators, and conference centres do business
- manage hotels of different organizational forms and business activities and operations in different organizational parts of the business system of a tourist company
- acquire knowledge about the characteristics of tourist demand for different products, preferences of different tourist segments and the basic elements of different tourist products (vacations, individual trips, business trips, round trips, nautical trips, events, etc.)
- get acquainted with the perspectives of tourism development, quantitative changes in tourist demand, qualitative characteristics of tourist demand and current trends in the management of various tourist companies and destinations

- organize promotional activities in different spheres of attracting tourists in tourist companies, as well as to use various tools important for the promotion and positioning of tourist companies and destinations
- participate in the management of sustainable development of tourist destinations, various tourist products, development of attractions in such a way to contribute to the development of tourism, and various events in destinations
- apply professional principles based on knowledge and ethical values in business management.

After completing the first cycle of studies, the candidate acquires the title:

- Bachelor of Arts in Economics of Tourism and Hospitality - 240 ECTS

Bachelor's Program in Tourism and Hospitality comprises 240 ECTS, 30 ECTS per semester. Consequently the length of the program is four years. Each academic year consists of two semesters – Fall and Spring. Each semester comprises 15 weeks; the academic year consists of 30 weeks of lectures (1800 hours). The program is structured as follows: 180 ECTS are for mandatory courses (30 courses), 20 ECTS – field elective (2 of 5 courses in group A – 10 ECTS; 2 of 5 courses in group B- 10 ECTS), mandatory professional internship 2 ECTS and mandatory final (diploma) paper. In the fourth year, students choose the field of Tourism Management or Hotel Management. During their studies, students have a mandatory courses English language (first and second year each semester) and German language (third and fourth year each semester). Also, students have election courses French and Russian language (one semester on fourth year).

	<b>University of East Sarajevo</b>		
	Faculty of Economics Pale		
	Study programme: <i>Tourism and Hospitality</i>		
	BA in Economics of Tourism and Hospitality		
First-Cycle Academic Undergraduate Studies		240 ECTS	

First Year									
	Course and code		Classes			Student		Semester	ECTS
			L	P	Coeff	L	P		
1.	Principles of Economics	EФП-1-1-TX-03-1-001-1-8,0-4-2-0 1-03-001	60	30	1,73	103,80	51,90	I	8
2.	Basic Mathematics for Economists	EФП-1-1-TX-03-1-002-1-8,0-4-2-0 1-03-002	60	30	1,73	103,80	51,90	I	8
3.	Sociology of Tourism	EФП-1-1-TX-03-1-003-1-7,0-3-2-0 1-03-003	45	30	1,73	77,85	51,90	I	7
4.	English Language 1	EФП-1-1-TX-03-1-004-1-7,0-5-0-0 1-03-004	75	0	1,73	129,75	0	I	7
			240	90	-	414,30	155,70	-	30
			330			570			
900 = 30 ECTS x 30 classes									
1.	Tourism Economics	EФП-1-1-TX-03-1-005-2-9,0-4-3-0 1-03-005	60	45	1,73	103,80	77,85	II	9
2.	Tourism Geography	EФП-1-1-TX-03-1-006-2-7,0-3-2-0 1-03-006	45	30	1,73	77,85	51,90	II	7
3.	Basic Statistics and Demography	EФП-1-1-TX-03-1-007-2-7,0-3-2-0 1-03-007	45	30	1,73	77,85	51,90	II	7
4.	English Language 2	EФП-1-1-TX-03-1-008-2-7,0-5-0-0 1-03-008	75	0	1,73	129,75	0	II	7
Total			225	105	-	388,35	181,65	-	30
			330			570			
900 = 30 ECTS x 30 classes									

Second Year									
	Course and code		Classes			Student		Semester	ECTS
			L	P	Coeff	L	P		
1.	Managing Tourist Destination	EФП-1-1-TX-03-1-009-3-8,0-4-2-0 1-03-009	60	30	1,73	103,80	51,90	III	8
2.	Accounting with Financial Analysis	EФП-1-1-TX-03-1-010-3-8,0-4-2-0 1-03-010	60	30	1,73	103,80	51,90	III	8
3.	Tourism Law	EФП-1-1-TX-03-1-011-3-7,0-3-2-0 1-03-011	45	30	1,73	77,85	51,90	III	7
4.	English Language 3	EФП-1-1-TX-03-1-012-3-7,0-5-0-0 1-03-012	75	0	1,73	129,75	0	III	7
			210	120	-	414,30	155,70	-	30
			330			570			
900 = 30 ECTS x 30 classes									
1.	Entrepreneurship in Tourism	EФП-1-1-TX-03-1-013-4-8,0-4-2-0 1-03-013	60	30	1,73	103,64	51,82	IV	8
2.	Tourism policy and economic development	EФП-1-1-TX-03-1-014-4-8,0-4-2-0 1-03-014	60	30	1,73	103,64	51,82	IV	8
3.	Tourism Marketing	EФП-1-1-TX-03-1-015-4-7,0-3-2-0 1-03-015	45	30	1,73	72,73	51,82	IV	7
4.	English Language 4	EФП-1-1-TX-03-1-016-4-7,0-5-0-0 1-03-016	75	0	1,73	129,55	0	IV	7
Total			210	120	-	414,30	155,70	-	30
			330			570			
900 = 30 ECTS x 30 classes									

Third Year									
	Course and code		Classes			Student		Semester	ECTS
			L	P	Coeff	L	P		
1.	Financial Operations	EФП-1-1-TX-03-1-017-5-8,0-4-2-0 1-03-017	60	30	1,73	103,80	51,90	V	8
2.	International Tourism	EФП-1-1-TX-03-1-018-5-8,0-4-2-0 1-03-018	60	30	1,73	103,80	51,90	V	8
3.	Event Management	EФП-1-1-TX-03-1-019-5-7,0-3-2-0 1-03-019	45	30	1,73	77,85	51,90	V	7
4.	German Language 1	EФП-1-1-TX-03-1-020-5-7,0-5-0-0 1-03-020	75	0	1,73	129,75	0	V	7
			210	120	-	414,30	155,70	-	30
			330			570			
900 = 30 ECTS x 30 classes									
1.	Electronic Tourism	EФП-1-1-TX-03-1-021-6-8,0-4-2-0 1-03-021	60	30	1,73	103,80	51,90	VI	8
2.	Tourism and Local Economic Development	EФП-1-1-TX-03-1-022-6-8,0-4-2-0 1-03-022	60	30	1,73	103,80	51,90	VI	8
3.	Gastronomy	EФП-1-1-TX-03-1-023-6-7,0-3-2-0 1-03-023	45	30	1,73	77,85	51,90	VI	7
4.	German Language 2	EФП-1-1-TX-03-1-024-6-7,0-5-0-0 1-03-024	75	0	1,73	129,75	0	VI	7
Total			210	120	-	414,30	155,70	-	30
			330			570			
900 = 30 ECTS x 30 classes									

FOURTH YEAR - TOURISM MANAGEMENT									
	Course and code		Classes			Student		Semester	ECTS
			L	P	Coeff	L	P		
1.	Tourism Market Research	EΦΠ-1-1-TX-03-1-025-7-5,0-2-2-0 1-03-025	30	30	1,5	45	45	VII	5
2.	Quality Management in Tourism and Hospitality	EΦΠ-1-1-TX-03-1-026-7-5,0-2-2-0 1-03-026	30	30	1,5	45	45	VII	5
3.	German Language 3	EΦΠ-1-1-TX-03-1-027-7-5,0-2-2-0 1-03-027	30	30	1,5	45	45	VII	5
4.	Economics of Culture	EΦΠ-1-1-TX-03-1-028-7-5,0-2-2-0 1-03-028	30	30	1,5	45	45	VIII	5
5.	Management of Travel Agencies and Travel Organizers	EΦΠ-1-1-TX-03-1-029-7-5,0-2-2-0 1-03-029	30	30	1,5	45	45	VII	5
6.	Specific Forms of Tourism	EΦΠ-1-1-TX-03-1-030-7-5,0-2-2-0 1-03-030	30	30	1,5	45	45	VII	5
			180	180		270	270		
			360		-	540		-	30
900 = 30 ECTS x 30 classes									
Elective Courses A (2 courses are chosen)									
1.	German Language 4	EΦΠ-1-1-TX-03-2-031-8-5,0-2-2-0 2-03-031	30	30	1,5	45	45	VIII	5
2.	Business French Language	EΦΠ-1-1-TX-03-2-032-8-5,0-2-2-0 2-03-032	30	30	1,5	45	45	VIII	5
3.	Transport Economics	EΦΠ-1-1-TX-03-2-033-8-5,0-2-2-0 2-03-033	30	30	1,5	45	45	VIII	5
4.	Economy of Sport and Entertainment	EΦΠ-1-1-TX-03-2-034-8-5,0-2-2-0 2-03-034	30	30	1,5	45	45	VIII	5
5.	Hotel Companies Business	EΦΠ-1-1-TX-03-2-035-8-5,0-2-2-0 2-03-035	30	30	1,5	45	45	VIII	5
Elective Courses B (2 courses are chosen)									
1.	Business Russian Language	EΦΠ-1-1-TX-03-2-036-8-5,0-2-2-0 2-03-036	30	30	1,5	45	45	VIII	5
2.	Consumer Behaviour and Protection in Tourism	EΦΠ-1-1-TX-03-2-037-8-5,0-2-2-0 2-03-037	30	30	1,5	45	45	VIII	5
3.	Trade Companies Business	EΦΠ-1-1-TX-03-2-038-8-5,0-2-2-0 2-03-038	30	30	1,5	45	45	VIII	5
4.	Planning in Tourism	EΦΠ-1-1-TX-03-2-039-8-5,0-2-2-0 2-03-039	30	30	1,5	45	45	VIII	5
5.	Tourism and Globalisation	EΦΠ-1-1-TX-03-2-040-8-5,0-2-2-0 2-03-040	30	30	1,5	45	45	VIII	5
Professional Traineeship and Final Paper									
1.	Professional Internship	EΦΠ-1-1-TX-03-1-099-8-2,0-0-2-0 1-03-099	0	30	1,5	0	45	VIII	2
2.	Final (Diploma) Paper	EΦΠ-1-1-TX-03-1-100-8-8,0-0-6-0 1-03-100	0	90	1,5	0	135	VIII	8
Total			120	240		180	360		
			360		-	540		-	30
900 = 30 ECTS x 30 classes									

The student enrolls and takes 30 compulsory courses (210 ECTS), 2 elective courses from group A (10 ECTS) and 2 elective courses from group B (10 ECTS). After earning 230 ECTS through exams and 2 ECTS through professional traineeship, the student writes the final (diploma) paper evaluated with 8 ECTS, which results in a total of 240 ECTS.

FOURTH YEAR - HOSPITALITY MANAGEMENT									
	Course and code		Classes		Coeff	Student		Semester	ECTS
			L	P		L	P		
1.	Tourism Market Research	EФП-1-1-TX-03-1-025-7-5,0-2-2-0 1-03-025	30	30	1,5	45	45	VII	5
2.	Quality Management in Tourism and Hospitality	EФП-1-1-TX-03-1-026-7-5,0-2-2-0 1-03-026	30	30	1,5	45	45	VII	5
3.	German Language 3	EФП-1-1-TX-03-1-027-7-5,0-2-2-0 1-03-027	30	30	1,5	45	45	VII	5
4.	Hotel Sales and Reception Business	EФП-1-1-TX-03-1-041-7-5,0-2-2-0 1-03-041	30	30	1,5	45	45	VIII	5
5.	Hotel Companies Business	EФП-1-1-TX-03-1-042-7-5,0-2-2-0 1-03-042	30	30	1,5	45	45	VII	5
6.	Public Relations	EФП-1-1-TX-03-1-043-7-5,0-2-2-0 1-03-043	30	30	1,5	45	45	VII	5
			180	180	-	270	270		
			360			540			30
900 = 30 ECTS x 30 classes									
Elective Courses A (2 courses are chosen)									
1.	German Language 4	EФП-1-1-TX-03-2-031-8-5,0-2-2-0 2-03-031	30	30	1,5	45	45	VII	5
2.	Business French Language	EФП-1-1-TX-03-2-032-8-5,0-2-2-0 2-03-032	30	30	1,5	45	45	VIII	5
3.	Specific Forms of Tourism	EФП-1-1-TX-03-2-044-8-5,0-2-2-0 2-03-044	30	30	1,5	45	45	VIII	5
4.	Hotel Engineering	EФП-1-1-TX-03-2-045-8-5,0-2-2-0 2-03-045	30	30	1,5	45	45	VIII	5
5.	Management of Travel Agencies and Travel Organizers	EФП-1-1-TX-03-2-046-8-5,0-2-2-0 2-03-046	30	30	1,5	45	45	VIII	5
Elective Courses B (2 courses are chosen)									
1.	Business Russian Language	EФП-1-1-TX-03-2-036-8-5,0-2-2-0 2-03-036	30	30	1,5	45	45	VIII	5
2.	Consumer Behaviour and Protection in Tourism	EФП-1-1-TX-03-2-037-8-5,0-2-2-0 2-03-037	30	30	1,5	45	45	VIII	5
3.	Hotel Corporations	EФП-1-1-TX-03-2-047-8-5,0-2-2-0 2-03-047	30	30	1,5	45	45	VIII	5
4.	Hotel Digital Marketing	EФП-1-1-TX-03-2-048-8-5,0-2-2-0 2-03-048	30	30	1,5	45	45	VIII	5
5.	Business Correspondence	EФП-1-1-TX-03-2-049-8-5,0-2-2-0 2-03-049	30	30	1,5	45	45	VIII	5
Professional Traineeship and Final Paper									
1.	Professional Internship	EФП-1-1-TX-03-1-099-8-2,0-0-2-0 1-03-099	0	30	1,5	0	45	VIII	2
2.	Final (Diploma) Paper	EФП-1-1-TX-03-1-100-8-8,0-0-6-0 1-03-100	0	90	1,5	0	135	VIII	8
			120	240	-	180	360		
Total			360			540			30
900 = 30 ECTS x 30 classes									

The student enrolls and takes 30 compulsory courses (210 ECTS), 2 elective courses from group A (10 ECTS) and 2 elective courses from group B (10 ECTS). After earning 230 ECTS through exams and 2 ECTS through professional traineeship, the student writes the final (diploma) paper evaluated with 8 ECTS, which results in a total of 240 ECTS.



Explanation:

Long code EFP-1-1-TH-03-1-101-8-8,0-0-6-0

Short code 1-03-101

Matrix of competencies	First year							Second year							Third year									
	Principles of Economics	Basic Mathematics for Economists	Sociology of Tourism	English Language 1	Tourism Economics	Tourism Geography	Basic Statistics and Demography	English Language 2	Managing Tourist Destination	Accounting with Financial Analysis	Tourism Law	English Language 3	Entrepreneurship in Tourism	Tourism policy and economic development	Tourism Marketing	English Language 4	Financial Operations	International Tourism	Event Management	German Language 1	Electronic Tourism	Tourism and Local Economic Development	Gastronomy	German Language 2
Learning outcomes (LO) at the level of the study program																								
1. Get acquainted with the characteristics of the tourist activity and the specifics of the tourist demand and offer that are important for the management of tourist companies	X				X				X						X	X		X						
2. Understand the way hotels, travel agencies, tour operators, and conference centres do business										X		X									X		X	
3. Manage hotels of different organizational forms and business activities and operations in different organizational parts of the business system of a tourist company									X		X				X	X	X			X		X		
4. Acquire knowledge about the characteristics of tourist demand for different products, preferences of different tourist segments and the basic elements of different tourist products (vacations, individual trips, business trips, round trips, nautical trips, events, etc.)	X	X			X	X								X							X			
5. Get acquainted with the perspectives of tourism development, quantitative changes in tourist demand, qualitative characteristics of tourist demand and current trends in the management of various tourist companies and destinations	X	X			X		X		X				X				X					X		
6. Organize promotional activities in different spheres of attracting tourists in tourist companies, as well as to use various tools important for the promotion and positioning of tourist companies and destinations						X	X		X			X		X			X	X			X			X
7. Participate in the management of sustainable development of tourist destinations, various tourist products, development of attractions in such a way to contribute to the development of tourism, and various events in destinations			X		X	X	X		X	X			X				X				X			X
8. Apply professional principles based on knowledge and ethical values in business management.			X								X		X				X				X			



Learning outcomes (LO) at the level of the study program	Fourth year - Tourism Management																	Fourth year - Hospitality Management																						
	Tourism Market Research	Quality Management in Tourism and Hospitality	German Language 3	Economics of Culture	Management of Travel Agencies and Travel Organizers	Specific Forms of Tourism	German Language 4	Business French Language	Transport Economics	Economy of Sport and Entertainment	Hotel Companies Business	Business Russian Language	Consumer Behaviour and Protection in Tourism	Trade Companies Business	Planning in Tourism	Tourism and Globalisation	Professional Internship	Final (Diploma) Paper	Tourism Market Research	Quality Management in Tourism and Hospitality	German Language 3	Hotel Sales and Reception Business	Hotel Companies Business	Public Relations	German Language 4	Business French Language	Specific Forms of Tourism	Hotel Engineering	Management of Travel Agencies and Travel Organizers	Business Russian Language	Consumer Behaviour and Protection in Tourism	Hotel Corporations	Hotel Digital Marketing	Business Correspondence	Professional Internship	Final (Diploma) Paper				
LO 1	X	X	X	X		X	X	X	X		X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
LO 2		X	X		X	X	X				X	X								X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
LO 3	X	X	X		X		X				X	X								X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
LO 4	X		X		X		X				X	X	X						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
LO 5			X			X	X				X	X		X					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
LO 6		X		X	X	X	X				X									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
LO 7		X	X			X	X	X	X		X									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
LO 8			X	X			X				X	X								X					X	X	X	X	X	X	X	X	X	X	X	X	X	X		

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																	
	<i>Study programme: Tourism and hospitality</i>																																	
	First cycle/undergraduate studies		First year of study																															
<b>Full name of the subject</b>		<b>PRINCIPLES OF ECONOMICS</b>																																
<b>Chair</b>																																		
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>																														
EFP-1-1-TH-03-1-001-1-8,0-4-2-0		Mandatory	I	8																														
<b>Teacher (s)</b>																																		
<b>Associate / s</b>																																		
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>																																
		<b>Student workload coefficient S<sub>0</sub><sup>1</sup></b>																																
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>																														
4	2	0	4*15*1,73	2*15*1,73																														
			0*15*1,73																															
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $60 + 30 + 0 = 90$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $103,64 + 51,82 + 0 = 155,46$ h																															
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90$ h + $155,46$ h = $245,46$ h = $U_{opt}$																																		
<b>Learning outcomes</b>	After completing the learning process, students will acquire knowledge about the basic categories and principles of modern commodity economy, market mechanism and its functioning, basic income (profit, rent, interest, dividend, rent), as well as changes in production and market structure of modern commodity economy, including principal macroeconomic problems (economic functions and policy of the state, cyclical movement of the commodity economy, internationalization of production and capital, globalization, etc.).																																	
<b>Conditionality</b>	Not conditioned																																	
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper																																	
<b>Course content by weeks</b>	<table border="0"> <tr><td>Week I</td><td><i>Economics as a science and leading economic issues</i></td></tr> <tr><td>Week II</td><td><i>Economic choice and coordination of decisions</i></td></tr> <tr><td>Week III</td><td><i>Economy, business and production</i></td></tr> <tr><td>Week IV</td><td><i>Market economy - principles and institutes</i></td></tr> <tr><td>Week V</td><td><i>Market mechanism and market balance</i></td></tr> <tr><td>Week VI</td><td><i>Factors of production and factor markets</i></td></tr> <tr><td>Week VII</td><td><i>Market structures and market concentration</i></td></tr> <tr><td>Week VIII</td><td><i>The first partial exam</i></td></tr> <tr><td>Week IX</td><td><i>Economics of externalities, information and risk</i></td></tr> <tr><td>Week X</td><td><i>Measuring the economic activity of GDP</i></td></tr> <tr><td>Week XI</td><td><i>Aggregate demand and aggregate supply of AS and AD curves</i></td></tr> <tr><td>Week XII</td><td><i>Economic policies, exchange rate and inflation, taxes and the tax system</i></td></tr> <tr><td>Week XIII</td><td><i>Relationship between commodity markets and money markets IS and LM curves</i></td></tr> <tr><td>Week XIV</td><td><i>International economic relations and foreign economic policy, the balance of payments</i></td></tr> <tr><td>Week XV</td><td><i>The second partial exam</i></td></tr> </table>				Week I	<i>Economics as a science and leading economic issues</i>	Week II	<i>Economic choice and coordination of decisions</i>	Week III	<i>Economy, business and production</i>	Week IV	<i>Market economy - principles and institutes</i>	Week V	<i>Market mechanism and market balance</i>	Week VI	<i>Factors of production and factor markets</i>	Week VII	<i>Market structures and market concentration</i>	Week VIII	<i>The first partial exam</i>	Week IX	<i>Economics of externalities, information and risk</i>	Week X	<i>Measuring the economic activity of GDP</i>	Week XI	<i>Aggregate demand and aggregate supply of AS and AD curves</i>	Week XII	<i>Economic policies, exchange rate and inflation, taxes and the tax system</i>	Week XIII	<i>Relationship between commodity markets and money markets IS and LM curves</i>	Week XIV	<i>International economic relations and foreign economic policy, the balance of payments</i>	Week XV	<i>The second partial exam</i>
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Week XV	<i>The second partial exam</i>																																	
<b>Mandatory reading</b>																																		
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>																														
B.Đerić i M. Rebić		Osnove ekonomije – autorizovana skripta, Istočno Sarajevo: Ekonomski fakultet		2008																														
N. Gregori Mankju		Principi ekonomije, Beograd: Ekonomski fakultet		2006																														
<b>Additional literature</b>																																		
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>																														
Mirosljub Labus		Osnovi ekonomije, Beograd: Pravni fakultet;		2006																														
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>																													
	Pre-exam obligations																																	
	e.g. lectures attendance / exercises			10	10%																													
	e.g. positively assessed seminar paper / project / essay																																	
	e.g. case study - group work																																	
	e.g. test / colloquium			25	25%																													
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	Class participation																																	
	e.g. practical work																																	
Final exam																																		
e.g. final exam (oral / written)			40	40%																														
TOTAL			100	100 %																														
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																	
<b>Validation date</b>	1422/20 od 4.9.2020. godine																																	

