



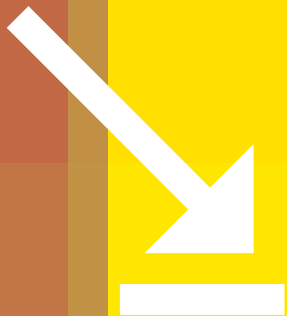
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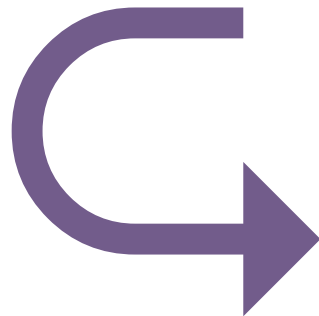
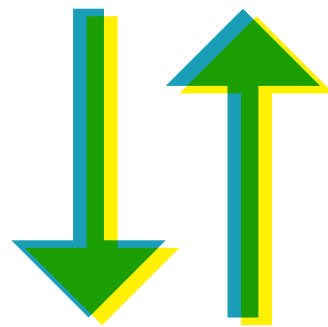
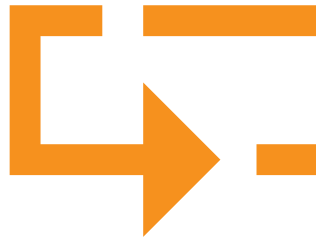
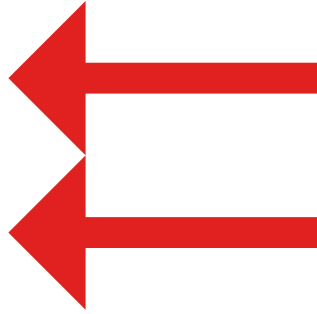
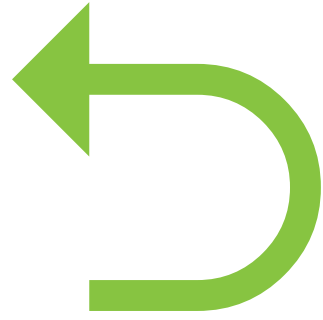
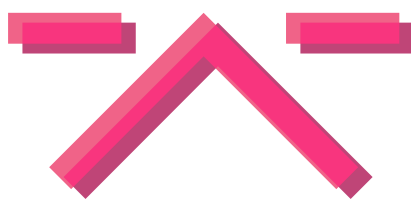


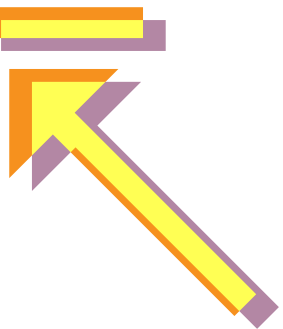
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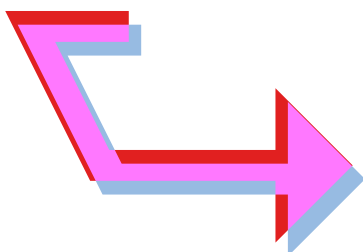
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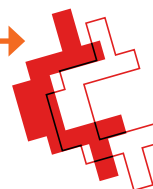


MARKETING MENADŽMENT

OSNOVNE STUDIJE

Po završetku osnovnih studija, na studijskom programu **MARKETING MENADŽMENT**, student će biti osposobljen da:

- Poznaje i tumači temeljne pojmove iz oblasti mikro i makro ekonomije;
- Razlikuje i generiše poslovnu politiku i strategije upravljanja preduzećem, primjenjuje različite lider-ske tehnike u rješavanju konkretnih organizacionih problema;
- Definiše pretpostavke za rast konkurentnosti, analizira mikro i makro okruženje i primjenjuje adekvatne strategije upravljanja preduzećem;
- Upotrebljava opšta teorijska znanja iz oblasti marketinga u skladu sa specifičnostima zahtjeva tržišta, uz uvažavanje najbolje svjetske prakse;
- Razvija sopstvene preduzetničke ideje u biznisu, kreira i primjenjuje savremene e-koncepte u cilju unaprjeđenja biznisa;
- Strateški razmišlja i razvija vještine za formulaciju, implementaciju i evaluaciju strategija;
- Usvaja znanja i vještine iz moderne poslovne discipline odnosa s javnošću, što je od neprocjenjive vrijednosti za razvoj imidža kompanije.