\* use the insert mode option to enter as many lines as needed

<sup>1</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale						
	<i>Study programme: Tourism and hospitality</i>						
	First cycle/undergraduate studies		First year of study				
<b>Full name of the subject</b>		<b>BASIC MATHEMATICS FOR ECONOMISTS</b>					
<b>Chair</b>							
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-002-1-8,0-4-2-0		Mandatory	I	8			
<b>Teacher (s)</b>							
<b>Associate / s</b>							
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>					
		<b>Student workload coefficient <math>S_0^2</math></b>					
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b><math>S_0</math></b>	
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	1,73	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $60 + 30 + 0 = 90$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $103,64 + 51,82 + 0 = 155,46$ h				
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90$ h + $155,46$ h = $245,46$ h = $U_{opt}$							
<b>Learning outcomes</b>		After completing the learning process, students will: - be familiar with the mathematical tools needed to understand microeconomic and macroeconomic models to find the inverse matrix, - be able to analyse the function of a real variable and know its application in economics - be able to perform an analysis of the function of two real variables and know its application in economics.					
<b>Conditionality</b>		Not conditioned					
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>		Week I <i>Determinant. Matrices and operations with matrices.</i> Week II <i>Inverse matrix. Matrix equations.</i> Week III <i>Inhomogeneous system of linear equations and methods of solving</i> Week IV <i>A homogeneous system of linear equations and methods of solving</i> Week V <i>The notion of a function of one real variable. Definition area, zeros, sign, parity. Graphs of elementary functions.</i> Week VI <i>The notion of a derivative of a function. Local extremity, inflexion points, convexity and concavity functions.</i> Week VII <i>The first partial exam</i> Week VIII <i>Graphs function</i> Week IX <i>The function of supply and demand, the function of costs, revenues and profits</i> Week X <i>The elasticity of economic quantities</i> Week XI <i>Differential calculus of two real variables functions. Concept and finding partial derivatives of the first and second order.</i> Week XII <i>Total differential calculus of the first and second order.</i> Week XIII <i>Extreme functions of two real variables. The conditional extreme functions of two real variables.</i> Week XIV <i>Production and customer satisfaction function. Dynamic process analysis with two variables.</i> Week XV <i>The second partial exam</i>					
<b>Mandatory reading</b>							
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Blagota Lučić		Matematika, Zavod za udžbenike i nastavna sredstava I. Sarajevo,		2006			
Radimir Živković		Matematika za ekonomiste. Skripta, Ekonomski fakultet S. Sarajevo		1999			
<b>Additional literature</b>							
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Alpha C. Chiang		Osnovne metode matematičke ekonomije, Mate, Zagreb		1994			
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
		Pre-exam obligations					
		e.g. lectures attendance / exercises					
		e.g. positively assessed seminar paper / project / essay					
		e.g. case study - group work					
		e.g. test / colloquium			45	45%	
		e.g. test / colloquium			45	45%	
		Class participation					
		e.g. practical work					
		Final exam					
		e.g. final exam (oral / written)			10	10%	
		TOTAL			100	100 %	
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>		1422/20 od 4.9.2020. godine					

<sup>2</sup> Student workload coefficient  $S_0$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		First year of study		
<b>Full name of the subject</b>		<b>SOCIOLOGY OF TOURISM</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-1-003-1-7,0-3-2-0		Mandatory	I	7	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			
		<b>Student workload coefficient S<sub>0</sub><sup>3</sup></b>			
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	
3	2	0	3*15*1,73	2*15*1,73	
			0*15*1,73		
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 45 + 30 + 0 = 75 h			total student workload (in hours, semester) 4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T 72,73 + 51,82 + 0 = 124,55 h		
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 75 h + 124,55 h = 199,55 h = U <sub>opt</sub>					
<b>Learning outcomes</b>		After completing the learning process, students will: - understand basic concepts and processes within sociology - be trained to apply basic knowledge to a specific tourist system - be acquainted with the analytical elements of tourism development and social changes in modern tourism - apply the acquired knowledge in distinguishing different developmental stages and stages of a specific sociological phenomenon			
<b>Conditionality</b>		Not conditioned			
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>		Week I <i>Development of a sociological view of the world</i> Week II <i>Culture and society</i> Week III <i>Family and marriage</i> Week IV <i>Race, ethnicity and migration</i> Week V <i>Class, stratification and inequality</i> Week VI <i>Poverty, social protection and social exclusion</i> Week VII <i>The first partial exam</i> Week VIII <i>Modern organizations</i> Week IX <i>Labour and economic life</i> Week X <i>Free time and city</i> Week XI <i>Entertainment, amusement parks and Disneyland</i> Week XII <i>Pathological phenomena and tourism</i> Week XIII <i>Sports and tourism</i> Week XIV <i>Religious tourism</i> Week XV <i>The second partial exam</i>			
<b>Mandatory reading</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
Gidens, E.		Sociologija, Beograd: Ekonomski fakultet		2007	
Rajković, L.J.		Sociologija turizma, Beograd: Geografski fakultet		2010	
<b>Additional literature</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
Haralambos, M., Holborn, M.		Sociologija: teme i perspektive, Zagreb: Golden marketing		2002	
Čomić, Đ.		Sociologija turizma, Beograd: Viša hotelijerska škola		2002	
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>		<b>Points</b>	
		Pre-exam obligations			
		e.g. lectures attendance / exercises		10	10%
		e.g. positively assessed seminar paper / project / essay		5	5%
		e.g. case study - group work			
		e.g. test / colloquium		20	20%
		e.g. test / colloquium		20	20%
		Class participation			
		e.g. practical work			
Final exam					
e.g. final exam (oral / written)		45	45%		
TOTAL		100	100 %		
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
<b>Validation date</b>		1422/20 od 4.9.2020. godine			

<sup>3</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		First year of study		
<b>Full name of the subject</b>		<b>ENGLISH LANGUAGE 1</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-1-004-1-7,0-5-0-0		Mandatory	I	7	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			
		<b>Student workload coefficient S<sub>0</sub><sup>4</sup></b>			
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	
5	0	0	5*15*1,73	0*15*1,73	
			0*15*1,73		
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $75 + 0 + 0 = 75$ h			total student workload (in hours, semester) $5*15*1,73 + 0*15*1,73 + 0*15*1,73 = T$ $129,75 + 0 + 0 = 129,75$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $129,75$ h = $204,75$ h = $U_{opt}$					
<b>Learning outcomes</b>		After completing the learning process, students will: -acquire basic knowledge of English grammar and general terminology (vocabulary, pronunciation, and spelling) -be able to use knowledge and skills in certain situations that include general and general business communication, either oral or written. -be able to notice similarities and differences between cultures and develop intercultural competence.			
<b>Conditionality</b>		Not conditioned			
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>		Week I <i>WELCOME: be: present simple, questions, prepositions</i> Week II <i>NUMBERS: wh-questions, plurals, prices, food</i> Week III <i>WORK: present simple, decimals, daily routine verbs</i> Week IV <i>INFORMATION: can/can't, could, possessive adjectives ('s and of) simple e-mail language</i> Week V <i>PLACES: there is/are, need, imperative, adjectives, business facilities</i> Week VI <i>ACTION: adverbs of frequency, present continuous, gerund, sports and leisure</i> Week VII <i>The first partial exam</i> Week VIII <i>MEETING: prepositions with time and dates, present continuous for future arrangements, would like to, travel language</i> Week IX <i>REPORTING: past simple - regular verbs and irregular verbs, holidays</i> Week X <i>COMMUNICATION: past simple - continuous. Decisions and offers, telephone expressions</i> Week XI <i>PROGRESS: comparatives and superlatives</i> Week XII <i>PLANS: Future Simple Tense and going to, have got, hotel language</i> Week XIII <i>SALES: adverbs, much/many, shopping language</i> Week XIV <i>REVISION</i> Week XV <i>The second partial exam</i>			
<b>Mandatory reading</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
Mark Ibbotson, Bryan Stephens,		Business Start-Up 1-Student's Book, Cambridge University Press, Cambridge		2007.	
Murphy, R.		English Grammar in Use, Cambridge University Press, Cambridge		2012	
<b>Additional literature</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
		General and professional dictionaries of your choice			
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>		<b>Points</b>	
		Pre-exam obligations			
		e.g. lectures attendance / exercises		10	10%
		e.g. positively assessed seminar paper / project / essay		10	10%
		e.g. case study - group work		30	30%
		e.g. test / colloquium		30	30%
		e.g. test / colloquium			
		Class participation			
		e.g. practical work			
Final exam					
e.g. final exam (oral / written)		20	20%		
TOTAL		100	100 %		
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
<b>Validation date</b>		1422/20 od 4.9.2020. godine			

<sup>4</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \times \text{---}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		First year of study		
<b>Full name of the subject</b>		<b>TOURISM ECONOMICS</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-1-005-2-9,0-4-3-0		Mandatory		II	
<b>Teacher (s)</b>		<b>ECTS</b>		9	
<b>Associate / s</b>		<b>Student workload coefficient S<sub>0</sub><sup>5</sup></b>		1,73	
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	
4	3	0	4*15*1,73	2*15*1,73	
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 60 + 45 + 0 = 105 h			total student workload (in hours, semester) 4*15*1,73 + 3*15*1,73 + 0*15*1,73 = T 103,64 + 77,73 + 0 = 171,37 h		
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 105 h + 171,37 h = 276,37 h = U <sub>opt</sub>					
<b>Learning outcomes</b>		After completing the learning process, students will be able to: <ul style="list-style-type: none"> <li>- understand the theoretical principles of tourism</li> <li>- understand the basic factors, principles and organization of tourism</li> <li>- understand the nature and diversity of the impact of tourism on the economy and the environment</li> <li>- understand the interdependence of different sectors that make up the tourism industry</li> <li>- present their ideas about tourism</li> </ul>			
<b>Conditionality</b>		Not conditioned			
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>		Week I Theoretical frameworks of economics and organization of tourism Week II Characteristics of tourism as an economic activity Week III The social and economic significance of tourism Week IV Tourism organization and basics of tourism policy Week V Tourist market and its characteristics Week VI Tourism market research Week VII The first partial exam Week VIII Tourist propaganda Week IX Characteristics and perspectives of international tourism development in the world Week X The position and perspectives of Europe in international tourism Week XI Characteristics of tourism development in the surrounding countries Week XII Characteristics of tourism development in Bosnia and Herzegovina Week XIII Tourism development planning Week XIV Specific forms of tourism Week XV The second partial exam			
<b>Mandatory reading</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
Zečević, Bojan;Unković, Slobodan		Ekonomika turizma, CID Ekonomskog fakulteta Beograd.		2014	
<b>Pages (from-to)</b>					
1-450					
<b>Additional literature</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
<b>Pages (from-to)</b>					
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>		<b>Points</b>	
		Pre-exam obligations		<b>Percentage</b>	
		e.g. lectures attendance / exercises		5	5%
		e.g. positively assessed seminar paper / project / essay		10	10%
		e.g. case study - group work		10	10%
		e.g. test / colloquium		25	25%
		e.g. test / colloquium		25	25%
		Class participation		5	5%
		e.g. practical work			
Final exam					
e.g. final exam (oral / written)		20	20%		
TOTAL		100	100 %		
<b>Website</b>		http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html			
<b>Validation date</b>		1422/20 od 4.9.2020. godine			

<sup>5</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale					
	Study programme: Tourism and hospitality					
	First cycle/undergraduate studies	First year of study				
Full name of the subject	TOURISM GEOGRAPHY					
Chair						
Course code	Course status	Semester	ECTS			
EFP-1-1-TH-03-1-006-2-7,0-3-2-0	Mandatory	II	7			
Teacher (s)						
Associate / s						
Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)		Student workload coefficient $S_0$ <sup>6</sup>		
L	E	LabE	L	E	LabE	$S_0$
3	2	0	3*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $45 + 30 + 0 = 75$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $72,73 + 51,82 + 0 = 124,55$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $124,55$ h = $199,55$ h = $U_{opt}$						
Learning outcomes	After completing the learning process, students will be: - able to understand the complex and heterogeneous spatial aspects of tourism; - able to apply appropriate knowledge in the further development of tourism theory and their education; - able to solve particular social tasks and problems in planning, arranging and managing tourism development in destinations.					
Conditionality	Not conditioned					
Teaching methods	Lectures, exercises, presentations, case study, seminar paper					
Course content by weeks	Week I Introduction: modern trends in tourism development in the world Week II Defining basic concepts in tourist geography Week III Spatial determinant of tourism Week IV Space - the framework and goal of tourist movements Week V The generative potential of emitting regions Week VI The attractive potential of receptive regions Week VII Interregional tourist flows Week VIII The first partial exam Week IX Systematization and structure of tourist spatial units Week X Tourism as an agent of spatial transformation Week XI General and spatial planning of tourism Week XII Tourism and environmental protection Week XIII Management of tourist space - a tourist destination Week XIV Tourist potentials of the Republic of Srpska Week XV The second partial exam					
<b>Mandatory reading</b>						
Author (s)	Title of publication, publisher		Year	Pages (from-to)		
Goran S. Jović	Opšta turistička geografija, Zavod za udžbenike i nastavna sredstva, Istočno Sarajevo		2006.	5-156 st; 187-256		
Đorđe Čomić, Goran S. Jović, Ivan B. Popović	Osnove turizma, Filozofski fakultet, Pale		2008.	83-103 st; 109-124 st; 130-137		
<b>Additional literature</b>						
Author (s)	Title of publication, publisher		Year	Pages (from-to)		
Goran S. Jović	Turistički potencijali Republike Srpske, Skripta predavanja, Ekonomski fakultet, Pale		2018.	0-23		
Obligations, forms of knowledge assessment and grading	Type of student work evaluation			Points	Percentage	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			5	5%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work			10	10%	
	e.g. test / colloquium			10	10%	
	e.g. test / colloquium			10	10%	
	Class participation			5	5%	
	e.g. practical work			5	5%	
Final exam						
e.g. final exam (oral / written)			50	50%		
TOTAL			100	100 %		
Website	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
Validation date	1422/20 od 4.9.2020. godine					

<sup>6</sup> Student workload coefficient  $S_0$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h} = \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	First year of study				
<b>Full name of the subject</b>	<b>BASIC STATISTICS AND DEMOGRAPHY</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-007-2-7,0-3-2-0	Mandatory	II	7			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>7</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
3	2	0	3*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 45 + 30 + 0 = 75 h			total student workload (in hours, semester) 4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T 72,73 + 51,82 + 0 = 124,55 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 75 h + 124,55 h = 199,55 h = U <sub>opt</sub>						
<b>Learning outcomes</b>	After passing the exam, the students will be able to: -define, calculate and interpret basic statistical indicators in one-dimensional descriptive statistics. - understand the model and practically apply regression correlation analysis. - understand the concept and apply models for time series analysis. - understand the concepts and evaluate confidence intervals through concrete examples and conduct statistical tests - understand theoretical concepts related to the population and independently interpret the findings of various studies on demographic phenomena and processes - analyse and compare data from relevant sources such as census and population register, vital statistics, surveys, etc.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I Statistics and statistical research. Statistical variables. Week II Analysis of empirical frequency distributions and graphical presentations Week III Descriptive statistics - measures of central tendency Week IV Descriptive statistics - measures of variability and forms of distribution Week V Regression and correlation analysis Week VI Time series analysis: index numbers Week VII The first partial exam Week VIII Time series analysis: trend Week IX Probability and theoretical distributions of probabilities Week X Sampling and confidence intervals Week XI Statistical tests Week XII Demographics. Population: significance and characteristics Week XIII Population structures. Population movement Week XIV Population projections Week XV The second partial exam					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Dragović, V.	Statistika, Zavod za udžbenike i nastavna sredstva, Istočno Sarajevo	2008				
Breznik, D.	Demografija – analiza metodi i modeli, Naučna knjiga, Beograd	1980				
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Lovrić, M., Komić, J., Stević, S	Statistička analiza – metodi i primjena, 2. izdanje, Narodna i univerzitetska biblioteka RS	2017				
Somun-Kapetanović, R.	Statistika u ekonomiji i menadžmentu, Ekonomski fakultet, Sarajevo	2014				
Mladenović, D., Đolević, V., Šoškić, D.,	Ekonomska statistika, Ekonomski fakultet, Beograd	2010				
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises					
	e.g. positively assessed seminar paper / project / essay					
	e.g. case study - group work					
	e.g. test / colloquium			35	35%	
	e.g. test / colloquium			35	35%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			30	30%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	1422/20 od 4.9.2020. godine					

<sup>7</sup> Student workload coefficient So is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h} \times \text{---}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		First year of study		
<b>Full name of the subject</b>		<b>ENGLISH LANGUAGE 2</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-1-008-2-7,0-5-0-0		Mandatory	II	7	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			
		<b>Student workload coefficient S<sub>0</sub><sup>8</sup></b>			
<b>L</b>		<b>E</b>	<b>LabE</b>	<b>L</b>	
5		0	0	5*15*1,73	
				0*15*1,73	
				0*15*1,73	
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 75 + 0 + 0 = 75 h		total student workload (in hours, semester) 5*15*1,73 + 0*15*1,73 + 0*15*1,73 = T 129,75 + 0 + 0 = 129,75 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 75 h + 129,75 h = 204,75 h = U <sub>opt</sub>					
<b>Learning outcomes</b>		After completing the learning process, students will: - Review and expand knowledge of English grammar and general and professional terminology (vocabulary, pronunciation, spelling) - be able to use knowledge and skills in certain situations that include general and general business communication, either oral or written - be able to notice similarities and differences between cultures and develop intercultural competence - be able to present themselves through fundamental business forms such as resumes and cover letters.			
<b>Conditionality</b>		Not conditioned			
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>		Week I INTRODUCTION: Present Simple, Questions, Understanding a menu Week II TEAMWORK: Present Continuous, Gerund, Likes and dislikes Week III CHOICES: Adjectives and comparison, Travel recommendations Week IV EXPERIENCE: Past Simple Tense, Describing products Week V ARRANGEMENTS: Future Simple Tense, Tourist information Week VI OBJECTIVES: The first Conditional, Reservations Week VII <i>The first partial exam</i> Week VIII SUCCESS: Present Perfect Tense vs. Past Simple Tense, Career history Week IX MEDIA: Review of tenses, Economic indicators Week X STRATEGY: Passive voice, Website language Week XI SOLUTIONS: The second Conditional, Travel problems Week XII TRANSPORT: Prepositions, Modals, Accommodation and facilities, Entertainment Week XIII AGENDAS: Time clauses, Reported Speech, Polite phrases, Small talk Week XIV REVISION Week XV <i>The second partial exam</i>			
<b>Mandatory reading</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>	
Mark Ibbotson, Bryan Stephens,		Business Start-Up 2-Student's Book, Cambridge University Press, Cambridge	2007.		
Popović LJ. i Mirić V.		Gramatika engleskog jezika sa vežbanjima, Zavet, Beograd, sva izdanja	2001		
<b>Additional literature</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>	
Murphy, R.		English Grammar in Use, Cambridge University Press, Cambridge	2012		
		Opšti rječnici po izboru			
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>
		Pre-exam obligations			
		e.g. lectures attendance / exercises		5	5%
		e.g. positively assessed seminar paper / project / essay		10	10%
		e.g. case study - group work		10	10%
		e.g. test / colloquium		25	25%
		e.g. test / colloquium		25	25%
		Class participation		5	5%
		e.g. practical work			
Final exam					
		e.g. final exam (oral / written)	20	20%	
TOTAL			100	100 %	
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
<b>Validation date</b>		1422/20 od 4.9.2020. godine			

<sup>8</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Second year of study			
<b>Full name of the subject</b>	<b>MANAGING TOURISM DESTINATIONS</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-009-3-8,0-4-2-0	Mandatory	III	8			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>9</sup></b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 60 + 30 + 0 = 90 h			total student workload (in hours, semester) 4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T 103,64 + 51,82 + 0 = 155,46 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 90 h + 155,46 h = 245,46 h = U <sub>opt</sub>						
<b>Learning outcomes</b>	After completing the learning process, students will be able to: - understand the fundamental theories and requirements for the management of tourist destinations, - understand the way to achieve competitiveness and sustainability of the tourist destination, - understand the process of strategic management of tourist destinations, - use the central elements of positioning and branding of a tourist destination.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I Week II Week III Week IV Week V Week VI Week VII Week VIII Week IX Week X Week XI Week XII Week XIII Week XIV Week XV	Status and perspectives of tourism development in the world, introduction to the WTO global code of ethics Concept, concept and type of tourist destinations Tourist destinations as part of the tourism system The concept and models of competitiveness of tourist destinations Sustainability of a tourist destination Tourist destination management The first partial exam Tourist destination development strategy Destination product development Management of marketing mix instruments in tourism Positioning and branding a tourist destination Tourist destinations and information technologies Crisis management in tourist destinations Organization of tourist destinations in the region The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Ognjen Bakić	<i>Marketing menadžment turističke destinacije.</i> Beograd: CID EF	2009	1-219			
Dragan Magaš, Ksenija Vodeb, Zrinka Zadel	<i>Menadžment turističke organizacije i destinacije.</i> Opatija: FTMM	2018	1-175			
Jovan Popesku	<i>Menadžment turističke destinacije.</i> Beograd: Singidunum	2016	1-262			
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Aleksandar Đorđević, Bojan Zečević	<i>Kreiranje vrednosti u turizmu.</i> Beograd: CID EF	2015	-			
Alstair Morrison	<i>Marketing and Managing Tourism Destination.</i> New York: Routledge	2018	-			
Steven Pike	<i>Destination Marketing.</i> New York: Routledge	2015	-			
UNWTO	<i>Opšti etički kodeks u turizmu / The Global Code of Ethics for Tourism</i>	1999	-			
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>		
	Pre-exam obligations					
	e.g. lectures attendance / exercises		10	10%		
	e.g. positively assessed seminar paper / project / essay		5	5%		
	e.g. case study - group work					
	e.g. test / colloquium		20	20%		
	e.g. test / colloquium		20	20%		
	Class participation					
	e.g. practical work					
<b>Final exam</b>						
e.g. final exam (oral / written)		45	45%			
<b>TOTAL</b>		100	100%			
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	1465/21 od 17.9.2021. godine					

<sup>9</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Second year of study				
<b>Full name of the subject</b>	<b>ACCOUNTING WITH FINANCIAL ANALYSIS</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-010-3-8,0-4-2-0	Mandatory	III	8			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>10</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 60 + 30 + 0 = 90 h			total student workload (in hours, semester) 4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T 103,64 + 51,82 + 0 = 155,46 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 90 h + 155,46 h = 245,46 h = U <sub>opt</sub>						
<b>Learning outcomes</b>	After completing the learning process, students will be: - qualified for bookkeeping of actual business changes and preparation of financial statements - prepared for further study of accounting theory and practice					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Introduction to the subject: concepts, issues, goals and tasks of accounting, accounting principles				
	Week II	Impact of economic changes on company assets and balance sheet breakdown				
	Week III	Accounting instruments and their relationship				
	Week IV	Principles of proper bookkeeping and chart of accounts				
	Week V	Accounting for business events (raising funds, procurement, sales, etc.)				
	Week VI	Basic cost classifications				
	Week VII	Classical systems and methods of cost calculation				
	Week VIII	The first partial exam				
	Week IX	Calculations-concept, types and methods				
	Week X	Calculations of hotel services and travel agency services				
	Week XI	Analysis of financial statements - objectives, standards and sources of information				
	Week XII	Horizontal and vertical analysis, ratio analysis				
	Week XIII	Applied analysis-balance sheet analysis				
	Week XIV	Applied analysis-income statement analysis				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Škarić-Jovanović, K.	Finansijsko računovodstvo, Beograd: CID EFB		2009	3-350		
Peršić, M. Janković, S.	Menadžersko računovodstvo hotela		2006	139-290		
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Lukić, R.	Računovodstvo trgovinskih preduzeća		2005			
Rodić, J. Vukelić, G.	Teorija i analiza bilansa		2003			
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises					
	e.g. positively assessed seminar paper / project / essay					
	e.g. case study - group work					
	e.g. test / colloquium			25	25%	
	e.g. test / colloquium			25	25%	
	Class participation					
	e.g. practical work			10	10%	
	Final exam					
e.g. final exam (oral / written)			40	40%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	1465/21 od 17.9.2021. godine					

<sup>10</sup> Student workload coefficient So is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} = \text{ x} = \text{ }.$  See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Second year of study				
<b>Full name of the subject</b>	<b>TOURISM LAW</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-011-3-7,0-3-2-0	Mandatory	III	7			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>11</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
3	2	0	3*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $45 + 30 + 0 = 75$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $72,73 + 51,82 + 0 = 124,55$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $124,55$ h = $199,55$ h = $U_{opt}$						
<b>Learning outcomes</b>	Students will gain knowledge on the basics of government systems basics, legal norms, real property law, obligations, sources of law in tourism, legal forms of tourism service providers, the most important legal affairs in tourism, securities.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	The legal system and legal norms				
	Week II	Real property law				
	Week III	Obligation law				
	Week IV	Sources of law in tourism				
	Week V	Companies				
	Week VI	Forms of tourist organizations				
	Week VII	Contracts in the economy				
	Week VIII	The first partial exam				
	Week IX	Contracts in hotel services				
	Week X	Allotment agreement and time-sharing agreement				
	Week XI	Travel arrangement contract				
	Week XII	Other tourist contracts				
	Week XIII	Securities				
	Week XIV	Identity papers				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Gorenc V., Šmid V.,	Poslovno pravo u turizmu i ugostiteljstvu, Zagreb,			1999		
Gorenc V., grupa autora	Posebne uzance u ugostiteljstvu sa komentarom, Zagreb			1996		
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			10	10%	
	e.g. case study - group work					
	e.g. test / colloquium			15	15%	
	e.g. test / colloquium			15	15%	
	Class participation					
	e.g. practical work			5	5%	
	Final exam					
e.g. final exam (oral / written)			50	50%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	1465/21 od 17.9.2021. godine					

<sup>11</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} = \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale			
	<i>Study programme: Tourism and hospitality</i>			
	First cycle/undergraduate studies	Second year of study		
<b>Full name of the subject</b>	<b>ENGLISH LANGUAGE 3</b>			
<b>Chair</b>				
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-1-012-3-7,0-5-0-0	Mandatory	III	7	
<b>Teacher (s)</b>				
<b>Associate / s</b>				
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>12</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>
5	0	0	5*15*1,73	0*15*1,73
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 75 + 0 + 0 = 75 h			total student workload (in hours, semester) 5*15*1,73 + 0*15*1,73 + 0*15*1,73 = T 129,75 + 0 + 0 = 129,75 h	
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 75 h + 129,75 h = 204,75 h = U <sub>opt</sub>				
<b>Learning outcomes</b>	Upon completing this course, the student will expand their knowledge of English grammar and general and professional terminology. The student will be able to use knowledge and skills in certain situations that include general and business communication, either oral or written, with an emphasis on the tourism and hospitality vocabulary.			
<b>Conditionality</b>	Not conditioned			
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>	Week I	DIFFERENT KINDS OF PEOPLE: Working in travel and tourism/Being friendly and helpful		
	Week II	When in Rome/Dealing with enquiries		
	Week III	INTERNATIONAL TRAVEL: Different ways of travelling/Asking questions/Around the world		
	Week IV	Taking a booking/The best way to get there/Organising a trip		
	Week V	PHONE CALLS: Using the phone. How may I help you?		
	Week VI	Answering enquiries/Taking messages/Revision		
	Week VII	<i>The first partial exam</i>		
	Week VIII	FOOD AND DRINK: Good morning! /Explaining dishes		
	Week IX	May I take your order? /Drinks, snacks and desserts		
	Week X	English habits/ Welcome to our restaurants		
	Week XI	LETTERS AND FAXES: Responding to enquiries/Confirming reservations		
	Week XII	Avoiding mistakes/We are very sorry		
	Week XIII	Communication activities		
	Week XIV	Revision		
	Week XV	<i>The second partial exam</i>		
<b>Mandatory reading</b>				
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>
Leo Jones	<i>WELCOME, English for the travel and tourism industry</i> -Student's Book, Cambridge University Press, Cambridge		2003	8-55
Popović L.J. i Mirić V.	<i>Gramatika engleskog jezika sa vežbanjima</i> , Zavet, Beograd		all issues	
<b>Additional literature</b>				
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>
	General and professional dictionaries of your choice			
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations			
	e.g. lectures attendance / exercises		10	10%
	e.g. positively assessed seminar paper / project / essay		10	10%
	e.g. case study - group work		30	30%
	e.g. test / colloquium		30	30%
	e.g. test / colloquium			
	Class participation			
	e.g. practical work			
	Final exam			
e.g. final exam (oral / written)		20	20%	
TOTAL		100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
<b>Validation date</b>	1465/21 od 17.9.2021. godine			

<sup>12</sup> Student workload coefficient So is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} = \text{ x} = \text{ }.$  See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Second year of study				
<b>Full name of the subject</b>	<b>ENTREPRENEURSHIP IN TOURISM</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-013-4-8,0-4-2-0	Mandatory	IV	8			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>13</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 60 + 30 + 0 = 90 h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ 103,64 + 51,82 + 0 = 155,46 h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90 \text{ h} + 155,46 \text{ h} = 245,46 \text{ h} = U_{opt}$						
<b>Learning outcomes</b>	Students will be able to turn their ideas and entrepreneurial spirit into concrete endeavours in the tourism industry by studying several relevant areas as soon as possible; Students will be able to understand the importance of entrepreneurship, learn about different forms of entrepreneurial activities in the tourism industry and learn more about the elements of the entrepreneurial process; Students will develop the ability to analyse and critically evaluate the ideas and concepts of entrepreneurship in the tourism industry; Students will be able to apply knowledge in practice and adapt to new situations; Students will develop managerial abilities for making strategic decisions related to the management of a modern hotel company, and they will learn to efficiently and effectively perform functional and managerial tasks in the hotel business.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	<p>Week I Understanding the concept and characteristics of entrepreneurship</p> <p>Week II Entrepreneurial activity, economy and importance of small companies</p> <p>Week III Entrepreneurial small business; Diversity in entrepreneurship: the role of women and ethnic minorities</p> <p>Week IV Sources of financing: Relevant issues and bank financing</p> <p>Week V Sources of venture capital in entrepreneurship</p> <p>Week VI Innovation and entrepreneurship</p> <p>Week VII The first partial exam</p> <p>Week VIII Information and communication technologies, e-business and entrepreneurship</p> <p>Week IX Entrepreneurial and growing companies and international entrepreneurship</p> <p>Week X Family business and social entrepreneurship</p> <p>Week XI Important issues in starting a business; The role of entrepreneurship and management in tourism development</p> <p>Week XII Organizational forms and carriers of entrepreneurship in tourism</p> <p>Week XIII Human resources management in tourism</p> <p>Week XIV Preparing to start a business: researching, defining and implementing business plans.</p> <p>Week XV The second partial exam.</p>					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
David Deakins, Mark Freel	Preduzetništvo i male firme, Data status, Beograd	2012	1-318			
Spremo, Tihomir	Preduzetništvo i upravljanje malim biznisom, Svet knjige, Beograd	2019	112-137			
Bartoluci, M.	Upravljanje razvojem turizma i poduzetništva: turistička politika, razvoj i poduzetništvo u turizmu, Školska knjiga, Zagreb	2013	258-314 343-359			
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Paunović, B.	Preduzetništvo i upravljanje malim preduzećem, CID Ekonomskog fakulteta Beograd	2017	155-195			
Vitić-Četković, A. & Ivanović, N.	Priručnik za preduzetništvo u turizmu, Turistička organizacija opštine Bar	2014	7-47			
Trezner, Ž.	Odgovorno poduzetništvo u suvremenom turizmu, Solin	2019	10-48			
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay					
	e.g. case study - group work					
	e.g. test / colloquium			20	20%	
	e.g. test / colloquium			20	20%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			50	500%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	1465/21 od 17.9.2021. godine					

<sup>13</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:



a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h} = \text{---}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Second year of study			
<b>Full name of the subject</b>		<b>TOURISM POLICY AND ECONOMIC DEVELOPMENT</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>		
EFP-1-1-TH-03-1-014-4-8,0-4-2-0		Mandatory		IV		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $60 + 30 + 0 = 90$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $103,64 + 51,82 + 0 = 155,46$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90 \text{ h} + 155,46 \text{ h} = 245,46 \text{ h} = U_{opt}$						
<b>Learning outcomes</b>	After completing the learning process, students will: - acquire knowledge and competencies that allow the application of various methods and criteria in the field of decision-making in tourism and critically consider tourism development policy. - get acquainted with the operational elements of the management structure that can successfully influence tourism development.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Definition, meaning and creators of tourism policy				
	Week II	Measures of state intervention in tourism as part of tourism policy				
	Week III	Means and instruments of tourism policy				
	Week IV	Classification of the tourist system				
	Week V	The concept of the national tourist system				
	Week VI	Methods, principles and criteria for deciding on the development of tourism				
	Week VII	The first partial exam				
	Week VIII	The concept of tourism development at the national and regional level				
	Week IX	Relationship between economic, social and tourism development				
	Week X	Influences on defining the goals of economic and tourist development				
	Week XI	International environment and the concept of tourism development				
	Week XII	Defining the aims of tourism development				
	Week XIII	Instruments of tourism development strategy				
	Week XIV	Instruments of tourism policy				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Ante Dulčić, Lidija Petrić	Upravljanje razvojem turizma, Zagreb: Mate			2001	1-406	
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Boris Vukonić, Ksenija Keča	Turizam i razvoj, Zagreb: Ekonomski fakultet			2001	1-280	
Jasmina Gržinić	Turizam i razvoj - rasprava o globalnim izazovima, Pula: Sveučilište Jurja Dobriće			2018	1-239	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>				<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations					
	e.g. lectures attendance / exercises				10	10%
	e.g. positively assessed seminar paper / project / essay				5	5%
	e.g. case study - group work					
	e.g. test / colloquium				20	20%
	e.g. test / colloquium				20	20%
	Class participation					
	e.g. practical work					
	Final exam					
e.g. final exam (oral / written)				45	45%	
TOTAL				100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	1465/21 od 17.9.2021. godine					

<sup>14</sup> Student workload coefficient  $S_o$  is calculated as follows:



- a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h} = \text{ h} \times \text{ h}$ . See form content and explanation.  
 b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale					
	Study programme: Tourism and hospitality					
	First cycle/undergraduate studies	Second year of study				
Full name of the subject	TOURISM MARKETING					
Chair						
Course code	Course status	Semester	ECTS			
EFP-1-1-TH-03-1-015-4-7,0-3-2-0	Mandatory	IV	7			
Teacher (s)						
Associate / s						
Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)		Student workload coefficient $S_o^{15}$		
L	E	LabE	L	E	LabE	$S_o$
3	2	0	3*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $45 + 30 + 0 = 75$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $72,73 + 51,82 + 0 = 124,55$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $124,55$ h = $199,55$ h = $U_{opt}$						
Learning outcomes	Acquiring and expanding knowledge of the basics of marketing; specifics of tourism as a branch of economy in the service sector; application of an integral, proactive approach to the customer-consumer in tourism from the aspect of the concept of marketing strategies adapted to the tourism market.					
Conditionality	Not conditioned					
Teaching methods	Lectures, exercises, presentations, case study, seminar paper					
Course content by weeks	Week I Marketing in tourism - specifics of the tourism market Week II Marketing of services in tourism Week III Consumer behaviour in tourism Week IV Marketing planning and control in tourism Week V Tourism market segmentation Week VI A product in tourism Week VII The price of a tourist product Week VIII The first partial exam Week IX Marketing communication in tourism Week X Value delivery-distribution channels in tourism Week XI Marketing research and information Week XII Internal marketing Week XIII E-marketing in tourism Week XIV Environment in tourism Week XV The second partial exam					
Mandatory reading						
Author (s)	Title of publication, publisher		Year	Pages (from-to)		
Kotler P., Bowen J., T., Makens, J., C.,	Marketing u ugostiteljstvu, hotelijerstvu i turizmu, Mate, Zagreb		2010	5-370, 448-620, 686-700		
Additional literature						
Author (s)	Title of publication, publisher		Year	Pages (from-to)		
Popesku J.,	Marketing u turizmu i hotelijerstvu, Univerzitet Singidunum		2018			
Obligations, forms of knowledge assessment and grading	Type of student work evaluation			Points	Percentage	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			5	5%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work			10	10%	
	e.g. test / colloquium			10	10%	
	e.g. test / colloquium			10	10%	
	Class participation			5	5%	
	e.g. practical work			5	5%	
	Final exam					
e.g. final exam (oral / written)			50	50%		
TOTAL			100	100 %		
Website	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
Validation date	1465/21 od 17.9.2021. godine					

<sup>15</sup> Student workload coefficient  $S_o$  is calculated as follows:



a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale			
	<i>Study programme: Tourism and hospitality</i>			
	First cycle/undergraduate studies	Second year of study		
<b>Full name of the subject</b>	<b>ENGLISH LANGUAGE 4</b>			
<b>Chair</b>				
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-1-016-4-7,0-5-0-0	Mandatory	IV	7	
<b>Teacher (s)</b>				
<b>Associate / s</b>				
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>16</sup></b>
L	E	LabE	L	E
5	0	0	5*15*1,73	0*15*1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $75 + 0 + 0 = 75$ h			total student workload (in hours, semester) $5*15*1,73 + 0*15*1,73 + 0*15*1,73 = T$ $129,75 + 0 + 0 = 129,75$ h	
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $129,75$ h = $204,75$ h = $U_{opt}$				
<b>Learning outcomes</b>	Upon completing this course, the student will expand their knowledge of English grammar and general and professional terminology. The student will be able to use knowledge and skills in certain situations that include general and business communication, either oral or written, with an emphasis on the tourism and hospitality vocabulary.			
<b>Conditionality</b>	Not conditioned			
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>	Week I	ACCOMMODATION: Reservations. Checking in. Giving information.		
	Week II	Facilities: Enjoy your stay! The best hotel for you. The perfect hotel.		
	Week III	MONEY: How would you like to pay? Changing money.		
	Week IV	Explaining the bill. Is service included?		
	Week V	TRAVELLING AROUND: To and from the airport. Local knowledge. Offering and requesting.		
	Week VI	Car rental. Motoring. Revision.		
	Week VII	<i>The second partial exam</i>		
	Week VIII	PROBLEMS: Is there anything I can do? Dealing with complaints.		
	Week IX	Better safe than sorry. Difficult customers?		
	Week X	ATTRACTIONS AND ACTIVITIES: Seeing the sights. Making suggestions and giving advice.		
	Week XI	Sun, sea and sand? History and folklore.		
	Week XII	A nice day out. The future of tourism.		
	Week XIII	Communication activities		
	Week XIV	REVISION		
	Week XV	<i>The second partial exam</i>		
<b>Mandatory reading</b>				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>	
Leo Jones	<i>WELCOME, English for the travel and tourism industry</i> -Student's Book, Cambridge University Press, Cambridge	2003	8-55	
Popović L.J. i Mirić V.	<i>Gramatika engleskog jezika sa vežbanjima</i> , Zavet, Beograd	all issues		
<b>Additional literature</b>				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>	
	General and professional dictionaries of your choice			
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations			
	e.g. lectures attendance / exercises		10	10%
	e.g. positively assessed seminar paper / project / essay		10	10%
	e.g. case study - group work		30	30%
	e.g. test / colloquium		30	30%
	e.g. test / colloquium			
	Class participation			
	e.g. practical work			
	Final exam			
e.g. final exam (oral / written)		20	20%	
TOTAL		100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
<b>Validation date</b>	1465/21 od 17.9.2021. godine			

<sup>16</sup> Student workload coefficient So is calculated as follows:



- a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.
- b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Third year of study		
<b>Full name of the subject</b>		<b>FINANCIAL OPERATIONS</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-1-017-5-8,0-4-2-0		Mandatory		V	
				<b>ECTS</b>	
				8	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	
4	2	0	4*15*1,73	2*15*1,73	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $60 + 30 + 0 = 90$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $103,64 + 51,82 + 0 = 155,46$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90 \text{ h} + 155,46 \text{ h} = 245,46 \text{ h} = U_{opt}$					
<b>Learning outcomes</b>	By successfully mastering the course, students will be able to: <ul style="list-style-type: none"> <li>- perform financial analysis independently, monitor and plan the cash flows of the company;</li> <li>- understand the role of the financial market, the valuation of financial instruments in the financial market and the possibilities of securing funds in the financial market;</li> <li>- understand the possibilities of improving working capital management;</li> <li>- apply the method of evaluating the effectiveness of investment projects;</li> <li>- analyse the impact of capital structure and the price of capital and dividend policy on the value of the company, etc.</li> </ul>				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I Objectives of financial management - ownership theory and business entity theory Week II Financial analysis - introduction, indicators of financial analysis; Week III The concept and types of risk and the effect of leverage; Week IV Cash flow statements, cash flow planning and monitoring; Week V Networking capital management, Cash management Week VI Customer receivables management; Inventory management Week VII Financial aspects of the capital investment plan - investment decision making Week VIII Financial evaluation and ranking of investment projects Week IX Dynamic and static methods of investment projects evaluation Week X Long-term sources of financing - Bonds and Preferential shares, Ordinary shares Week XI Unsecured short-term sources of financing; Secured short-term sources of financing Week XII Basic functions of the capital market; The capital cost; Interdependence of return and risk on investment in securities Week XIII Creating value for shareholders; Capital Structure Theory: Traditional Capital Structure Theory; Week XIV Modigliani-Miller's theory of capital structure; Dividend policy; Leasing; Convertible securities Week XV Warrants for the purchase of ordinary shares; Options and futures;				
<b>Mandatory reading</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>		
Ivanišević, M.	<i>Poslovne finansije</i> , Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd	2008	1-392		
<b>Additional literature</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			5	5%
	e.g. positively assessed seminar paper / project / essay			5	5%
	e.g. case study - group work			10	10%
	e.g. test / colloquium			10	10%
	e.g. test / colloquium			10	10%
	Class participation			5	5%
	e.g. practical work			5	5%
Final exam					
e.g. final exam (oral / written)			50	50%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2022/23				

<sup>17</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Third year of study				
<b>Full name of the subject</b>	<b>INTERNATIONAL TOURISM</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-018-5-8,0-4-2-0	Mandatory	V	8			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>18</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 60 + 30 + 0 = 90 h			total student workload (in hours, semester) 4*15*1,73 + 2*15*1,1,73 + 0*15*1,73 = T 103,64 + 51,82 + 0 = 155,46 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 90 h + 155,46 h = 245,46 h = U <sub>opt</sub>						
<b>Learning outcomes</b>	Upon completion of the learning process, students will be able to: - grasp the size and complexity of relations in the world economy with an emphasis on the position of tourism in it; - understand the fundamental forces that determine the patterns of trade in goods and services; - learn to use data from official statistical reports such as the balance of payments and international investment position					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I The world economy and tourism: basic facts Week II Sources of absolute and comparative advantages in tourism Week III Heckscher-Olin theory: development of tourist offer Week IV Intra-industrial trade in goods and tourist services Week V Growth of the world economy, trade and tourism Week VI Barriers to the movement of goods and services Week VII The first partial exam Week VIII The role of international tourism in the development of foreign trade relations Week IX Macroeconomic relations of domestic tourism and the rest of the world Week X Economic integration and tourism Week XI Globalization and economic development Week XII Responsible and inclusive tourism development Week XIII Impact of tourism on the balance of payments Week XIV World megatrends in tourism Week XV Second partial exam					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Dominik Salvatore	<i>Međunarodna ekonomija</i> , Beograd: EF CID			2014	izabrana poglavlja	
Jasmina Gržinić	<i>Međunarodni turizam</i> , Pula: Sveučilište Jurja Dobrile			2014	1-343	
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Jasmina Gržinić	<i>Suvremeni trendovi u turizmu</i> , Pula: Sveučilište Jurja Dobrile			2018	1-277	
Ivan Vuković	<i>Međunarodna ekonomija i turizam</i> , Zagreb: Dalmatina			2000	1-373	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work					
	e.g. test / colloquium			20	20%	
	e.g. test / colloquium			20	20%	
	Class participation					
	e.g. practical work					
	Final exam					
e.g. final exam (oral / written)			45	45%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2022/23					