I SEMESTAR

MIKROEKONOMIJA

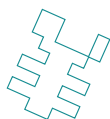
Nakon odslušanog kursa student je osposobljen da:

- Definiše i razumije osnovne ekonomske principe, metodološke pristupe u mikroekonomiji, te diskutuje na temu mikro i makroekonomije i njihovog značaja.
- Definiše i razumije parabole savremene ekonomije;
- Definiše i razumije različite oblike elastičnosti, te nađe njihovu primjenu u svakodnevnom životu i biznisu i razumije politiku Vlada;
- Definiše, razumije i pronalazi u praksi razlike između eksternih efekata, javnih dobara i zajedničkih resursa i shvati koncepciju poreskog sistema;
- Razumije i primijeni u biznisu analizu troškova proizvodnje, razumije ulogu preduzeća na konkurentnim tržištima i način ostvarivanja profita;
- Razumije i shvati značaj politike smanjivanja siromaštva u jednoj ekonomiji i politiku raspodjele dohotka;
- Razumije i diskutuje o graničnim područjima mikroekonomije, graničnim ekonomskim pojmovima, te prepozna njihovu primjenu u svakodnevnom poslovanju.

POSLOVNA INFORMATIKA

Nakon odslušanog kursa student je osposobljen da:

- Koristi Windows operativni sistem i organizuje podatke na računaru;
- Kreira i organizuje Word dokumenta i obrađuje tekstove, kreira tabele, pravi automatske sadržaje dokumenta;
- Kreira Power Point prezentacije koje podrazumijevaju animacije, obrađuje do najsitnijih detalja slajdove, dodaje multimedijalne sadržaje i sl.;
- Koristi MS Office paket, Excel tabelarni prikaz i obradu podataka;
- Grafički prikazuje podatke;
- Vršiti analizu filtriranja, sortiranja podataka;
- Koristi složenije matematičke i finansijske funkcije, funkcije za rad sa tekstem, datumima i sl.;
- Vršiti validaciju podataka.



SOCIOLOGIJA

Nakon odslušanog kursa student je osposobljen da:

- Definiše osnovne sociološke pojmove;
- Odredi mjesto sociologije u sistemu društvenih nauka;
- Prepozna načine međusobne interakcije između pojedinca i društva;
- Tumači društvene promjene;
- Primijeni stečena znanja u cilju objašnjavanja različitih društvenih fenomena.

BIZNIS MATEMATIKA

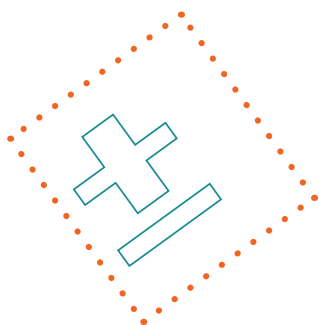
Nakon odslušanog kursa student je osposobljen da:

- Definiše osnovni pojam matrica i determinanti iz oblasti linearne algebre;
- Koristi se mogućnostima primjene determinanti u različitim oblastima naučnih istraživanja i ekonomske analize;
- Definiše i opiše pojam granične vrijednosti funkcije kada argument teži ka određenoj graničnoj vrijednosti ili ka beskonačno;
- Savlada metoda ispitivanja monotonosti funkcija kao i njenih relativnih ekstremuma pomoću prvog i drugog izvoda funkcije;
- Savlada opšte šeme za kompletno ispitivanje funkcije kroz različite primjere;
- Savlada pojam funkcije sa dvije nezavisne promjenljive, kao i parcijalnih izvoda prvog i drugog reda;
- Savlada totalni diferencijal, kao i definiše pojam određenog i neodređenog integrala.

ENGLESKI JEZIK I

Nakon odslušanog kursa student je osposobljen da:

- Komunicira u raznovrsnim društvenim situacijama;
- Diskutuje na zadate teme;
- S razumijevanjem čita i sluša autentične tekstove;
- Primijeni adekvatne jezičke vještine, strategije i tehnike slušanja i razumijevanja prilikom slušanja teksta na zadate teme;
- Identifikuje, razumije i funkcionalno primijene gramatičke strukture (indirektni govor: izjavne rečenice) prilikom slušanja teksta.