<sup>18</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Third year of study			
<b>Full name of the subject</b>		<b>EVENT MANAGEMENT</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>		
EFP-1-1-TH-03-1-019-5-7,0-3-2-0		Mandatory	V	7		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>				
		<b>Student workload coefficient S<sub>0</sub><sup>19</sup></b>				
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
3	2	0	3*15*1,73	2*15*1,73	0*15*1,73	1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 45 + 30 + 0 = 75 h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ 72,73 + 51,82 + 0 = 124,55 h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester 75 h + 124,55 h = 199,55 h = $U_{opt}$						
<b>Learning outcomes</b>		After completing the learning process, students will acquire: - knowledge, skills and competencies from the management of events (planning, organizing, leading, controls, protocols, security) - knowledge, skills and competencies from the organization of competencies in tourism.				
<b>Conditionality</b>		Not conditioned				
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>		Week I Introduction to event management Week II Concept and design Week III Feasibility Week IV Compliance with legal provisions Week V Marketing, Financial management Week VI Planning Week VII The first partial exam Week VIII Protocol Week IX Setting up events Week X Human resources and leadership Week XI Operations and logistics, Security Week XII Mass management and evacuation Week XIII Supervision, control and evaluation Week XIV Careers in a changing environment Week XV The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
Lin Van Der Vagen, Brenda R. Karlos		Upravljanje događajima. Beograd Mate		2010		
Andrejević, A., Grubor, A.		Menadžment događaja, Univerzitet Educons, Sremska Kamenica		2007		
<b>Additional literature</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
Masterman, G.		Strateški menadžment sportskih događaja, Clio, Beograd.		2008		
Bowdin, G., Allen, J., O'Toole, W., McDonnell, L.		Events Management, Routledge Teylor & Francis Group, London and New York		2012		
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
		Pre-exam obligations				
		e.g. lectures attendance / exercises			10	10%
		e.g. positively assessed seminar paper / project / essay				
		e.g. case study - group work			10	10%
		e.g. test / colloquium			20	20%
		e.g. test / colloquium			20	20%
		Class participation				
		e.g. practical work				
		Final exam				
		e.g. final exam (oral / written)			40	40%
		TOTAL			100	100 %
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2022/23				

<sup>19</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \text{ h} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Third year of study			
<b>Full name of the subject</b>		<b>GERMAN LANGUAGE 1</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>		
EFP-1-1-TH-03-1-020-5-7,0-5-0-0		Mandatory	V	7		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient <math>S_0</math><sup>20</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	
5	0	0	5*15*1,73	0*15*1,73	0*15*1,73	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $75 + 0 + 0 = 75$ h			total student workload (in hours, semester) $5*15*1,73 + 0*15*1,73 + 0*15*1,73 = T$ $129,75 + 0 + 0 = 129,75$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $129,75$ h = $204,75$ h = $U_{opt}$						
<b>Learning outcomes</b>		<i>Acquiring language competencies in German at the A1/1 level</i>				
<b>Conditionality</b>		Not conditioned				
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>		Week I BEGRÜßUNG, BEFINDEN: sich begrüßen und vorstellen, Alphabet; Position des Verbs, W-Fragen Week II ANGABEN ZUR PERSON, BERUFE: über den Beruf und Persönliches sprechen, einen Steckbrief schreiben, Zahlen 1-100; Negation mit nicht, Wortbildung -in Week III Week IV FAMILIE: über die Familie sprechen; Ja/Nein-Fragen, Possessivartikel mein/dein, Verben mit Vokalwechsel Week V EINKAUFEN, MÖBEL: Zahlen über 100; Adjektive, definiter Artikel, Personalpronomen er/es/sie Week VI GEGENSTÄNDE, PRODUKTE: etwas beschreiben; indefiniter und negativer Artikel Week VII BÜRO UND TECHNIK: Telefongespräche; Singular-Plural, Akkusativ Week VIII The first partial exam Week IX FREIZEIT, KOMPLIMENTE: über Hobbys sprechen; Modalverb können VERABREDUNGEN: Tageszeiten, Uhrzeiten, Wochentage; Verbposition im Satz, Temporale Präpositionen am, um Week X Week XI ESSEN: Gespräch über Essgewohnheiten; Konjugation mögen, Wortbildung Nomen+Nomen Week XII REISEN, VERKEHRSMITTEL: sich informieren; trennbare Verben Week XIII TAGESABLAUF, VERGANGENES: über Vergangenes sprechen; Perfekt mit haben, Temporale Präpositionen Week XIV FESTE, VERGANGENES: über Feste sprechen, Jahreszeiten, Monate; Perfekt mit sein, Temporale Präposition im REVISION Week XV The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
Evans, Sandra; Pude, Angela; Sprech, Franz		Menschen A1.1 (Kursbuch und Arbeitsbuch), Hueber Verlag, Ismaning, Deutschland		2012		
<b>Additional literature</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
		Pre-exam obligations				
		e.g. lectures attendance / exercises			10	10%
		e.g. positively assessed seminar paper / project / essay			10	10%
		e.g. case study - group work			30	30%
		e.g. test / colloquium			30	30%
		e.g. test / colloquium				
		Class participation				
		e.g. practical work				
Final exam						
e.g. final exam (oral / written)			20	20%		
TOTAL			100	100 %		
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2022/23				

<sup>20</sup> Student workload coefficient  $S_0$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h} = \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Third year of study		
<b>Full name of the subject</b>		<b>ELECTRONIC TOURISM</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-1-021-6-8,0-4-2-0		Mandatory		VI	
				<b>ECTS</b>	
				8	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	
4	2	0	4*15*1,73	2*15*1,73	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $60 + 30 + 0 = 90$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $103,64 + 51,82 + 0 = 155,46$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90 \text{ h} + 155,46 \text{ h} = 245,46 \text{ h} = U_{opt}$					
<b>Learning outcomes</b>	After completing the learning process, students will be able to: - implement the strategy of electronic business in existing companies within the tourism industry, - evaluate and select information technologies that can be effectively used in tourism, - use internet applications in the tourism industry, - understand the economic functionality of e-tourism.				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I Information systems - terms and definitions Week II Data and knowledge management Week III Application of the Internet in business Week IV E-business and e-commerce Week V Wireless mobile computing and application in mobile commerce Week VI Information systems in the organization Week VII The first partial exam Week VIII Management support systems Week IX Procurement and implementation of information systems Week X E-tourism Week XI E-destinations Week XII E-hospitality Week XIII E-air traffic Week XIV E-travel organizers and travel agencies Week XV The second partial exam				
<b>Mandatory reading</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
Keli Rainer i Efraim Turban		<i>Uvod u informacione sisteme.</i> Beograd: Data status		2009	
Angelina Njeguš		<i>Informacioni sistemi u turističkom poslovanju.</i> Beograd: Singidunum		2010	
		<b>Additional literature</b>			
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	
Pierre Benckendorff, Pauline J. Sheldon, Daniel Fesenmaier		<i>Tourism Information Technology.</i> Wallingford: CABI		2019	
Vujica Lazović, Tamara Đuričković		<i>Digitalna ekonomija.</i> Cetinje: autorsko izdanje		2018	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			10	10%
	e.g. positively assessed seminar paper / project / essay			5	5%
	e.g. case study - group work				
	e.g. test / colloquium			20	20%
	e.g. test / colloquium			20	20%
	Class participation				
	e.g. practical work				
	Final exam				
e.g. final exam (oral / written)			45	45%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2022/23				

<sup>21</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																		
<i>Study programme: Tourism and hospitality</i>																																				
First cycle/undergraduate studies			Third year of study																																	
<b>Full name of the subject</b>		<b>TOURISM AND LOCAL ECONOMIC DEVELOPMENT</b>																																		
<b>Chair</b>																																				
Course code		Course status		Semester		ECTS																														
EFP-1-1-TH-03-1-022-6-8,0-4-2-0		Mandatory		VI		8																														
<b>Teacher (s)</b>																																				
<b>Associate / s</b>																																				
Fund of classes / teaching load (weekly)			Individual student workload (in semester hours)			Student workload coefficient $S_o$ <sup>22</sup>																														
L	E	LabE	L	E	LabE	$S_o$																														
4	2	0	4*15*1,73	2*15*1,73	0*15*1,73	1,73																														
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $60 + 30 + 0 = 90$ h			total student workload (in hours, semester) $4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T$ $103,64 + 51,82 + 0 = 155,46$ h																																	
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $90 \text{ h} + 155,46 \text{ h} = 245,46 \text{ h} = U_{opt}$																																				
<b>Learning outcomes</b>		Upon completing the course the students will: <ul style="list-style-type: none"> <li>- acquire basic knowledge of facts, principles, processes and general concepts in local economic development.</li> <li>- gain the skills necessary to successfully perform tasks from the original scope of cities and municipalities.</li> <li>- successfully coordinate different requirements and interests of citizens and the activities of local services and institutions and rationally use the scarce available resources, all following the principles of efficiency, effectiveness and economy.</li> <li>- apply the concept, principles and criteria of sustainable tourism development.</li> <li>- be able to analyze and consider the impact of tourism development on the environment, natural and cultural heritage and quality of life of local people and to engage in the environmental quality management system</li> <li>- be able to further prepare to coordinate tourism activities and participants and resolve conflict situations in the management of sustainable development of tourist areas.</li> </ul>																																		
<b>Conditionality</b>		Not conditioned																																		
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper																																		
<b>Course content by weeks</b>		<table border="0"> <tr><td>Week I</td><td>The concept and nature of local economic development</td></tr> <tr><td>Week II</td><td>Factors influencing local economic development and preconditions for local government engagement in the field of economy and tourism</td></tr> <tr><td>Week III</td><td>Instruments and techniques of local self-government to stimulate economic development</td></tr> <tr><td>Week IV</td><td>Framework for local economic development - analysis of the situation and involvement of primary participants in LED</td></tr> <tr><td>Week V</td><td>Improving institutional capacity and strategic planning of economic development</td></tr> <tr><td>Week VI</td><td>Implementation of programs and projects</td></tr> <tr><td>Week VII</td><td>Monitoring and evaluation of implemented activities</td></tr> <tr><td>Week VIII</td><td>The first partial exam</td></tr> <tr><td>Week IX</td><td>Tourism based on local development; Strategic planning of local community tourism development</td></tr> <tr><td>Week X</td><td>Contemporary tendencies in the development of tourism relevant for LED</td></tr> <tr><td>Week XI</td><td>Sustainable tourism development; Protection and sustainable use of resources and heritage in tourism</td></tr> <tr><td>Week XII</td><td>Development of tourism in rural and border areas</td></tr> <tr><td>Week XIII</td><td>Sustainable development of tourism in mountainous areas</td></tr> <tr><td>Week XIV</td><td>Information and communication technologies (ICT) in the function of sustainable tourism development</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>					Week I	The concept and nature of local economic development	Week II	Factors influencing local economic development and preconditions for local government engagement in the field of economy and tourism	Week III	Instruments and techniques of local self-government to stimulate economic development	Week IV	Framework for local economic development - analysis of the situation and involvement of primary participants in LED	Week V	Improving institutional capacity and strategic planning of economic development	Week VI	Implementation of programs and projects	Week VII	Monitoring and evaluation of implemented activities	Week VIII	The first partial exam	Week IX	Tourism based on local development; Strategic planning of local community tourism development	Week X	Contemporary tendencies in the development of tourism relevant for LED	Week XI	Sustainable tourism development; Protection and sustainable use of resources and heritage in tourism	Week XII	Development of tourism in rural and border areas	Week XIII	Sustainable development of tourism in mountainous areas	Week XIV	Information and communication technologies (ICT) in the function of sustainable tourism development	Week XV	The second partial exam
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Week XIV	Information and communication technologies (ICT) in the function of sustainable tourism development																																			
Week XV	The second partial exam																																			
<b>Mandatory reading</b>																																				
Author (s)		Title of publication, publisher		Year	Pages (from-to)																															
Dušan Vasiljević,		„Lokalni ekonomski razvoj“, Beograd: PALGO Centar;		2012																																
Dragica Tomka i ostali		"Turizam i lokalni razvoj", Novi Sad: Fakultet za sport i turizam TIMS;		2012																																
Marija Maksin i ostali		"Menadžment prirodnih i kulturnih resursa u turizmu", Beograd:Fakultet za turistički i hotelijerski menadžment;		2009																																
<b>Additional literature</b>																																				
Author (s)		Title of publication, publisher		Year	Pages (from-to)																															
Jelena Bojović,		„Lokalni ekonomski razvoj u Srbiji“, Vašington: Urban Institut;		2009																																
Boris Begović, Zoran Vacić, Gordana Matković,		„Lokalni ekonomski razvoj“, Beograd: Centar za liberalno-demokratske studije.		2006																																
Mirko Pejanović, Elmır Sadiković,		Lokalna i regionalna samouprava u BiH, Šahinpašić, Sarajevo		2010																																
<b>Obligations, forms of knowledge assessment and grading</b>		Type of student work evaluation			Points	Percentage																														
		Pre-exam obligations																																		
		e.g. lectures attendance / exercises			10	10%																														
		e.g. positively assessed seminar paper / project / essay			10	10%																														
		e.g. case study - group work																																		
		e.g. test / colloquium			20	20%																														
		e.g. test / colloquium			20	20%																														
		Class participation																																		
		e.g. practical work																																		
		Final exam																																		
e.g. final exam (oral / written)			40	40%																																
TOTAL			100	100 %																																
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																		
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2022/23																																		

<sup>22</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h} \times \text{---}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale			
		Study programme: Tourism and hospitality			
Full name of the subject		GASTRONOMY		First cycle/undergraduate studies	
Chair				Third year of study	
Course code		EFP-1-1-TH-03-1-023-6-7,0-3-2-0		Course status	
Teacher (s)		Mandatory		Semester	
Associate / s		VI		ECTS	
Fund of classes / teaching load (weekly)		L		E	
Individual student workload (in semester hours)		LabE		S <sub>0</sub> <sup>23</sup>	
L		L <td colspan="2">S<sub>0</sub></td>		S <sub>0</sub>	
E		E <td colspan="2">S<sub>0</sub></td>		S <sub>0</sub>	
LabE		LabE <td colspan="2">S<sub>0</sub></td>		S <sub>0</sub>	
3		3*15*1,73		1,73	
2		2*15*1,73			
0		0*15*1,73			
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 45 + 30 + 0 = 75 h		total student workload (in hours, semester) 4*15*1,73 + 2*15*1,73 + 0*15*1,73 = T 72,73 + 51,82 + 0 = 124,55 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 75 h + 124,55 h = 199,55 h = U <sub>opt</sub>					
Learning outcomes		After completing the learning process, students will: - be able to explain the fundamental elements of nutrition, cuisine and gastronomy concerning restaurants as constituent elements of the tourist product; - be able to interpret documentation used in gastronomy and restaurateurs; - be able to choose and create a catering offer following the needs of the tourist market; - understand the distinctive requirements of demand in gastronomy and restaurants; describe the quality parameters related to the provision of food and beverage services in the hospitality industry..			
Conditionality		Not conditioned			
Teaching methods		Lectures, exercises, presentations, case study, seminar paper			
Course content by weeks		Week I Introduction to gastronomy and restaurateurs, defining basic concepts Week II Modern trends in nutrition, norms and calculations Week III Types of dishes and meals in catering Week IV Written offers in catering Week V Types of catering cuisines, human resources, departments and means of work Week VI Preparatory work in the catering kitchen, sanitation and security Week VII Cooking, serving and decorating dishes Week VIII The first partial exam Week IX Types of restaurant facilities, human resources, departments and means of work Week X Ways and systems of service and the course of the service process Week XI Serving different kinds of dishes and preparing meals in front of the guest Week XII Serving different types of drinks Week XIII Pairing food and wine and code of conduct Week XIV Food quality parameters and restaurant rating systems in the world Week XV The second partial exam			
Mandatory reading					
Author (s)		Title of publication, publisher		Year	
Tešanović Dragan		Osnove gastronomije za menadžere. Prirodno-matematički fakultet, Novi Sad.		2016	
Additional literature					
Author (s)		Title of publication, publisher		Year	
Gagić Snježana		Servis hrane i pića. Fakultet za turizam i hotelijerstvo, Banja Luka.		2015	
Stojanović Momčilo, Krasavčić Milovan		Restoraterstvo. Visoka hotelijerska škola, Beograd		2006	
Obligations, forms of knowledge assessment and grading		Type of student work evaluation		Points	
		Pre-exam obligations		Percentage	
		e.g. lectures attendance / exercises			
		e.g. positively assessed seminar paper / project / essay		10	
		e.g. case study - group work		20	
		e.g. test / colloquium		20	
		e.g. test / colloquium		20	
		Class participation			
		e.g. practical work			
		Final exam			
		e.g. final exam (oral / written)		50	
		TOTAL		100	
				100 %	
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2022/23			

<sup>23</sup> Student workload coefficient So is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale			
<i>Study programme: Tourism and hospitality</i>					
First cycle/undergraduate studies			Third year of study		
<b>Full name of the subject</b>		<b>GERMAN LANGUAGE 2</b>			
<b>Chair</b>					
Course code		Course status		Semester	
EFP-1-1-TH-03-1-024-6-7,0-5-0-0		Mandatory		VI	
				ECTS	
				7	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
Fund of classes / teaching load (weekly)			Individual student workload (in semester hours)		
L	E	LabE	L	E	LabE
5	0	0	5*15*1,73	0*15*1,73	0*15*1,73
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $75 + 0 + 0 = 75$ h			total student workload (in hours, semester) $5*15*1,73 + 0*15*1,73 + 0*15*1,73 = T$ $129,75 + 0 + 0 = 129,75$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $75$ h + $129,75$ h = $204,75$ h = $U_{opt}$					
<b>Learning outcomes</b>		<i>Acquiring language competencies in German at the A1/1 level</i>			
<b>Conditionality</b>		Not conditioned			
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper			
<b>Course content by weeks</b>	Week I	WEGE BESCHREIBEN: lokale Präpositionen+Dativ			
	Week II	WOHNEN: etw. beschreiben; Possessivartikel sein/ihr, Genitiv bei Eigennamen			
	Week III	IN DER STADT: Verben mit Dativ, Personalpronomen im Dativ			
	Week IV	TERMINE (vereinbaren/verschieben): Temporale Präpositionen vor, nach, in, für			
	Week V	PLÄNE UND WÜNSCHE: Präpositionen mit/ohne, Modalverb wollen			
	Week VI	GESUNDHEIT UND KRANKHEIT: Körperteile; Imperativ (Sie), Modalverb sollen			
	Week VII	The first partial exam			
	Week VIII	AUSSEHEN UND CHARAKTER: Personen beschreiben; Präteritum war/hatte, Perfekt (untrennbare Verben), Adjektive mit un-			
	Week IX	IM HAUSHALT: Imperativ (du/ihr), Personalpronomen im Akkusativ			
	Week X	REGELN: über Regeln im Verkehr sprechen; Modalverben dürfen, müssen			
	Week XI	KLEIDUNG: Komparation, Vergleiche			
	Week XII	WETTER: Wortbildung -los, Konjunktion denn			
	Week XIII	FESTE UND FEIERN: Wünsche äußern; Konjunktiv II würde, Ordinal Zahlen			
	Week XIV	Revision			
	Week XV	The second partial exam			
<b>Mandatory reading</b>					
Author (s)		Title of publication, publisher		Year	Pages (from-to)
Evans, Sandra; Pude, Angela; Sprech, Franz		Menschen A1.2 (Kursbuch und Arbeitsbuch), Hueber Verlag, Ismaning, Deutschland		2012	
<b>Additional literature</b>					
Author (s)		Title of publication, publisher		Year	Pages (from-to)
Obligations, forms of knowledge assessment and grading	Type of student work evaluation			Points	Percentage
	Pre-exam obligations				
	e.g. lectures attendance / exercises			10	10%
	e.g. positively assessed seminar paper / project / essay			10	10%
	e.g. case study - group work			30	30%
	e.g. test / colloquium			30	30%
	e.g. test / colloquium				
	Class participation				
	e.g. practical work				
	Final exam				
e.g. final exam (oral / written)			20	20%	
TOTAL			100	100 %	
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>			
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2022/23			

<sup>24</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																			
	<i>Study programme: Tourism and hospitality</i>																																			
	First cycle/undergraduate studies	Fourth year of study Tourism Management																																		
<b>Full name of the subject</b>	<b>TOURIST MARKET RESEARCH</b>																																			
<b>Chair</b>																																				
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>																																	
EFP-1-1-TH-03-1-025-7-5,0-2-2-0	Mandatory	VII	5																																	
<b>Teacher (s)</b>																																				
<b>Associate / s</b>																																				
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>25</sup></b>																																
L	E	LabE	L	E	LabE	S <sub>0</sub>																														
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5																														
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 30 + 30 + 0 = 60 h			total student workload (in hours, semester) 2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T 45 + 45 + 0 = 90 h																																	
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 60 h + 90 h = 150 h = U <sub>opt</sub>																																				
<b>Learning outcomes</b>	Upon completion of the course, students will gain knowledge about: <ul style="list-style-type: none"> <li>- specifics of the use of market research in tourism;</li> <li>- sampling, data collection and analysis;</li> <li>- researching the tourist market to ensure the quality of the offer.</li> </ul>																																			
<b>Conditionality</b>	Not conditioned																																			
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper																																			
<b>Course content by weeks</b>	<table border="0" style="width: 100%;"> <tr><td style="width: 15%;">Week I</td><td>Marketing information system in tourism</td></tr> <tr><td>Week II</td><td>Secondary data in tourism</td></tr> <tr><td>Week III</td><td>Content and process of research of tourist markets</td></tr> <tr><td>Week IV</td><td>Types of tourism market research</td></tr> <tr><td>Week V</td><td>Primary data in tourism</td></tr> <tr><td>Week VI</td><td>Sample and data collection</td></tr> <tr><td>Week VII</td><td>The first partial exam</td></tr> <tr><td>Week VIII</td><td>Data analysis and presentation of results</td></tr> <tr><td>Week IX</td><td>Research for the needs of tourism market segmentation</td></tr> <tr><td>Week X</td><td>Research for the catering companies needs</td></tr> <tr><td>Week XI</td><td>Research for the needs of intermediaries in the organization and sale of tourist services</td></tr> <tr><td>Week XII</td><td>Research for the needs of transport companies</td></tr> <tr><td>Week XIII</td><td>Research for sustainable development</td></tr> <tr><td>Week XIV</td><td>Research for the needs of quality management in tourism</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>						Week I	Marketing information system in tourism	Week II	Secondary data in tourism	Week III	Content and process of research of tourist markets	Week IV	Types of tourism market research	Week V	Primary data in tourism	Week VI	Sample and data collection	Week VII	The first partial exam	Week VIII	Data analysis and presentation of results	Week IX	Research for the needs of tourism market segmentation	Week X	Research for the catering companies needs	Week XI	Research for the needs of intermediaries in the organization and sale of tourist services	Week XII	Research for the needs of transport companies	Week XIII	Research for sustainable development	Week XIV	Research for the needs of quality management in tourism	Week XV	The second partial exam
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Week XIII	Research for sustainable development																																			
Week XIV	Research for the needs of quality management in tourism																																			
Week XV	The second partial exam																																			
<b>Mandatory reading</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>																																	
Marušić, M., Prebežac, D	Istraživanje turističkih tržišta, Adeco, Zagreb.	2004																																		
<b>Additional literature</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>																																	
Finn, M.	<i>Tourism and Leisure Research Methods: Dana Collection, Analysis and Interpretation</i> , Logman Pub. Group, New York.	2000																																		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>																																
	Pre-exam obligations																																			
	e.g. lectures attendance / exercises																																			
	e.g. positively assessed seminar paper / project / essay		10	10%																																
	e.g. case study - group work																																			
	e.g. test / colloquium		20	20%																																
	e.g. test / colloquium		20	20%																																
	Class participation																																			
	e.g. practical work																																			
Final exam																																				
e.g. final exam (oral / written)		50	50%																																	
TOTAL		100	100 %																																	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																			
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24																																			

<sup>25</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale							
	<i>Study programme: Tourism and hospitality</i>							
	First cycle/undergraduate studies		Fourth year of study Tourism Management					
<b>Full name of the subject</b>		<b>QUALITY MANAGEMENT IN TOURISM AND HOSPITALITY</b>						
<b>Chair</b>								
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>		<b>ECTS</b>		
EFP-1-1-TH-03-1-026-7-5,0-2-2-0		Mandatory		VII		5		
<b>Teacher (s)</b>								
<b>Associate / s</b>								
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>26</sup></b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>		
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5		
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 30 + 30 + 0 = 60 h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ 45 + 45 + 0 = 90 h					
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester 60 h + 90 h = 150 h = $U_{opt}$								
<b>Learning outcomes</b>		Upon finishing the learning process, students will be able to: - understand the quality management system in tourist companies and tourist destinations, - understand the standards in tourism and their impact on the quality of tourism services						
<b>Conditionality</b>		Not conditioned						
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper						
<b>Course content by weeks</b>		Week I Concept, defining quality, reasons for the application of quality in tourism Week II Quality characteristics in tourism Week III Quality management systems Week IV Total quality management system in tourism Week V Standardization of services as a basis for quality Week VI Requirements of ISO standards and application of HACCP and HALAL Week VII The first partial exam Week VIII The role of employees in quality assurance in the hotel industry Week IX The importance and role of management in achieving quality Week X The role of tourists in creating quality in tourism Week XI A strategic approach to quality Week XII Strategic adaptation of products and services to modern trends Week XIII Measuring and assessing quality in tourism Week XIV Quality control in tourism Week XV The second partial exam						
<b>Mandatory reading</b>								
<b>Author (s)</b>		<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>		
Dušanka Uščumlić, Jasna Babić		<i>Kvalitet i menadžment kvalitetom</i> , Beograd: EF CID			2019	1-242		
<b>Additional literature</b>								
<b>Author (s)</b>		<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>		
Dragoljub Barjaktarović		<i>Upravljanje kvalitetom u hotelijerstvu</i> , Beograd: Singidunum			2013	1-278		
Ivanka Avelini Holjevac		<i>Upravljanje kvalitetom u turizmu i hotelskoj industriji</i> , Opatija: FTHM			2003	1-580		
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>				<b>Points</b>	<b>Percentage</b>	
		Pre-exam obligations						
		e.g. lectures attendance / exercises				10	10%	
		e.g. positively assessed seminar paper / project / essay				5	5%	
		e.g. case study - group work						
		e.g. test / colloquium				20	20%	
		e.g. test / colloquium				20	20%	
		Class participation e.g. practical work						
		Final exam						
		e.g. final exam (oral / written)				45	45%	
		TOTAL				100	100 %	
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>						
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2023/24						

<sup>26</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \times \text{---}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale				
		Study programme: Tourism and hospitality				
Full name of the subject		GERMAN LANGUAGE 3		Chair		
Course code		EFP-1-1-TH-03-1-027-7-5,0-2-2-0		Course status		
		Mandatory		Semester		
				VII		
ECTS				5		
Teacher (s)				Associate / s		
Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)			Student workload coefficient $S_o$ <sup>27</sup>	
L	E	LabE	L	E	LabE	$S_o$
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
Learning outcomes		Acquiring language competencies in German at the A2/1 level				
Conditionality		Not conditioned				
Teaching methods		Lectures, exercises, presentations, case study, seminar paper				
Course content by weeks		Week I BERUFE UND FAMILIE: Possessivartikel unser/euer, Wiederholung Perfekt/Präteritum Week II WOHNEN: Wechselpräpositionen mit Dativ und Akkusativ, Verben mit Wechselpräpositionen Week III TOURISMUS: Vorlieben/Wünsche ausdrücken; Wortbildung Nomen: Verb+ -er und -ung Week IV EINKAUFEN: Adjektivdeklination nach indefinitem Artikel Week V STADTBESICHTIGUNG: Postkarte/E-Mail schreiben; Adjektivdeklination nach definitem Artikel Week VI KULTUR: Veranstaltungskalender schreiben; temporale Präpositionen über, von...an Week VII The first partial exam Week VIII SPORT UND FITNESS: Konjunktiv II, temporale Präposition (zwischen), temporale Adverbien (montags) Week IX GESUNDHEIT UND KRANKHEIT: Mitleid, Sorge, Hoffnung ausdrücken; Konjunktionen weil Week X ARBEITSLEBEN: Adjektivdeklination nach Nullartikel Week XI IM RESTAURANT: etw. bestellen, um etw. bitten; Konjunktion dass Week XII FAMILIENPORTRÄT: Gebrauchsgegenstände; reflexive Verben Week XIII ERNÄHRUNG: Lebensmittel; Konjunktion wenn Week XIV Revision Week XV The second partial test				
Mandatory reading						
Author (s)		Title of publication, publisher		Year	Pages (from-to)	
Habersack, Charlotte; Pude, Angela; Sprecht, Franz		Menschen A2.1 (Kursbuch und Arbeitsbuch), Hueber Verlag, Ismaning, Deutschland		2013		
Additional literature						
Author (s)		Title of publication, publisher		Year	Pages (from-to)	
Obligations, forms of knowledge assessment and grading		Type of student work evaluation			Points	Percentage
		Pre-exam obligations				
		e.g. lectures attendance / exercises			10	10%
		e.g. positively assessed seminar paper / project / essay			10	10%
		e.g. case study - group work			30	30%
		e.g. test / colloquium			30	30%
		e.g. test / colloquium				
		Class participation				
		e.g. practical work				
		Final exam				
		e.g. final exam (oral / written)			20	20%
		TOTAL			100	100%
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>27</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h} \times \text{---}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale							
	<i>Study programme: Tourism and hospitality</i>							
	First cycle/undergraduate studies		Fourth year of study Tourism Management					
<b>Full name of the subject</b>	<b>ECONOMICS OF CULTURE</b>							
<b>Chair</b>								
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>		<b>ECTS</b>		
EFP-1-1-TH-03-1-028-7-5,0-2-2-0		Mandatory		VII		5		
<b>Teacher (s)</b>								
<b>Associate / s</b>								
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>28</sup></b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>		
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5		
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h					
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$								
<b>Learning outcomes</b>	By taking this course, students will be able to apply the economic analysis to identify the specifics of companies and organizations in the cultural sector and, based on this analysis, to choose a business model that would ensure the sustainability of these companies and organizations. Specifically, students will comprehend the role and importance of culture in creating and improving the tourist offer. Also, after mastering this course, students will be able to analyse the extent to which cultural policy contributes to achieving goals of universal and standardized validity and evaluate the effectiveness of instruments used for cultural policy implementation.							
<b>Conditionality</b>	Not conditioned							
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper							
<b>Course content by weeks</b>	Week I Introduction to the economics of culture Week II Economic profile of the cultural sector Week III Market of goods and services in the field of culture Week IV Economic organization of creative industries Week V Production, costs and supply of cultural products Week VI The first partial exam Week VII Consumption of products and services of the cultural sector Week VIII Welfare economics and public financing Week IX Economics of Performing Arts Week X Cultural heritage Week XI Economics of cultural heritage Week XII Culture in mass tourism and cultural tourism as a market niche Week XIII Economics of festivals, creative cities and cultural tourism Week XIV Objectives of cultural policy and economic evaluation of cultural policy Week XV The second partial test							
<b>Mandatory reading</b>								
<b>Author (s)</b>		<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>		
Rut Tausi		Ekonomika kulture, , Clio, Beograd			2012			
Dejvid Trozbi		Ekonomika kulturne politike, Clio, Beograd			2012			
<b>Additional literature</b>								
<b>Author (s)</b>		<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>				<b>Points</b>	<b>Percentage</b>		
	Pre-exam obligations							
	e.g. lectures attendance / exercises							
	e.g. positively assessed seminar paper / project / essay				10	10%		
	e.g. case study - group work							
	e.g. test / colloquium				25	25%		
	e.g. test / colloquium				25	25%		
	Class participation							
e.g. practical work								
Final exam								
e.g. final exam (oral / written)				40	40%			
TOTAL				100	100 %			
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>							
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24							

<sup>28</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale						
		Study programme: Tourism and hospitality						
Full name of the subject		MANAGEMENT OF TRAVEL AGENCIES AND TRAVEL ORGANIZERS						
		Chair						
Course code		Course status		Semester		ECTS		
EFP-1-1-TH-03-1-029-7-5,0-2-2-0		Mandatory		VII		5		
Teacher (s)								
Associate / s								
Fund of classes / teaching load (weekly)			Individual student workload (in semester hours)			Student workload coefficient $S_o$ <sup>29</sup>		
L	E	LabE	L	E	LabE	$S_o$		
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5		
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h					
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$								
Learning outcomes		Upon completing the learning process, students will be able to: - understand the basic concepts and instruments of business that will be a solid basis for performing complex business operations in travel agencies and travel organizers, as well as in the sales sectors of other tourism companies - independently create a tour package as a primary product of a travel agency						
Conditionality		Not conditioned						
Teaching methods		Lectures, exercises, presentations, case study, seminar paper						
Course content by weeks		Week I Fundamental characteristics of the foundation and development of travel agencies Week II The place and role of agencies in the tourism market Week III Content of the service program and fulfilment of conditions for the travel agencies and travel organizers business Week IV Intermediary business operations of travel agencies and travel organizing as the basis of tour operator business Week V The concept and types of travel arrangements and business operations in the creation of travel arrangements Week VI Acquisition of transport, accommodation and other parts of the tourist arrangement Week VII <i>The first partial exam</i> Week VIII Determining the price of a tour package Week IX Business operations in the promotion and sale of a package tour Week X Completing the travel arrangement and responsibility of the travel organizer Week XI Contemporary tendencies in the development of travel agencies and travel organizers Week XII Changes in the tourism market (information technology, sustainable development) and the impact on the business of travel agencies and travel organizers Week XIII Processes of integration and business connection of travel agencies and travel organizers Week XIV Prospects for the development of travel agencies and travel organizers Week XV <i>The second partial exam</i>						
Mandatory reading								
Author (s)		Title of publication, publisher		Year		Pages (from-to)		
Vesna Spasić, Daniel Pavlović		Poslovanje turističkih agencija i organizatora putovanja, Beograd: Singidunum		2018		1-347		
Additional literature								
Author (s)		Title of publication, publisher		Year		Pages (from-to)		
Jasmina Gržinić, Tamara Floričić		Turoperatori i hotelijeri u suvremenom turizmu, Pula: Sveučilište Juraj Dobrila		2015		1-213		
IHRA		Code Of Practice On The Relations Between Hoteliers And Travel Agents		1999				
Obligations, forms of knowledge assessment and grading		Type of student work evaluation			Points		Percentage	
		Pre-exam obligations						
		e.g. lectures attendance / exercises			10		10%	
		e.g. positively assessed seminar paper / project / essay			5		5%	
		e.g. case study - group work						
		e.g. test / colloquium			20		20%	
		e.g. test / colloquium			20		20%	
		Class participation						
		e.g. practical work						
		Final exam						
e.g. final exam (oral / written)			45		45%			
TOTAL			100		100 %			
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>						
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24						

<sup>29</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Tourism Management			
<b>Full name of the subject</b>		<b>SPECIFIC FORMS OF TOURISM</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>		
EFP-1-1-TH-03-1-030-7-5,0-2-2-0		Mandatory		VII		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>30</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	Upon completion of the learning process, students will be able to: - understand the distinctive values of specific forms of tourism to create strategies and plans for their development as well as the use of business policy instruments that should contribute to the positioning of new types of tourism in the domestic and international tourism market - - create, design and apply an appropriate form of specific tourism to a particular tourist destination					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I The concept and characteristics of specific forms of tourism Week II Primary features of the market of specific forms of tourism Week III Potentials for the development of particular forms of tourism Week IV Modern trends in the development of special forms of tourism Week V Regional development of specific forms of tourism Week VI Business tourism Week VII The first partial exam Week VIII Urban and rural tourism Week IX Health tourism Week X Cultural tourism, events and festivals Week XI Nautical tourism and cruises Week XII Sports tourism Week XIII Educational tourism Week XIV Other specific forms Week XV The second partial exam					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Stanko Geić	<i>Menadžment selektivnih oblika turizma</i> , Split: Sveučilište u Splitu		2011	1-574		
Verka Jovanović	<i>Tematski turizam</i> , Beograd: Singidunum		2015	1-251		
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Bojan Zečević, Aleksandar Đorđević	<i>Kreiranje vrednosti u turizmu</i> , Beograd: CID EF		2015	1-176		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work					
	e.g. test / colloquium			20	20%	
	e.g. test / colloquium			20	20%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			45	45%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>30</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale											
		Study programme: Tourism and hospitality											
Full name of the subject		GERMAN LANGUAGE 4		Chair									
		Course code		Course status		Semester		ECTS					
EFP-1-1-TH-03-2-031-8-5,0-2-2-0		Election		VIII		5							
Teacher (s)		Associate / s		Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)		Student workload coefficient $S_o$ <sup>31</sup>					
L		E		LabE		L		E		LabE		$S_o$	
2		2		0		2*15*1,5		2*15*1,5		0*15*1,5		1,5	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h						total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h							
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$													
Learning outcomes		Acquiring language competencies in German at the B1/1 level											
Conditionality		Not conditioned											
Teaching methods		Lectures, exercises, presentations, case study, seminar paper											
Course content by weeks		Week I		SPRACHEN LERNEN: Lerntipps, Konjunktion als									
		Week II		POST UND TELEKOMMUNIKATION: persönlicher Brief schreiben (Dankschreiben), Passiv Präsens									
		Week III		MEDIEN: Verben mit Dat. und Akk., Stellung der Objekte									
		Week IV		IM HOTEL: ein Zimmer buchen; indirekte Fragen, lokale Präpositionen									
		Week V		REISEN UND VERKEHR: lokale Präpositionen mit Dat. und Akk.									
		Week VI		WETTER UND KLIMA: Präpositionaladverbien, Verben mit Präpositionen									
		Week VII		The first partial exam									
		Week VIII		KULTURELLE VERANSTALTUNGEN: Lokale Präpositionen (Woher? –aus dem/vom; Wo? –im/beim; Wohin? –ins/zum)									
		Week IX		BÜCHER UND PRESSE: Interesse ausdrücken; Präteritum Modalverben									
		Week X		STADT UND VERWALTUNG: um einen Bericht bitten, Dokumente; Frageartikel: welch-, Demonstrativpronomen									
		Week XI		MOBILITÄT UND VERKEHR: Internet Anmeldungen; Konjunktionen bis, seit(dem)									
		Week XII		AUSBILDUNG UND BERUF: Relativpronomen und Relativsatz im Nom. und Akk.									
		Week XIII		Lebenslauf schreiben									
		Week XIV		Revision									
		Week XV		The second partial exam									
<b>Mandatory reading</b>													
Author (s)		Title of publication, publisher				Year		Pages (from-to)					
Habersack, Charlotte; Pude, Angela; Sprecht, Franz		Menschen A2.2 (Kursbuch und Arbeitsbuch), Hueber Verlag, Ismaning, Deutschland				2013							
<b>Additional literature</b>													
Author (s)		Title of publication, publisher				Year		Pages (from-to)					
Vergen, Jozef; Vemer, Anete		PONS Poslovna korespondencija Njemački, Klett d.o.o., Beograd				2016							
Obligations, forms of knowledge assessment and grading		Type of student work evaluation						Points		Percentage			
		Pre-exam obligations											
		e.g. lectures attendance / exercises						10		10%			
		e.g. positively assessed seminar paper / project / essay						10		10%			
		e.g. case study - group work						30		30%			
		e.g. test / colloquium						30		30%			
		e.g. test / colloquium											
		Class participation											
		e.g. practical work											
		Final exam											
e.g. final exam (oral / written)						20		20%					
TOTAL						100		100 %					
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>											
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24											

<sup>31</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Fourth year of study Tourism Management				
<b>Full name of the subject</b>	<b>BUSINESS FRENCH LANGUAGE</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-2-032-8-5,0-2-2-0	Election	VIII	5			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>32</sup></b>	
L	E	LabE	L	E	LabE	S <sub>0</sub>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 30 + 30 + 0 = 60 h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ 45 + 45 + 0 = 90 h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester 60 h + 90 h = 150 h = $U_{opt}$						
<b>Learning outcomes</b>	<i>After completing the course, the students will be able to employ professional terminology, knowledge and skills in certain situations that require general and business communication, oral and written, with emphasis on tourism and hotel terminology.</i>					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Les jeux d'argent. Grammar: participles, gerund, participle matching.				
	Week II	A chacun son plaisir. Grammar: adverbs for place				
	Week III	Les nouveaux goûts. Grammar: present conditional.				
	Week IV	Une interview. Grammar: passive.				
	Week V	Lieux de mémoire. Grammar: conditionals.				
	Week VI	Le café philo. Grammar: Revision and practice. Revision.				
	Week VII	The first partial exam				
	Week VIII	Les voyages. Grammar: Sequence of tenses.				
	Week IX	La francophonie. Grammar: conjunctive.				
	Week X	La marché européen. Grammar: past conjunctive.				
	Week XI	Les nouvelles technologies. Grammar: Galician loan words.				
	Week XII	Le français qui bouge. Grammar: Infinitive.				
	Week XIII	Cinéma à domicile. Grammar: Word formation.				
	Week XIV	Textes complémentaires. Grammar: Features of the professional language.				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Milanka Perret	CAFE PHILO, Institut za strane jezike, Beograd			2004		
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
	Grammar and vocabulary of your choice.					
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			10	10%	
	e.g. case study - group work					
	e.g. test / colloquium			25	25%	
	e.g. test / colloquium			25	25%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			30	30%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>32</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																			
	<i>Study programme: Tourism and hospitality</i>																																			
	First cycle/undergraduate studies	Fourth year of study Tourism Management																																		
<b>Full name of the subject</b>	<b>TRANSPORT ECONOMICS</b>																																			
<b>Chair</b>																																				
<b>Course code</b>	<b>Course status</b>		<b>Semester</b>	<b>ECTS</b>																																
EFP-1-1-TH-03-2-033-8-5,0-2-2-0	Election		VIII	5																																
<b>Teacher (s)</b>																																				
<b>Associate / s</b>																																				
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>33</sup></b>																															
L	E	LabE	L	E	LabE	S <sub>0</sub>																														
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5																														
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h																																	
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$																																				
<b>Learning outcomes</b>	After completing the learning process, students will be able to: - understand the basic terminology related to transportation activities; - understand the way of functioning and business of transport companies; - analyse and notice the problems faced by companies in the transport sector.																																			
<b>Conditionality</b>	Not conditioned																																			
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper																																			
<b>Course content by weeks</b>	<table border="0" style="width: 100%;"> <tr><td style="width: 15%;">Week I</td><td>Characteristics of transportation as an activity</td></tr> <tr><td>Week II</td><td>Types of transport and their economic characteristics</td></tr> <tr><td>Week III</td><td>Characteristics of the transport market</td></tr> <tr><td>Week IV</td><td>Transport as a factor in the development of the economy and society</td></tr> <tr><td>Week V</td><td>Transport infrastructure costs</td></tr> <tr><td>Week VI</td><td>Degree and characteristics of transportation development in the world</td></tr> <tr><td>Week VII</td><td>Elements of the basis of concepts and measures of transportation policy</td></tr> <tr><td>Week VIII</td><td>The first partial exam</td></tr> <tr><td>Week IX</td><td>Technical-technological bases of the organization of the structure of transport companies</td></tr> <tr><td>Week X</td><td>Business economics of transport companies</td></tr> <tr><td>Week XI</td><td>Costs and cost of transport services; Formation and policy of prices in transportation</td></tr> <tr><td>Week XII</td><td>Theories and models of transport company management</td></tr> <tr><td>Week XIII</td><td>Organization of business logistics of transport companies</td></tr> <tr><td>Week XIV</td><td>Development of transport companies in the Republic of Srpska</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>						Week I	Characteristics of transportation as an activity	Week II	Types of transport and their economic characteristics	Week III	Characteristics of the transport market	Week IV	Transport as a factor in the development of the economy and society	Week V	Transport infrastructure costs	Week VI	Degree and characteristics of transportation development in the world	Week VII	Elements of the basis of concepts and measures of transportation policy	Week VIII	The first partial exam	Week IX	Technical-technological bases of the organization of the structure of transport companies	Week X	Business economics of transport companies	Week XI	Costs and cost of transport services; Formation and policy of prices in transportation	Week XII	Theories and models of transport company management	Week XIII	Organization of business logistics of transport companies	Week XIV	Development of transport companies in the Republic of Srpska	Week XV	The second partial exam
Week I	Characteristics of transportation as an activity																																			
Week II	Types of transport and their economic characteristics																																			
Week III	Characteristics of the transport market																																			
Week IV	Transport as a factor in the development of the economy and society																																			
Week V	Transport infrastructure costs																																			
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Week VIII	The first partial exam																																			
Week IX	Technical-technological bases of the organization of the structure of transport companies																																			
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Week XI	Costs and cost of transport services; Formation and policy of prices in transportation																																			
Week XII	Theories and models of transport company management																																			
Week XIII	Organization of business logistics of transport companies																																			
Week XIV	Development of transport companies in the Republic of Srpska																																			
Week XV	The second partial exam																																			
<b>Mandatory reading</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>																																
V. Božić,	Ekonomija Saobraćaja, Beograd		2009.																																	
N. Kolarić,	Menadžment u saobraćaju, Beograd		2007.																																	
<b>Additional literature</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>																																
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>																															
	Pre-exam obligations																																			
	e.g. lectures attendance / exercises			10	10%																															
	e.g. positively assessed seminar paper / project / essay			10	10%																															
	e.g. case study - group work																																			
	e.g. test / colloquium			20	20%																															
	e.g. test / colloquium			20	20%																															
	Class participation																																			
	e.g. practical work																																			
	Final exam																																			
e.g. final exam (oral / written)			40	40%																																
TOTAL			100	100 %																																
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																			
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24																																			

<sup>33</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Tourism Management			
<b>Full name of the subject</b>		<b>ECONOMY OF SPORT AND ENTERTAINMENT INDUSTRY</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-2-034-8-5,0-2-2-0		Election		VIII	5	
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>34</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 30 + 30 + 0 = 60 h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ 45 + 45 + 0 = 90 h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester 60 h + 90 h = 150 h = $U_{opt}$						
<b>Learning outcomes</b>		Enabling students to analyse and make scientifically valid judgments about the economics of sports organizations.				
<b>Conditionality</b>		Not conditioned				
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>		Week I	Economics of sports as a scientific discipline			
		Week II	Relationship of sports economics and other economic disciplines			
		Week III	The place and role of the sports economy in the economic structure of the country			
		Week IV	Organization of sports in the system of social activities			
		Week V	Valorisation of social effects of sport			
		Week VI	Ways and sources of financing sports			
		Week VII	The first partial exam			
		Week VIII	Economic processes in sports			
		Week IX	The concept, type and role of resources in sport			
		Week X	Cost management in sports			
		Week XI	The economic criterion of business success in sports			
		Week XII	Management in sports			
		Week XIII	Entrepreneurship in sports			
Week XIV	Application of marketing in sports					
Week XV	The second partial exam					
<b>Mandatory reading</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
Bartoluci, M.		Ekonomika i menadžment sporta, Zagreb: Informator.		2003		
Bartoluci, M. i Škorić, S.		Menadžment u sportu, Zagreb: Odjel za izobrazbu trenera Društvenog veleučilišta u Zagrebu i Kineziološki fakultet Sveučilišta u Zagrebu.		2009		
<b>Additional literature</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
		Pre-exam obligations				
		e.g. lectures attendance / exercises			10	10%
		e.g. positively assessed seminar paper / project / essay			10	10%
		e.g. case study - group work				
		e.g. test / colloquium			25	25%
		e.g. test / colloquium			25	25%
		Class participation				
		e.g. practical work				
Final exam						
e.g. final exam (oral / written)			30	30%		
TOTAL			100	100 %		
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>34</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Fourth year of study Tourism Management		
<b>Full name of the subject</b>		<b>HOTEL COMPANIES BUSINESS</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-2-035-8-5,0-2-2-0		Election		VIII	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient <math>S_o</math><sup>35</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$					
<b>Learning outcomes</b>	Teaching students to use their competencies to improve the business of hotel companies to acquire and maintain their competitive advantages.				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I	Introduction to the subject; Contemporary tendencies in service activities			
	Week II	The most significant characteristics of the hotel and tourist market			
	Week III	The business orientation of hotel companies			
	Week IV	Hotel enterprises and the process of business globalization			
	Week V	Growth and development of international hotel chains			
	Week VI	Forms of adapting hotel companies to market requirements			
	Week VII	The first partial exam			
	Week VIII	Business associations of hotel companies			
	Week IX	Management of business operations in a hotel company			
	Week X	Human resource management in a hotel business			
	Week XI	Financial management in a hotel company			
	Week XII	Strategic management of a hotel company			
	Week XIII	Management of the organizational structure of the hotel company			
	Week XIV	Strategic adaptation of hotel services to market tendencies			
	Week XV	The second partial exam			
<b>Mandatory reading</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Čačić, K.	Poslovanje hotelskih preduzeća, Univerzitet Singidunum			2010	
Mašić, B.	Strategijski menadžment, Univerzitet Singidunum, Beograd			2009	
<b>Additional literature</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Milisavljević, M.	Strategijski menadžment- analiza, izbor, promena, CID Ekonomskog fakulteta u Beogradu, Univerziteta u Beogradu, Beograd			2012	
Spasić, V.	Poslovanje turističkih agencija i organizatora putovanja, Univerzitet Singidunum, Beograd			2012	
Walker R.J. Walker R.T	Introduction to Hospitality Management (4th Edition), Prentice Hall			2012	
Holloway, J.C.	The Business of Tourism, Harlow, Pearson-Prentice Hall, 2006			2006	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			5	5%
	e.g. positively assessed seminar paper / project / essay			5	5%
	e.g. case study - group work				
	e.g. test / colloquium			20	20%
	e.g. test / colloquium			20	20%
	Class participation				
	e.g. practical work				
	Final exam				
e.g. final exam (oral / written)			50	50%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>35</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale											
		Study programme: Tourism and hospitality											
Full name of the subject		BUSINESS RUSSIAN LANGUAGE		Chair									
Course code		Course status		Semester		ECTS							
EFP-1-1-TH-03-2-036-8-5,0-2-2-0		Election		VIII		5							
Teacher (s)		Associate / s		Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)		Student workload coefficient $S_o$ <sup>36</sup>					
L		E		LabE		L		E		LabE		S <sub>o</sub>	
2		2		0		2*15*1,5		2*15*1,5		0*15*1,5		1,5	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h						total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h							
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$													
Learning outcomes		The course insists on developing a communicative language function. It prepares students to exchange information in simple language, read and write texts, notes and descriptions of simple forms in the field of Tourism and Hospitality.											
Conditionality		Not conditioned											
Teaching methods		Lectures, exercises, presentations, case study, seminar paper											
Course content by weeks		Week I		Lesson 1. Reading and translating the text. Answering questions. Cases revision. Revising numbers and other grammar structures. Reading the dialogue. Answering questions. Conversation.									
		Week II		Lesson 2. Family. Reading and translating text. Answering questions. Accusative revision. Adjectives revision. Dative revision. Reading the dialogue. Conversation.									
		Week III		Lesson 3. The house and the apartment. Reading and translating text. Answering questions. Genitive revision. Adverbs for a place. Reading and translating dialogue. Answering questions. Conversation. Learning new words. Revision of previously studied material. Preparing for the first partial exam.									
		Week IV		The first partial exam									
		Week V		Lesson 4. A working day and professions. Reading and translating text. Answering questions.									
		Week VI		Revision of telling time. Locative revision.									
		Week VII		Finite and non-finite verbs. Reading and translating dialogue. Answering questions. Conversation.									
		Week VIII		Lesson 5. The city. Reading and translating text. Answering questions. Construction ODIN IZ. Constructions ZA ČEM and ZAČEM.									
		Week IX		Construction ČTOBY. Reading and translating dialogue. Answering questions. Conversation.									
		Week X		Lesson 6. The shops and shopping. Reading and translating text. Some currencies. The question SKOLKO									
		Week XI		STOIT. Telling the price. Numbers.									
		Week XII		Clothing and footwear related vocabulary. Verbs of movement. Preposition NA used in transport. Arrival and departure prepositions. Reading and translating dialogue. Answering questions. Conversation.									
		Week XIII		Revision of previously studied material. Preparing for the second partial exam.									
		Week XIV		The second partial exam									
		Week XV											
Mandatory reading													
Author (s)		Title of publication, publisher				Year		Pages (from-to)					
L.V. Milier, L.V. Politove i I.J. Ribakove		"Žili bili 2", "Zlatoust" iz Sankt-Peterburga				2002							
Additional literature													
Author (s)		Title of publication, publisher				Year		Pages (from-to)					
		Gramatike, rječnici, internet											
Obligations, forms of knowledge assessment and grading		Type of student work evaluation						Points		Percentage			
		Pre-exam obligations											
		e.g. lectures attendance / exercises						10		10%			
		e.g. positively assessed seminar paper / project / essay											
		e.g. case study - group work											
		e.g. test / colloquium						30		30%			
		e.g. test / colloquium						30		30%			
		Class participation											
		e.g. practical work											
Final exam													
e.g. final exam (oral / written)						30		30%					
TOTAL						100		100 %					
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>											
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24											

<sup>36</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																			
	<i>Study programme: Tourism and hospitality</i>																																			
	First cycle/undergraduate studies		Fourth year of study Tourism Management																																	
<b>Full name of the subject</b>	<b>CONSUMER BEHAVIOUR AND PROTECTION IN TOURISM</b>																																			
<b>Chair</b>																																				
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>																																	
EFP-1-1-TH-03-2-037-8-5,0-2-2-0	Election	VIII	5																																	
<b>Teacher (s)</b>																																				
<b>Associate / s</b>																																				
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>37</sup></b>																																
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>																														
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5																														
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h																																	
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$																																				
<b>Learning outcomes</b>	Upon finishing the learning process, students will be able to: - identify the needs of consumers in tourism and create and deliver the expected product and service following the studied needs and desires - define the factors that influence consumer behaviour and determine their influence on making a purchase decision in the tourism market																																			
<b>Conditionality</b>	Not conditioned																																			
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper																																			
<b>Course content by weeks</b>	<table border="0"> <tr><td>Week I</td><td>Consumers in the tourism market</td></tr> <tr><td>Week II</td><td>Tourism market segmentation</td></tr> <tr><td>Week III</td><td>Definition, categories and typology of consumers in tourism</td></tr> <tr><td>Week IV</td><td>Models of consumer behaviour in tourism</td></tr> <tr><td>Week V</td><td>Consumer research in tourism</td></tr> <tr><td>Week VI</td><td>Determinants of consumer behaviour in tourism</td></tr> <tr><td>Week VII</td><td>The first partial exam</td></tr> <tr><td>Week VIII</td><td>A psychological study of consumers in tourism</td></tr> <tr><td>Week IX</td><td>Value creation and consumer satisfaction</td></tr> <tr><td>Week X</td><td>Consumer loyalty and life value</td></tr> <tr><td>Week XI</td><td>Consumer relationship marketing</td></tr> <tr><td>Week XII</td><td>A general approach to safety in tourism</td></tr> <tr><td>Week XIII</td><td>Legislation for the protection of users of tourist services in the EU</td></tr> <tr><td>Week XIV</td><td>Socially responsible business in tourism</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>						Week I	Consumers in the tourism market	Week II	Tourism market segmentation	Week III	Definition, categories and typology of consumers in tourism	Week IV	Models of consumer behaviour in tourism	Week V	Consumer research in tourism	Week VI	Determinants of consumer behaviour in tourism	Week VII	The first partial exam	Week VIII	A psychological study of consumers in tourism	Week IX	Value creation and consumer satisfaction	Week X	Consumer loyalty and life value	Week XI	Consumer relationship marketing	Week XII	A general approach to safety in tourism	Week XIII	Legislation for the protection of users of tourist services in the EU	Week XIV	Socially responsible business in tourism	Week XV	The second partial exam
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Week XV	The second partial exam																																			
<b>Mandatory reading</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>																																	
Branko Maričić	<i>Ponašanje potrošača</i> , Beograd: EF CID	2011	1-678																																	
Radmila Živković, Ivana Brdar	<i>Ponašanje i zaštita potrošača u turizmu</i> , Beograd: Singidunum	2018	1-284																																	
<b>Additional literature</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>																																	
Michael R. Solomon, Gary J. Bamossy, Søren Askegaard, Margaret K. Hogg	<i>Ponašanje potrošača</i> , Zagreb: Mate	2015	1-732																																	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>																																
	Pre-exam obligations																																			
	e.g. lectures attendance / exercises		10	10%																																
	e.g. positively assessed seminar paper / project / essay		5	5%																																
	e.g. case study - group work																																			
	e.g. test / colloquium		20	20%																																
	e.g. test / colloquium		20	20%																																
	Class participation																																			
	e.g. practical work																																			
Final exam																																				
e.g. final exam (oral / written)		45	45%																																	
TOTAL		100	100 %																																	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																			
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24																																			

<sup>37</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale																																							
		Study programme: Tourism and hospitality																																							
Full name of the subject		TRADE COMPANIES BUSINESS		Chair																																					
Course code		Course status		Semester		ECTS																																			
EFP-1-1-TH-03-2-038-8-5,0-2-2-0		Election		VIII		5																																			
Teacher (s)		Associate / s		Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)		Student workload coefficient $S_o$ <sup>38</sup>																																	
L		E		LabE		L		E		LabE		$S_o$																													
2		2		0		2*15*1,5		2*15*1,5		0*15*1,5		1,5																													
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Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$																																									
Learning outcomes		After finishing the learning process, students will be able to understand: - Fundamental issues related to the functioning of trade and other marketing channels in developed market economies - The manner of establishing the relationship between trade and consumers, trade and producers and trade and the state and trade and other macro and microenvironments.																																							
Conditionality		Not conditioned																																							
Teaching methods		Lectures, exercises, presentations, case study, seminar paper																																							
Course content by weeks		<table border="0"> <tr><td>Week I</td><td>Characteristics of trade as an economic activity</td></tr> <tr><td>Week II</td><td>Market and trade as a starting point in the theory of marketing channels</td></tr> <tr><td>Week III</td><td>Definition and structure of marketing channels</td></tr> <tr><td>Week IV</td><td>Manage marketing channels</td></tr> <tr><td>Week V</td><td>Development of trade institutions in marketing channels</td></tr> <tr><td>Week VI</td><td>Wholesale</td></tr> <tr><td>Week VII</td><td>The first partial exam</td></tr> <tr><td>Week VIII</td><td>Retail and retail network</td></tr> <tr><td>Week IX</td><td>E-commerce and direct marketing institutions</td></tr> <tr><td>Week X</td><td>Market institutions</td></tr> <tr><td>Week XI</td><td>Modern trade position</td></tr> <tr><td>Week XII</td><td>Economic development, trade revolution and evolution of marketing channels</td></tr> <tr><td>Week XIII</td><td>Trade policy</td></tr> <tr><td>Week XIV</td><td>Trade in the EU and Bosnia and Herzegovina</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>										Week I	Characteristics of trade as an economic activity	Week II	Market and trade as a starting point in the theory of marketing channels	Week III	Definition and structure of marketing channels	Week IV	Manage marketing channels	Week V	Development of trade institutions in marketing channels	Week VI	Wholesale	Week VII	The first partial exam	Week VIII	Retail and retail network	Week IX	E-commerce and direct marketing institutions	Week X	Market institutions	Week XI	Modern trade position	Week XII	Economic development, trade revolution and evolution of marketing channels	Week XIII	Trade policy	Week XIV	Trade in the EU and Bosnia and Herzegovina	Week XV	The second partial exam
Week I	Characteristics of trade as an economic activity																																								
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Week XIV	Trade in the EU and Bosnia and Herzegovina																																								
Week XV	The second partial exam																																								
<b>Mandatory reading</b>																																									
Author (s)		Title of publication, publisher				Year		Pages (from-to)																																	
Stipe Lovreta, Jelena Končar, Goran Petković, Zoran Bogetić i Dragan Stojković		Kanali marketinga, Beograd: CID EFB				2019		3-148, 295-605																																	
<b>Additional literature</b>																																									
Author (s)		Title of publication, publisher				Year		Pages (from-to)																																	
Jelena Stanković, Bojana Čavić		Trgovina i drugi kanali marketinga, Beograd: Singidunum				2013		1-288																																	
Stevan Rapačić		Svjetska trgovinska organizacija i preduzeća u spoljnoj trgovini, Beograd: CID EFB				2013		7-200																																	
Predrag Bjelić		Globalna elektronska trgovina, Beograd: CID EFB				2012		83-245																																	
Obligations, forms of knowledge assessment and grading		<b>Type of student work evaluation</b>						Points		Percentage																															
		Pre-exam obligations																																							
		e.g. lectures attendance / exercises						10		10%																															
		e.g. positively assessed seminar paper / project / essay						5		5%																															
		e.g. case study - group work																																							
		e.g. test / colloquium						20		20%																															
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		Class participation																																							
		e.g. practical work																																							
		Final exam																																							
e.g. final exam (oral / written)						45		45%																																	
TOTAL						100		100 %																																	
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																							
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24																																							

<sup>38</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Tourism Management			
<b>Full name of the subject</b>		<b>PLANNING IN TOURISM</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>		
EFP-1-1-TH-03-2-039-8-5,0-2-2-0		Election		VIII		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>39</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	After completing the learning process, students will gain knowledge about: <ul style="list-style-type: none"> <li>- tourism system and tourism factors: supply and demand</li> <li>- principles and organization of tourism planning</li> <li>- tourism planning standards</li> </ul>					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I Introduction: tourism, tourist, tourist destination, offer, tourist planning, tourist development; Week II Features of modern tourism Week III Strategies in tourism planning: integrity, sustainability, strategy, transparency; Week IV Tourist demand: The concept, characteristics and functions of the tourist market; Week V Tourist offer: development factors, characteristics, forms of offer; Week VI Categories of tourism Week VII Tourist destination: typology, development and concept of the destination; tourist destination planning and management Week VIII The first partial exam Week IX Organizational forms of the tourist system: transport, accommodation, stay; travel agencies. Week X Legal regulations in tourism Week XI Tourism policy and institutional framework of tourism Week XII Characteristics and levels of tourism planning: international, national, regional and local; types of tourist sites Week XIII Problems of tourism planning and sustainable development; ecological principles of tourism for planning tourist zones Week XIV The second partial exam					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Moutinjo L.	Strateški menadžment u turizmu, Masmedia Zagreb		2005			
Jovanovic V.,	Turizam i prostor, Univerzitet Singidunum, Beograd		2017			
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Gunn, A.C.,	Tourism Planning: Basics, Concepts, Cases, Taylor & Francis Books		2002			
Beech, J., Chadwick, S.,	The Business of Tourism Management, Prentice Hall		2006			
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work					
	e.g. test / colloquium			20	20%	
	e.g. test / colloquium			20	20%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			45	45%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>39</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Fourth year of study Tourism Management		
<b>Full name of the subject</b>		<b>TOURISM AND GLOBALISATION</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-2-040-8-5,0-2-2-0		Election		VIII	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>o</sub><sup>40</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60 \text{ h} + 90 \text{ h} = 150 \text{ h} = U_{opt}$					
<b>Learning outcomes</b>	The students will develop the ability to identify new trends in tourist offers and demand caused by globalization. They will be able to correctly manage tourism resources in times of globalization.				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I	The concept of tourism and globalization			
	Week II	The tourism market in the conditions of globalization			
	Week III	The impact of globalization on tourism demand			
	Week IV	Globalization and tourist offer			
	Week V	Market communications in world tourism			
	Week VI	Branding of the state - tourist destinations in global conditions			
	Week VII	Partial exam			
	Week VIII	World tourism and sustainable development			
	Week IX	Cultural and historical heritage and world tourism			
	Week X	Elements of competitiveness in the world tourism market			
	Week XI	Modern tourist products in the circumstances of the global tourist market			
	Week XII	Transport of tourists in the conditions of globalization			
	Week XIII	Hotel management in global tourism			
	Week XIV	Global trends in world tourism			
	Week XV	Partial exam			
<b>Mandatory reading</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Đorđe Čomić	Turizam i globalizacija, Beograd			2009	
Salah Wahab and Chris Cooper,	Tourism in the Age of Globalisation, Routledge, London,			2003.	
<b>Additional literature</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
William F. Theobald,	.Global Tourism, 3th Edition, Elsevier, London,			2005.	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			5	5%
	e.g. positively assessed seminar paper / project / essay			10	10%
	e.g. case study - group work			10	10%
	e.g. test / colloquium			25	25%
	e.g. test / colloquium			25	25%
	Class participation			5	5%
	e.g. practical work				
Final exam					
e.g. final exam (oral / written)			20	20%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>40</sup> Student workload coefficient S<sub>o</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h} \times \text{---}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study			
<b>Full name of the subject</b>		<b>PROFESSIONAL INTERNSHIP</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>		
EFP-1-1-TH-03-1-099-8-2,0-0-2-0		Mandatory	VIII	2		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>41</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 30 + 30 + 0 = 60 h			total student workload (in hours, semester) 2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T 45 + 45 + 0 = 90 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 60 h + 90 h = 150 h = U <sub>opt</sub>						
<b>Learning outcomes</b>		After completing the professional training, students will be able to compare and distinguish between acquired theoretical knowledge and acquired practical knowledge. There will be an assumption that they can match practical knowledge and experiences with personal affinities for future occupations and fields of employment. After ending the internship, students will have the preconditions to accept more complex and responsible jobs in tourism and hospitality after graduation.				
<b>Conditionality</b>		Not conditioned				
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>		Week I Week II Week III Management and administration of the hotel facility Week IV Management and management information system Week V Organization and functions of management in the preparation and provision of accommodation services Week VI (marketing, sales, reservations, front office, back office operations) Week VII Organization and functions of management in the preparation and provision of food and beverage services Week VIII (procurement, preparation and serving of food and beverages, calculation, analysis) Week IX Organization and management of other functions (animation, recreation, sports, culture, wellness, etc.) Week X Intermediaries in tourism (travel agencies, tour operators) Week XI Commercial banks (tourism and hospitality sector) Week XII Tourist organizations of all levels Week XIII Week XIV Week XV				
<b>Mandatory reading</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Additional literature</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
		Pre-exam obligations				
		e.g. lectures attendance / exercises				
		e.g. positively assessed seminar paper / project / essay				
		e.g. case study - group work				
		e.g. test / colloquium				
		e.g. test / colloquium				
		Class participation				
		e.g. practical work				
Final exam						
e.g. final exam (oral / written)			100	100%		
TOTAL			100	100%		
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>41</sup>Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing: S<sub>0</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Fourth year of study				
<b>Full name of the subject</b>	<b>FINAL (DIPLOMA) PAPER</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-100-8-2,0-0-2-0	Mandatory	VIII	8			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient <math>S_o</math><sup>42</sup></b>		
L	E	LabE	L	E	LabE	$S_o$
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	The students prove that they mastered the specific subject by implementing the knowledge acquired during their studies into the final papers. They also demonstrate that they processed the material according to the prescribed methodology and that they know how to use and correctly quote professional literature and terminology.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	The students choose to write a final paper on a matter concerning one of the subjects in the study programme. The professors or mentors propose a list of themes the students can choose.					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises					
	e.g. positively assessed seminar paper / project / essay					
	e.g. case study - group work					
	e.g. test / colloquium					
	e.g. test / colloquium					
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			100	100 %		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>42</sup>Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Fourth year of study Hospitality Management				
<b>Full name of the subject</b>	<b>TOURIST MARKET RESEARCH</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-025-7-5,0-2-2-0	Mandatory	VII	5			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>o</sub><sup>43</sup></b>		
L	E	LabE	L	E	LabE	S <sub>o</sub>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 30 + 30 + 0 = 60 h			total student workload (in hours, semester) 2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T 45 + 45 + 0 = 90 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 60 h + 90 h = 150 h = U <sub>opt</sub>						
<b>Learning outcomes</b>	Upon completion of the course, students will gain knowledge about: <ul style="list-style-type: none"> <li>- specifics of the use of market research in tourism;</li> <li>- sampling, data collection and analysis;</li> <li>- researching the tourist market to ensure the quality of the offer.</li> </ul>					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Marketing information system in tourism				
	Week II	Secondary data in tourism				
	Week III	Content and process of research of tourist markets				
	Week IV	Types of tourism market research				
	Week V	Primary data in tourism				
	Week VI	Sample and data collection				
	Week VII	The first partial exam				
	Week VIII	Data analysis and presentation of results				
	Week IX	Research for the needs of tourism market segmentation				
	Week X	Research for the catering companies needs				
	Week XI	Research for the needs of intermediaries in the organization and sale of tourist services				
	Week XII	Research for the needs of transport companies				
	Week XIII	Research for sustainable development				
	Week XIV	Research for the needs of quality management in tourism				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Marušić, M., Prebežac, D	Istraživanje turističkih tržišta, Adeco, Zagreb.	2004				
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Finn, M.	<i>Tourism and Leisure Research Methods: Dana Collection, Analysis and Interpretation</i> , Logman Pub. Group, New York.	2000				
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>		
	Pre-exam obligations					
	e.g. lectures attendance / exercises					
	e.g. positively assessed seminar paper / project / essay		10	10%		
	e.g. case study - group work					
	e.g. test / colloquium		20	20%		
	e.g. test / colloquium		20	20%		
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)		50	50%			
TOTAL		100	100 %			
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>43</sup> Student workload coefficient S<sub>o</sub> is calculated as follows:



a) for study programs that do not go for licensing: S<sub>o</sub> = (total semester load for all subjects 900 h - total teaching load P + V in the semester for all subjects \_\_\_\_\_ h) / total teaching load P + V in the semester for all subjects \_\_\_\_\_ x = \_\_\_\_\_. See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Hospitality Management			
<b>Full name of the subject</b>	<b>QUALITY MANAGEMENT IN TOURISM AND HOSPITALITY</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>		<b>Semester</b>	<b>ECTS</b>		
	Mandatory		VII	5		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>o</sub><sup>44</sup></b>	
L	E	LabE	L	E	LabE	S <sub>o</sub>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	Upon finishing the learning process, students will be able to: - understand the quality management system in tourist companies and tourist destinations, - understand the standards in tourism and their impact on the quality of tourism services					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Concept, defining quality, reasons for the application of quality in tourism				
	Week II	Quality characteristics in tourism				
	Week III	Quality management systems				
	Week IV	Total quality management system in tourism				
	Week V	Standardization of services as a basis for quality				
	Week VI	Requirements of ISO standards and application of HACCP and HALAL				
	Week VII	The first partial exam				
	Week VIII	The role of employees in quality assurance in the hotel industry				
	Week IX	The importance and role of management in achieving quality				
	Week X	The role of tourists in creating quality in tourism				
	Week XI	A strategic approach to quality				
	Week XII	Strategic adaptation of products and services to modern trends				
	Week XIII	Measuring and assessing quality in tourism				
	Week XIV	Quality control in tourism				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Dužanka Uščumlić, Jasna Babić	<i>Kvalitet i menadžment kvalitetom</i> , Beograd: EF CID		2019	1-242		
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>		
Dragoljub Barjaktarović	<i>Upravljanje kvalitetom u hotelijerstvu</i> , Beograd: Singidunum		2013	1-278		
Ivanka Avelini Holjevac	<i>Upravljanje kvalitetom u turizmu i hotelskoj industriji</i> , Opatija: FTHM		2003	1-580		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work					
	e.g. test / colloquium			20	20%	
	e.g. test / colloquium			20	20%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			45	45%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>44</sup> Student workload coefficient S<sub>o</sub> is calculated as follows:



- a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \times \text{---}$ . See form content and explanation.  
b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Hospitality Management			
<b>Full name of the subject</b>	<b>GERMAN LANGUAGE 3</b>					
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-1-027-7-5,0-2-2-0		Mandatory		VII	5	
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>45</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	<i>Acquiring language competencies in German at the A2/1 level</i>					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	BERUFE UND FAMILIE: Possessivartikel unser/euer, Wiederholung Perfekt/Präteritum				
	Week II	WOHNEN: Wechselpräpositionen mit Dativ und Akkusativ, Verben mit Wechselpräpositionen				
	Week III	TOURISMUS: Vorlieben/Wünsche ausdrücken; Wortbildung Nomen: Verb+ -er und -ung				
	Week IV	EINKAUFEN: Adjektivdeklination nach indefinitem Artikel				
	Week V	STADTBESICHTIGUNG: Postkarte/E-Mail schreiben; Adjektivdeklination nach definitem Artikel				
	Week VI	KULTUR: Veranstaltungskalender schreiben; temporale Präpositionen über, von...an				
	Week VII	The first partial exam				
	Week VIII	SPORT UND FITNESS: Konjunktiv II, temporale Präposition (zwischen), temporale Adverbien (montags)				
	Week IX	GESUNDHEIT UND KRANKHEIT: Mitleid, Sorge, Hoffnung ausdrücken; Konjunktionen weil				
	Week X	ARBEITSLEBEN: Adjektivdeklination nach Nullartikel				
	Week XI	IM RESTAURANT: etw. bestellen, um etw. bitten; Konjunktion dass				
	Week XII	FAMILIENPORTRÄT: Gebrauchsgegenstände; reflexive Verben				
	Week XIII	ERNÄHRUNG: Lebensmittel; Konjunktion wenn				
	Week XIV	Revision				
	Week XV	The second partial test				
<b>Mandatory reading</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
Habersack, Charlotte; Pude, Angela; Sprecht, Franz		Menschen A2.1 (Kursbuch und Arbeitsbuch), Hueber Verlag, Ismaning, Deutschland		2013		
<b>Additional literature</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			10	10%	
	e.g. case study - group work			30	30%	
	e.g. test / colloquium			30	30%	
	e.g. test / colloquium					
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			20	20%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>45</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times = \text{ . See form content and explanation.$



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO																																			
		Faculty of Economics Pale																																			
Full name of the subject		Study programme: Tourism and hospitality																																			
		First cycle/undergraduate studies		Fourth year of study Hospitality Management																																	
Chair		HOTEL SALES AND RECEPTION BUSINESS																																			
Course code		Course status		Semester		ECTS																															
EFP-1-1-TH-03-1-041-7-5,0-2-2-0		Mandatory		VII		5																															
Teacher (s)																																					
Associate / s																																					
Fund of classes / teaching load (weekly)			Individual student workload (in semester hours)			Student workload coefficient $S_o$ <sup>46</sup>																															
L	E	LabE	L	E	LabE	$S_o$																															
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5																															
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h																																		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$																																					
Learning outcomes		After finishing the learning process, students will gain basic knowledge about: <ul style="list-style-type: none"> <li>- forms and methods of hotel sales;</li> <li>- development of an efficient business plan and sales strategy;</li> <li>- determining the optimal price mix and daily analysing and updating prices;</li> <li>- recognizing new trends in the hotel industry;</li> <li>- development and implementation of marketing sales strategy;</li> <li>- functions and obligations of hotel staff concerning the arrival, stay and departure of guests;</li> <li>- ethical and professional standards of conduct of hotel staff.</li> </ul>																																			
Conditionality		Not conditioned																																			
Teaching methods		Lectures, exercises, presentations, case study, seminar paper																																			
Course content by weeks		<table border="0"> <tr><td>Week I</td><td>Types, forms and channels of hotel sales</td></tr> <tr><td>Week II</td><td>Jobs in modern sales</td></tr> <tr><td>Week III</td><td>Developing a value-added product solution</td></tr> <tr><td>Week IV</td><td>Product positioning - product sales strategy</td></tr> <tr><td>Week V</td><td>Selling products using a pricing strategy</td></tr> <tr><td>Week VI</td><td>Developing a sales offer plan</td></tr> <tr><td>Week VII</td><td>Direct sales in the hotel industry and computerization of hotel sales</td></tr> <tr><td>Week VIII</td><td>The first partial exam</td></tr> <tr><td>Week IX</td><td>Reservation operations, procedures, procedures and reports</td></tr> <tr><td>Week X</td><td>Defining the process function of accommodation, processes and process functions of the hotel</td></tr> <tr><td>Week XI</td><td>Reception and check-in, stay and departure of guests</td></tr> <tr><td>Week XII</td><td>Personnel management in the admissions department</td></tr> <tr><td>Week XIII</td><td>Managing the business results of the Admission department</td></tr> <tr><td>Week XIV</td><td>Roles of the head of the reception in the management of business results</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>						Week I	Types, forms and channels of hotel sales	Week II	Jobs in modern sales	Week III	Developing a value-added product solution	Week IV	Product positioning - product sales strategy	Week V	Selling products using a pricing strategy	Week VI	Developing a sales offer plan	Week VII	Direct sales in the hotel industry and computerization of hotel sales	Week VIII	The first partial exam	Week IX	Reservation operations, procedures, procedures and reports	Week X	Defining the process function of accommodation, processes and process functions of the hotel	Week XI	Reception and check-in, stay and departure of guests	Week XII	Personnel management in the admissions department	Week XIII	Managing the business results of the Admission department	Week XIV	Roles of the head of the reception in the management of business results	Week XV	The second partial exam
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Week XIII	Managing the business results of the Admission department																																				
Week XIV	Roles of the head of the reception in the management of business results																																				
Week XV	The second partial exam																																				
Mandatory reading																																					
Author (s)		Title of publication, publisher		Year	Pages (from-to)																																
Galičić, V., Ivanović S., Lupić M.,		Hotelska prodaja i recepcijsko poslovanje, Fintrade&Tours d.o.o. Rijeka		2005																																	
Gerald L. Manning, Barry L. Reece,		Suvremena prodaja, MATE		2008.																																	
Additional literature																																					
Author (s)		Title of publication, publisher		Year	Pages (from-to)																																
Abraham Pizam,		Principles of Management for the Hospitality Industry, Routledge		2009.																																	
Bardi, James A.,		Hotel Front Office Management, Wiley		2006.																																	
Obligations, forms of knowledge assessment and grading		Type of student work evaluation			Points	Percentage																															
		Pre-exam obligations																																			
		e.g. lectures attendance / exercises			10	10%																															
		e.g. positively assessed seminar paper / project / essay			5	5%																															
		e.g. case study - group work																																			
		e.g. test / colloquium			20	20%																															
		e.g. test / colloquium			20	20%																															
		Class participation																																			
		e.g. practical work																																			
		Final exam																																			
e.g. final exam (oral / written)			45	45%																																	
TOTAL			100	100 %																																	
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																			
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24																																			

<sup>46</sup> Student workload coefficient  $S_o$  is calculated as follows:



a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Fourth year of study Hospitality Management		
<b>Full name of the subject</b>		<b>HOTEL COMPANIES BUSINESS</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-1-042-7-5,0-2-2-0		Mandatory		VII	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>o</sub><sup>47</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$					
<b>Learning outcomes</b>	Teaching students to use their competencies to improve the business of hotel companies to acquire and maintain their competitive advantages.				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I	Introduction to the subject; Contemporary tendencies in service activities			
	Week II	The most significant characteristics of the hotel and tourist market			
	Week III	The business orientation of hotel companies			
	Week IV	Hotel enterprises and the process of business globalization			
	Week V	Growth and development of international hotel chains			
	Week VI	Forms of adapting hotel companies to market requirements			
	Week VII	The first partial exam			
	Week VIII	Business associations of hotel companies			
	Week IX	Management of business operations in a hotel company			
	Week X	Human resource management in a hotel business			
	Week XI	Financial management in a hotel company			
	Week XII	Strategic management of a hotel company			
	Week XIII	Management of the organizational structure of the hotel company			
	Week XIV	Strategic adaptation of hotel services to market tendencies			
	Week XV	The second partial exam			
<b>Mandatory reading</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Čačić, K.	Poslovanje hotelskih preduzeća, Univerzitet Singidunum			2010	
Mašić, B.	Strategijski menadžment, Univerzitet Singidunum, Beograd			2009	
<b>Additional literature</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Milisavljević, M.	Strategijski menadžment- analiza, izbor, promena, CID Ekonomskog fakulteta u Beogradu, Univerziteta u Beogradu, Beograd			2012	
Spasić, V.	Poslovanje turističkih agencija i organizatora putovanja, Univerzitet Singidunum, Beograd			2012	
Walker R.J. Walker R.T	Introduction to Hospitality Management (4th Edition), Prentice Hall			2012	
Holloway, J.C.	The Business of Tourism, Harlow, Pearson-Prentice Hall, 2006			2006	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			5	5%
	e.g. positively assessed seminar paper / project / essay			10	10%
	e.g. case study - group work			10	10%
	e.g. test / colloquium			25	25%
	e.g. test / colloquium			25	25%
	Class participation			5	5%
	e.g. practical work				
	Final exam				
e.g. final exam (oral / written)			20	20%	
<b>TOTAL</b>			<b>100</b>	<b>100 %</b>	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>47</sup> Student workload coefficient S<sub>o</sub> is calculated as follows:



- a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.  
b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																				
	<i>Study programme: Tourism and hospitality</i>																																				
	First cycle/undergraduate studies		Fourth year of study Hospitality Management																																		
<b>Full name of the subject</b>	<b>PUBLIC RELATIONS</b>																																				
<b>Chair</b>																																					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>		<b>ECTS</b>																															
EFP-1-1-TH-03-1-043-7-5,0-2-2-0		Mandatory		VII		5																															
<b>Teacher (s)</b>																																					
<b>Associate / s</b>																																					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>48</sup></b>																															
L	E	LabE	L	E	LabE	S <sub>0</sub>																															
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5																															
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h																																		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$																																					
<b>Learning outcomes</b>	After completing the learning process, students will be able to: - understand the theoretical principles and methods of work in public relations that constitute solutions applied in practice - acquire detailed theoretical and practical knowledge of PR activities, as a discipline of creative information, expression, counselling, building a positive image and maintaining good relations with the public																																				
<b>Conditionality</b>	Not conditioned																																				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper																																				
<b>Course content by weeks</b>	<table border="0" style="width: 100%;"> <tr><td style="width: 15%;">Week I</td><td>Introduction to modern public relations</td></tr> <tr><td>Week II</td><td>History of public relations</td></tr> <tr><td>Week III</td><td>Defining public relations</td></tr> <tr><td>Week IV</td><td>Planning and organizing public relations</td></tr> <tr><td>Week V</td><td>Media for communication with the external public</td></tr> <tr><td>Week VI</td><td>Internet and other interactive media</td></tr> <tr><td>Week VII</td><td>The first partial exam</td></tr> <tr><td>Week VIII</td><td>Media campaign</td></tr> <tr><td>Week IX</td><td>Internal public relations</td></tr> <tr><td>Week X</td><td>Public relations in crises</td></tr> <tr><td>Week XI</td><td>Contemporary lobbying</td></tr> <tr><td>Week XII</td><td>Ethics and professionalism in public relations</td></tr> <tr><td>Week XIII</td><td>The role of public relations in gaining a corporate reputation</td></tr> <tr><td>Week XIV</td><td>Public relations and corporate social responsibility</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>							Week I	Introduction to modern public relations	Week II	History of public relations	Week III	Defining public relations	Week IV	Planning and organizing public relations	Week V	Media for communication with the external public	Week VI	Internet and other interactive media	Week VII	The first partial exam	Week VIII	Media campaign	Week IX	Internal public relations	Week X	Public relations in crises	Week XI	Contemporary lobbying	Week XII	Ethics and professionalism in public relations	Week XIII	The role of public relations in gaining a corporate reputation	Week XIV	Public relations and corporate social responsibility	Week XV	The second partial exam
Week I	Introduction to modern public relations																																				
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<b>Mandatory reading</b>																																					
<b>Author (s)</b>		<b>Title of publication, publisher</b>			<b>Year</b>		<b>Pages (from-to)</b>																														
Ejdži Voren, Kameron Glen, Olt Filip, Vilkoks Denis		<i>Odnosi s javnošću</i> , Beograd: EF CID			2006		1-584																														
<b>Additional literature</b>																																					
<b>Author (s)</b>		<b>Title of publication, publisher</b>			<b>Year</b>		<b>Pages (from-to)</b>																														
Mirjana Gligorijević, Galjina Ognjanov		Poslovno pregovaranje, Beograd: Klio			2011		1-270																														
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>				<b>Points</b>		<b>Percentage</b>																														
	Pre-exam obligations																																				
	e.g. lectures attendance / exercises				10		10%																														
	e.g. positively assessed seminar paper / project / essay				5		5%																														
	e.g. case study - group work																																				
	e.g. test / colloquium				20		20%																														
	e.g. test / colloquium				20		20%																														
	Class participation																																				
	e.g. practical work																																				
Final exam																																					
e.g. final exam (oral / written)				45		45%																															
TOTAL				100		100 %																															
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24																																				

<sup>48</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale						
		Study programme: Tourism and hospitality						
		First cycle/undergraduate studies		Fourth year of study Hospitality Management				
<b>Full name of the subject</b>		<b>GERMAN LANGUAGE 4</b>						
<b>Chair</b>								
Course code		Course status		Semester		ECTS		
EFP-1-1-TH-03-2-031-8-5,0-2-2-0		Election		VIII		5		
<b>Teacher (s)</b>								
<b>Associate / s</b>								
Fund of classes / teaching load (weekly)			Individual student workload (in semester hours)			Student workload coefficient $S_o$ <sup>49</sup>		
L	E	LabE	L	E	LabE	$S_o$		
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5		
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h					
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$								
<b>Learning outcomes</b>		Acquiring language competencies in German at the B1/1 level						
<b>Conditionality</b>		Not conditioned						
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper						
<b>Course content by weeks</b>		Week I	SPRACHEN LERNEN: Lerntipps, Konjunktion als					
		Week II	POST UND TELEKOMMUNIKATION: persönlicher Brief schreiben (Dankschreiben), Passiv Präsens					
		Week III	MEDIEN: Verben mit Dat. und Akk., Stellung der Objekte					
		Week IV	IM HOTEL: ein Zimmer buchen; indirekte Fragen, lokale Präpositionen					
		Week V	REISEN UND VERKEHR: lokale Präpositionen mit Dat. und Akk.					
		Week VI	WETTER UND KLIMA: Präpositionaladverbien, Verben mit Präpositionen					
		Week VII	The first partial exam					
		Week VIII	KULTURELLE VERANSTALTUNGEN: Lokale Präpositionen (Woher? –aus dem/vom; Wo? –im/beim; Wohin? –ins/zum)					
		Week IX	BÜCHER UND PRESSE: Interesse ausdrücken; Präteritum Modalverben					
		Week X	STADT UND VERWALTUNG: um einen Bericht bitten, Dokumente; Frageartikel: welch-, Demonstrativpronomen					
		Week XI	MOBILITÄT UND VERKEHR: Internet Anmeldungen; Konjunktionen bis, seit(dem)					
		Week XII	AUSBILDUNG UND BERUF: Relativpronomen und Relativsatz im Nom. und Akk.					
		Week XIII	Lebenslauf schreiben					
		Week XIV	Revision					
		Week XV	The second partial exam					
<b>Mandatory reading</b>								
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>			
Habersack, Charlotte; Pude, Angela; Sprecht, Franz		Menschen A2.2 (Kursbuch und Arbeitsbuch), Hueber Verlag, Ismaning, Deutschland		2013				
<b>Additional literature</b>								
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>			
Vergen, Jozef; Vemer, Anete		PONS Poslovna korespondencija Njemački, Klett d.o.o., Beograd		2016				
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>		
		Pre-exam obligations						
		e.g. lectures attendance / exercises			10	10%		
		e.g. positively assessed seminar paper / project / essay			10	10%		
		e.g. case study - group work			30	30%		
		e.g. test / colloquium			30	30%		
		e.g. test / colloquium						
		Class participation						
		e.g. practical work						
		Final exam						
		e.g. final exam (oral / written)			20	20%		
		TOTAL			100	100 %		
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>						
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2023/24						

<sup>49</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Hospitality Management			
<b>Full name of the subject</b>	<b>BUSINESS FRENCH LANGUAGE</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-2-032-8-5,0-2-2-0	Election	VIII	5			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>50</sup></b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	After completing the course, the students will be able to employ professional terminology, knowledge and skills in certain situations that require general and business communication, oral and written, with emphasis on tourism and hotel terminology.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Les jeux d'argent. Grammar: participles, gerund, participle matching.				
	Week II	A chacun son plaisir. Grammar: adverbs for place				
	Week III	Les nouveaux goûts. Grammar: present conditional.				
	Week IV	Une interview. Grammar: passive.				
	Week V	Lieux de mémoire. Grammar: conditionals.				
	Week VI	Le café philo. Grammar: Revision and practice. Revision.				
	Week VII	The first partial exam				
	Week VIII	Les voyages. Grammar: Sequence of tenses.				
	Week IX	La francophonie. Grammar: conjunctive.				
	Week X	La marché européen. Grammar: past conjunctive.				
	Week XI	Les nouvelles technologies. Grammar: Galician loan words.				
	Week XII	Le français qui bouge. Grammar: Infinitive.				
	Week XIII	Cinéma à domicile. Grammar: Word formation.				
	Week XIV	Textes complémentaires. Grammar: Features of the professional language.				
	Week XV	The second partial exam				
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Milanka Perret	CAFE PHILO, Institut za strane jezike, Beograd					
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
	Grammar and vocabulary of your choice.					
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			10	10%	
	e.g. case study - group work					
	e.g. test / colloquium			25	25%	
	e.g. test / colloquium			25	25%	
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			30	30%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>50</sup> Student workload coefficient  $S_0$  is calculated as follows:



a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale																																			
	<i>Study programme: Tourism and hospitality</i>																																			
	First cycle/undergraduate studies		Fourth year of study Hospitality Management																																	
<b>Full name of the subject</b>	<b>SPECIFIC FORMS OF TOURISM</b>																																			
<b>Chair</b>																																				
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>																																	
EFP-1-1-TH-03-2-044-8-5,0-2-2-0	Election	VIII	5																																	
<b>Teacher (s)</b>																																				
<b>Associate / s</b>																																				
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>51</sup></b>																																
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>																														
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5																														
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h																																	
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$																																				
<b>Learning outcomes</b>	Upon completion of the learning process, students will be able to: - understand the distinctive values of specific forms of tourism to create strategies and plans for their development as well as the use of business policy instruments that should contribute to the positioning of new types of tourism in the domestic and international tourism market - create, design and apply an appropriate form of specific tourism to a particular tourist destination																																			
<b>Conditionality</b>	Not conditioned																																			
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper																																			
<b>Course content by weeks</b>	<table border="0"> <tr><td>Week I</td><td>The concept and characteristics of specific forms of tourism</td></tr> <tr><td>Week II</td><td>Primary features of the market of specific forms of tourism</td></tr> <tr><td>Week III</td><td>Potentials for the development of particular forms of tourism</td></tr> <tr><td>Week IV</td><td>Modern trends in the development of special forms of tourism</td></tr> <tr><td>Week V</td><td>Regional development of specific forms of tourism</td></tr> <tr><td>Week VI</td><td>Business tourism</td></tr> <tr><td>Week VII</td><td>The first partial exam</td></tr> <tr><td>Week VIII</td><td>Urban and rural tourism</td></tr> <tr><td>Week IX</td><td>Health tourism</td></tr> <tr><td>Week X</td><td>Cultural tourism, events and festivals</td></tr> <tr><td>Week XI</td><td>Nautical tourism and cruises</td></tr> <tr><td>Week XII</td><td>Sports tourism</td></tr> <tr><td>Week XIII</td><td>Educational tourism</td></tr> <tr><td>Week XIV</td><td>Other specific forms</td></tr> <tr><td>Week XV</td><td>The second partial exam</td></tr> </table>						Week I	The concept and characteristics of specific forms of tourism	Week II	Primary features of the market of specific forms of tourism	Week III	Potentials for the development of particular forms of tourism	Week IV	Modern trends in the development of special forms of tourism	Week V	Regional development of specific forms of tourism	Week VI	Business tourism	Week VII	The first partial exam	Week VIII	Urban and rural tourism	Week IX	Health tourism	Week X	Cultural tourism, events and festivals	Week XI	Nautical tourism and cruises	Week XII	Sports tourism	Week XIII	Educational tourism	Week XIV	Other specific forms	Week XV	The second partial exam
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Week II	Primary features of the market of specific forms of tourism																																			
Week III	Potentials for the development of particular forms of tourism																																			
Week IV	Modern trends in the development of special forms of tourism																																			
Week V	Regional development of specific forms of tourism																																			
Week VI	Business tourism																																			
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Week VIII	Urban and rural tourism																																			
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Week XII	Sports tourism																																			
Week XIII	Educational tourism																																			
Week XIV	Other specific forms																																			
Week XV	The second partial exam																																			
<b>Mandatory reading</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>																																	
Stanko Geić	<i>Menadžment selektivnih oblika turizma</i> , Split: Sveučilište u Splitu	2011	1-574																																	
Verka Jovanović	<i>Tematski turizam</i> , Beograd: Singidunum	2015	1-251																																	
<b>Additional literature</b>																																				
<b>Author (s)</b>	<b>Title of publication, publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>																																	
Bojan Zečević, Aleksandar Đorđević	<i>Kreiranje vrednosti u turizmu</i> , Beograd: CID EF	2015	1-176																																	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>																																
	Pre-exam obligations																																			
	e.g. lectures attendance / exercises		10	10%																																
	e.g. positively assessed seminar paper / project / essay		5	5%																																
	e.g. case study - group work																																			
	e.g. test / colloquium		20	20%																																
	e.g. test / colloquium		20	20%																																
	Class participation																																			
	e.g. practical work																																			
Final exam																																				
e.g. final exam (oral / written)		45	45%																																	
TOTAL		100	100 %																																	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>																																			
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24																																			

<sup>51</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:



- a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.  
b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Fourth year of study Hospitality Management		
<b>Full name of the subject</b>		<b>HOTEL ENGINEERING</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-2-045-8-5,0-2-2-0		Election		VIII	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$					
<b>Learning outcomes</b>	Students will be able to independently and critically categorize hotel infrastructure and give quality suggestions in terms of functionality and infrastructure under specific circumstances.				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I	Historical development of tourism			
	Week II	Functional requirements of tourism concerning tourist facilities			
	Week III	Hotel engineering			
	Week IV	Types of tourist facilities			
	Week V	Food and beverage service facilities			
	Week VI	Surrounding hotel areas			
	Week VII	Functional hotel facilities			
	Week VIII	Categorization of hotel spaces			
	Week IX	Analysis of hotel accommodation			
	Week X	Analysis of hotel social spaces			
	Week XI	Hotel installations			
	Week XII	Hotel maintenance			
	Week XIII	Equipping the hotel			
	Week XIV	Architectural heritage in hotel tourism			
	Week XV	Categorization of catering facilities			
	<b>Mandatory reading</b>				
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>
Slobodan Čerović, Đorđe Čović		Projektovanje I Izgradnja Hotela, Univerzitet Singidunum Beograd		2011	
Sujit Ghosal		Hotel Engineering (Oxford Higher Education)		2011	
<b>Additional literature</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			10	10%
	e.g. positively assessed seminar paper / project / essay			10	10%
	e.g. case study - group work				
	e.g. test / colloquium			15	15%
	e.g. test / colloquium			15	15%
	Class participation				
	e.g. practical work				
Final exam					
e.g. final exam (oral / written)			50	50%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>52</sup> Student workload coefficient  $S_o$  is calculated as follows:



a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Hospitality Management			
<b>Full name of the subject</b>	<b>MANAGEMENT OF TRAVEL AGENCIES AND TRAVEL ORGANIZERS</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>		<b>Semester</b>	<b>ECTS</b>		
EFP-1-1-TH-03-2-046-8-5,0-2-2-0	Election		VIII	5		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>53</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	Upon completing the learning process, students will be able to: - understand the basic concepts and instruments of business that will be a solid basis for performing complex business operations in travel agencies and travel organizers, as well as in the sales sectors of other tourism companies - independently create a tour package as a primary product of a travel agency					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I Fundamental characteristics of the foundation and development of travel agencies Week II The place and role of agencies in the tourism market Week III Content of the service program and fulfilment of conditions for the travel agencies and travel organizers business Week IV Intermediary business operations of travel agencies and travel organizing as the basis of tour operator business Week V The concept and types of travel arrangements and business operations in the creation of travel arrangements Week VI Acquisition of transport, accommodation and other parts of the tourist arrangement Week VII <i>The first partial exam</i> Week VIII Determining the price of a tour package Week IX Business operations in the promotion and sale of a package tour Week X Completing the travel arrangement and responsibility of the travel organizer Week XI Contemporary tendencies in the development of travel agencies and travel organizers Week XII Changes in the tourism market (information technology, sustainable development) and the impact on the business of travel agencies and travel organizers Week XIII Processes of integration and business connection of travel agencies and travel organizers Week XIV Prospects for the development of travel agencies and travel organizers Week XV <i>The second partial exam</i>					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Vesna Spasić, Daniel Pavlović	Poslovanje turističkih agencija i organizatora putovanja, Beograd: Singidunum			2018	1-347	
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Jasmina Gržinić, Tamara Floričić	Turoperatori i hotelijeri u suvremenom turizmu, Pula: Sveučilište Juraj Dobrila			2015	1-213	
IHRA	Code Of Practice On The Relations Between Hoteliers And Travel Agents			1999		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises			10	10%	
	e.g. positively assessed seminar paper / project / essay			5	5%	
	e.g. case study - group work					
	e.g. test / colloquium			20	20%	
	e.g. test / colloquium			20	20%	
	Class participation					
	e.g. practical work					
	Final exam					
e.g. final exam (oral / written)			45	45%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					



<sup>53</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

- a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.  
 b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Fourth year of study Hospitality Management		
<b>Full name of the subject</b>		<b>BUSINESS RUSSIAN LANGUAGE</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-2-036-8-5,0-2-2-0		Election		VIII	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>54</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$					
<b>Learning outcomes</b>	The course insists on developing a communicative language function. It prepares students to exchange information in simple language, read and write texts, notes and descriptions of simple forms in the field of Tourism and Hospitality.				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I	Lesson 1. Reading and translating the text. Answering questions. Cases revision. Revising numbers and other grammar structures. Reading the dialogue. Answering questions. Conversation.			
	Week II	Lesson 2. Family. Reading and translating text. Answering questions. Accusative revision. Adjectives revision.			
	Week III	Dative revision. Reading the dialogue. Conversation.			
	Week IV	Lesson 3. The house and the apartment. Reading and translating text. Answering questions. Genitive revision. Adverbs for a place. Reading and translating dialogue. Answering questions. Conversation. Learning new words. Revision of previously studied material. Preparing for the first partial exam.			
	Week V	The first partial exam			
	Week VI	Lesson 4. A working day and professions. Reading and translating text. Answering questions.			
	Week VII	Revision of telling time. Locative revision.			
	Week VIII	Finite and non-finite verbs. Reading and translating dialogue. Answering questions. Conversation.			
	Week IX	Lesson 5. The city. Reading and translating text. Answering questions. Construction ODIN IZ. Constructions ZA ČEM and ZAČEM.			
	Week X	Construction ČTOBY. Reading and translating dialogue. Answering questions. Conversation.			
	Week XI	Lesson 6. The shops and shopping. Reading and translating text. Some currencies. The question SKOLKO STOIT. Telling the price. Numbers.			
	Week XII	Clothing and footwear related vocabulary. Verbs of movement. Preposition NA used in transport. Arrival and departure prepositions. Reading and translating dialogue. Answering questions. Conversation.			
	Week XIII	Revision of previously studied material. Preparing for the second partial exam.			
	Week XIV	The second partial exam			
	Week XV				
<b>Mandatory reading</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>
L.V. Milier, L.V. Politove i I.J. Ribakove		"Žili bili 2", "Zlatoust" iz Sankt-Peterburga		2002	
<b>Additional literature</b>					
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			10	10%
	e.g. positively assessed seminar paper / project / essay				
	e.g. case study - group work				
	e.g. test / colloquium			30	30%
	e.g. test / colloquium			30	30%
	Class participation				
	e.g. practical work				
	Final exam				
e.g. final exam (oral / written)			30	30%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>54</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:



- a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.
- b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale				
	<i>Study programme: Tourism and hospitality</i>				
	First cycle/undergraduate studies		Fourth year of study Hospitality Management		
<b>Full name of the subject</b>		<b>CONSUMER BEHAVIOUR AND PROTECTION IN TOURISM</b>			
<b>Chair</b>					
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	
EFP-1-1-TH-03-2-037-8-5,0-2-2-0		Election		VIII	
<b>Teacher (s)</b>					
<b>Associate / s</b>					
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>55</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 30 + 30 + 0 = 60 h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ 45 + 45 + 0 = 90 h		
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester 60 h + 90 h = 150 h = $U_{opt}$					
<b>Learning outcomes</b>	Upon finishing the learning process, students will be able to: - identify the needs of consumers in tourism and create and deliver the expected product and service following the studied needs and desires - define the factors that influence consumer behaviour and determine their influence on making a purchase decision in the tourism market				
<b>Conditionality</b>	Not conditioned				
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>	Week I Consumers in the tourism market Week II Tourism market segmentation Week III Definition, categories and typology of consumers in tourism Week IV Models of consumer behaviour in tourism Week V Consumer research in tourism Week VI Determinants of consumer behaviour in tourism Week VII The first partial exam Week VIII A psychological study of consumers in tourism Week IX Value creation and consumer satisfaction Week X Consumer loyalty and life value Week XI Consumer relationship marketing Week XII A general approach to safety in tourism Week XIII Legislation for the protection of users of tourist services in the EU Week XIV Socially responsible business in tourism Week XV The second partial exam				
<b>Mandatory reading</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Branko Maričić	<i>Ponašanje potrošača</i> , Beograd: EF CID			2011	1-678
Radmila Živković, Ivana Brdar	<i>Ponašanje i zaštita potrošača u turizmu</i> , Beograd: Singidunum			2018	1-284
<b>Additional literature</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>
Michael R. Solomon, Gary J. Bamossy, Søren Askegaard, Margaret K. Hogg	<i>Ponašanje potrošača</i> , Zagreb: Mate			2015	1-732
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations				
	e.g. lectures attendance / exercises			10	10%
	e.g. positively assessed seminar paper / project / essay			5	5%
	e.g. case study - group work				
	e.g. test / colloquium			20	20%
	e.g. test / colloquium			20	20%
	Class participation				
	e.g. practical work				
Final exam					
e.g. final exam (oral / written)			45	45%	
TOTAL			100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>55</sup> Student workload coefficient So is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{ h} \times \text{ h}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.



		UNIVERSITY OF EAST SARAJEVO Faculty of Economics Pale											
		Study programme: Tourism and hospitality											
Full name of the subject		HOTEL CORPORATIONS		Chair									
Course code		Course status		Semester		ECTS							
EFP-1-1-TH-03-2-047-8-5,0-2-2-0		Election		VIII		5							
Teacher (s)		Associate / s		Fund of classes / teaching load (weekly)		Individual student workload (in semester hours)		Student workload coefficient $S_o$ <sup>56</sup>					
L		E		LabE		L		E		LabE		$S_o$	
2		2		0		2*15*1,5		2*15*1,5		0*15*1,5		1,5	
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h						total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h							
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$													
Learning outcomes		The course prepares students for practical work and strategic macro-management of hotel corporations and the entire hotel market.											
Conditionality		Not conditioned											
Teaching methods		Lectures, exercises, presentations, case study, seminar paper											
Course content by weeks		Week I The structure of the hotel industry Week II Management characteristics of small independent hotels Week III Advantages and disadvantages of hotel companies (hotel chains) Week IV Hotel consortia Week V Hotel management and administration Week VI Organizational scheme of hotel corporation management Week VII The first partial exam Week VIII Hotel Corporate Controlling Management Feedback Week IX Relationship between planning and controlling hotel corporations Week X Leading the management team of the hotel corporation Week XI Investing in hospitality Week XII Assessment of cost-effectiveness of hotel projects Week XIII Hotel categorization Week XIV The importance of hotel corporations in the 21st-century business model Week XV The second partial exam											
<b>Mandatory reading</b>													
Author (s)		Title of publication, publisher				Year		Pages (from-to)					
R. Dobre		Ekonomika i organizacija ugostiteljskih poduzeća, Šibenik,				2001							
Hayes, D.K., Ninemeier J.D.,		Upravljanje hotelskih poslovanjem, M plus, Zagreb,				2005.							
<b>Additional literature</b>													
Author (s)		Title of publication, publisher				Year		Pages (from-to)					
Medlik, S., Ingram H.,		Hotelsko poslovanje, Golden marketing, Zagreb				2002							
Hayes D.K., Ninemeier J.D.,		Foundations of Lodging Management, Pearson, Prentice Hall, New Jersey				2006							
Obligations, forms of knowledge assessment and grading		<b>Type of student work evaluation</b>						Points		Percentage			
		Pre-exam obligations											
		e.g. lectures attendance / exercises						10		10%			
		e.g. positively assessed seminar paper / project / essay						5		5%			
		e.g. case study - group work											
		e.g. test / colloquium						20		20%			
		e.g. test / colloquium						20		20%			
		Class participation											
e.g. practical work													
		Final exam											
e.g. final exam (oral / written)						45		45%					
TOTAL						100		100 %					
Website		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>											
Validation date		The syllabuses will be confirmed at the beginning of the academic year 2023/24											

<sup>56</sup> Student workload coefficient  $S_o$  is calculated as follows:

a) for study programs that do not go for licensing:  $S_o = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{---} \text{ h} \times \text{---}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.





	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study Hospitality Management			
<b>Full name of the subject</b>	<b>BUSINESS CORRESPONDENCE</b>					
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>		<b>Semester</b>	<b>ECTS</b>	
EFP-1-1-TH-03-2-049-8-5,0-2-2-0		Election		VIII	5	
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>			<b>Student workload coefficient S<sub>0</sub><sup>58</sup></b>
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	<b>S<sub>0</sub></b>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ 30 + 30 + 0 = 60 h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ 45 + 45 + 0 = 90 h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester 60 h + 90 h = 150 h = $U_{opt}$						
<b>Learning outcomes</b>	The course prepares students for the practical application of business correspondence locally and internationally.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	Week I	Models and forms of communication				
	Week II	The concept and significance of correspondence				
	Week III	Content of business communications				
	Week IV	Business correspondence function				
	Week V	Persons in correspondence				
	Week VI	Correspondence rules				
	Week VII	The first partial exam				
	Week VIII	Business letter				
	Week IX	Forms of business letters				
	Week X	Rules of written business correspondence				
	Week XI	Business correspondence in banks and other organizations				
	Week XII	Advantages and disadvantages of written business correspondence				
	Week XIII	Advantages and disadvantages of electronic business correspondence				
	Week XIV	The contribution of business correspondence to the 21st-century business model				
	Week XV	The second partial exam				
	<b>Mandatory reading</b>					
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Marina Marković	Poslovna komunikacija, CIO			2008		
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
Michael Muckian, John Woods	Business Letter Handbook, 1997.			1997		
Andrea B. Geffner	How to Write Better Business Letters, Barron's Educational Series			2007		
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>				<b>Points</b>	<b>Percentage</b>
	Pre-exam obligations					
	e.g. lectures attendance / exercises				10	10%
	e.g. positively assessed seminar paper / project / essay				5	5%
	e.g. case study - group work					
	e.g. test / colloquium				20	20%
	e.g. test / colloquium				20	20%
	Class participation					
	e.g. practical work					
	Final exam					
e.g. final exam (oral / written)				45	45%	
TOTAL				100	100 %	
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>58</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{h} \times \text{h}$ . See form content and explanation.



b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies		Fourth year of study			
<b>Full name of the subject</b>		<b>PROFESSIONAL INTERNSHIP</b>				
<b>Chair</b>						
<b>Course code</b>		<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>		
EFP-1-1-TH-03-1-099-8-2,0-0-2-0		Mandatory	VIII	2		
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>			<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>59</sup></b>	
<b>L</b>	<b>E</b>	<b>LabE</b>	<b>L</b>	<b>E</b>	<b>LabE</b>	
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	
total teaching load (in hours, semester) X*15 + Y*15 + Z*15 = W 30 + 30 + 0 = 60 h			total student workload (in hours, semester) 2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T 45 + 45 + 0 = 90 h			
Total subject load (teaching + student): W + T = U <sub>opt</sub> hours per semester 60 h + 90 h = 150 h = U <sub>opt</sub>						
<b>Learning outcomes</b>		After completing the professional training, students will be able to compare and distinguish between acquired theoretical knowledge and acquired practical knowledge. There will be an assumption that they can match practical knowledge and experiences with personal affinities for future occupations and fields of employment. After ending the internship, students will have the preconditions to accept more complex and responsible jobs in tourism and hospitality after graduation.				
<b>Conditionality</b>		Not conditioned				
<b>Teaching methods</b>		Lectures, exercises, presentations, case study, seminar paper				
<b>Course content by weeks</b>		Week I Week II Week III Management and administration of the hotel facility Week IV Management and management information system Week V Organization and functions of management in the preparation and provision of accommodation services Week VI (marketing, sales, reservations, front office, back office operations) Week VII Organization and functions of management in the preparation and provision of food and beverage services Week VIII (procurement, preparation and serving of food and beverages, calculation, analysis) Week IX Organization and management of other functions (animation, recreation, sports, culture, wellness, etc.) Week X Intermediaries in tourism (travel agencies, tour operators) Week XI Commercial banks (tourism and hospitality sector) Week XII Tourist organizations of all levels Week XIII Week XIV Week XV				
<b>Mandatory reading</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Additional literature</b>						
<b>Author (s)</b>		<b>Title of publication, publisher</b>		<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>		<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>
		Pre-exam obligations				
		e.g. lectures attendance / exercises				
		e.g. positively assessed seminar paper / project / essay				
		e.g. case study - group work				
		e.g. test / colloquium				
		e.g. test / colloquium				
		Class participation				
		e.g. practical work				
Final exam		e.g. final exam (oral / written)			100	100%
TOTAL					100	100%
<b>Website</b>		<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>				
<b>Validation date</b>		The syllabuses will be confirmed at the beginning of the academic year 2023/24				

<sup>59</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \_\_\_\_\_\_ \text{ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \_\_\_\_\_\_ \text{ h} = \_\_\_\_\_\_ \text{ x } \_\_\_\_\_\_ \text{. See form content and explanation.}$

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.

	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of Economics Pale					
	<i>Study programme: Tourism and hospitality</i>					
	First cycle/undergraduate studies	Fourth year of study				
<b>Full name of the subject</b>	<b>FINAL (DIPLOMA) PAPER</b>					
<b>Chair</b>						
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
EFP-1-1-TH-03-1-100-8-8,0-0-6-0	Mandatory	VIII	8			
<b>Teacher (s)</b>						
<b>Associate / s</b>						
<b>Fund of classes / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student workload coefficient S<sub>0</sub><sup>60</sup></b>		
L	E	LabE	L	E	LabE	S <sub>0</sub>
2	2	0	2*15*1,5	2*15*1,5	0*15*1,5	1,5
total teaching load (in hours, semester) $X*15 + Y*15 + Z*15 = W$ $30 + 30 + 0 = 60$ h			total student workload (in hours, semester) $2*15*1,5 + 2*15*1,5 + 0*15*1,5 = T$ $45 + 45 + 0 = 90$ h			
Total subject load (teaching + student): $W + T = U_{opt}$ hours per semester $60$ h + $90$ h = $150$ h = $U_{opt}$						
<b>Learning outcomes</b>	The students prove that they mastered the specific subject by implementing the knowledge acquired during their studies into the final papers. They also demonstrate that they processed the material according to the prescribed methodology and that they know how to use and correctly quote professional literature and terminology.					
<b>Conditionality</b>	Not conditioned					
<b>Teaching methods</b>	Lectures, exercises, presentations, case study, seminar paper					
<b>Course content by weeks</b>	The students choose to write a final paper on a matter concerning one of the subjects in the study programme. The professors or mentors propose a list of themes the students can choose.					
<b>Mandatory reading</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
<b>Additional literature</b>						
<b>Author (s)</b>	<b>Title of publication, publisher</b>			<b>Year</b>	<b>Pages (from-to)</b>	
<b>Obligations, forms of knowledge assessment and grading</b>	<b>Type of student work evaluation</b>			<b>Points</b>	<b>Percentage</b>	
	Pre-exam obligations					
	e.g. lectures attendance / exercises					
	e.g. positively assessed seminar paper / project / essay					
	e.g. case study - group work					
	e.g. test / colloquium					
	e.g. test / colloquium					
	Class participation					
	e.g. practical work					
Final exam						
e.g. final exam (oral / written)			100	100%		
TOTAL			100	100 %		
<b>Website</b>	<a href="http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html">http://ekofis.ues.rs.ba/sr-yu/i-ciklus-studija/nastavni-planovi/sp-turizam-i-hotelijerstvo/6183-sp-turizam-i-hotelijerstvo-od-202021-godine.html</a>					
<b>Validation date</b>	The syllabuses will be confirmed at the beginning of the academic year 2023/24					

<sup>60</sup> Student workload coefficient S<sub>0</sub> is calculated as follows:

a) for study programs that do not go for licensing:  $S_0 = (\text{total semester load for all subjects } 900 \text{ h} - \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____ h}) / \text{total teaching load } P + V \text{ in the semester for all subjects } \text{_____} \times \text{_____}$ . See form content and explanation.

b) for study programs that go to licensing, it is necessary to use the content of the form and the explanation.



**University of East Sarajevo**  
**Faculty of Economics Pale**  
Syllabus of study program Tourism and Hospitality