II SEMESTAR

OSNOVI MARKETINGA

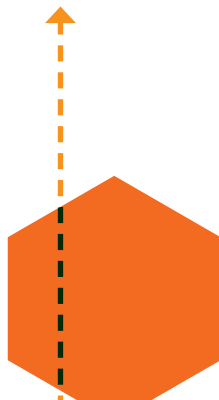
Nakon odslušanog kursa student je osposobljen da:

- Definiše i primjeni na konkretnim primjerima elemente marketing miksa;
- Na primjeru prikaže i objasni glavne komponente strateškog marketing plana;
- Definiše i opiše kako kompanija može da odabere najatraktivnija ciljna tržišta, koji su zahtjevi za efikasnu segmentaciju, kako ih sintetizovati i primijeniti u praksi;
- Objasni osnovne korake procese istraživanja tržišta, kao i tehnike prikupljanja podataka;
- Objasni koncept proizvoda, upotrebu brendiranja, kao i da objasne korake u razvoju novog proizvoda i koncept životnog ciklusa proizvoda;
- Analizira specifičnosti marketinga usluga i marketinga u neprofitnom sektoru kroz elemente marketing miksa;
- Objasni proces sprovođenja promotivne kampanje;
- Objasni kako se formira cijena u različitim okolnostima i za različita preduzeća.

OSNOVI MENADŽMENTA

Nakon odslušanog kursa student je osposobljen da:

- Ovlada osnovnim pojmovima iz oblasti menadžmenta;
- Razumije i logički povezuje funkcije u menadžmentu;
- Koristi pojmove i principe menadžmenta u praksi kroz savladavanje teorijskih stavova i analizu slučajeva iz prakse;
- Razumije značaj opšteg i specifičnog okruženja, ulogu organizacione i nacionalne kulture u procesu upravljanja organizacijom;
- Razumije svrhu i značaj planiranja i ulogu planova u upravljanju organizacijom;
- Objasni proces donošenja menadžerskih odluka;
- Razumije značaj tima i ulogu lidera u organizaciji, kao i procesa kontrole.



MAKROEKONOMIJA

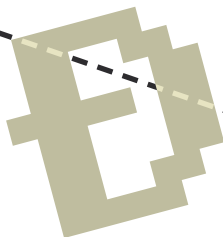
Nakon odslušanog kursa student je osposobljen da:

- Analitički posmatra privredni tok aktivnosti;
- Razumije BDP i razlikuju realni od nominalnog BDP-a;
- Mjeri CPI index kao jednu od komponenti kvaliteta života;
- Mjeri stopu inflacije;
- Mjeri produktivnosti u jednoj ekonomiji uz determinantno određenje komponenti;
- Razumije razne vrste rizika i primjeni taktike njihovog smanjenja;
- Razumije kompletnu problematiku nezaposlenosti i njeno mjerenje;
- Razumije uticaj deficita na privredu.

POSLOVNO PRAVO

Nakon odslušanog kursa student je osposobljen da:

- Definiše pojam prava, pravni akt i elemente pravnog odnosa;
- Prepoznaje najviši opšti pravni akt kao i ostale pravne akte koji predstavljaju izvore prava;
- Definiše stvarna prava na tuđim stvarima;
- Razumije osnove obligacionog prava;
- Zna osnovne elemente ugovornog odnosa, vrste ugovora, različita sredstva kojima se mogu obezbijediti obligacije;
- Razumije načine obavljanja privrednih djelatnosti, zna razliku između društava lica i društava kapitala;
- Zna osnovne osobine preduzetnika, ortačkog društva, komanditnog društva, akcionarskog društva, društva sa ograničenom odgovornošću i djelova stranih društava;
- Prepozna vrste ugovora.



III SEMESTAR

EKONOMIJA EI

Nakon odslušanog kursa student je osposobljen da:

- Razumije mikroekonomske konsekvence evropskih integracija;
- Razumije funkcionisanje EU tržišta i posebno proces tranzicije ranije samostalnih tržišta ka EU tržištu;
- Razumije efekte mikroekonomskih javnih politika EU;
- Razumije makroekonomske dimenzije i efekte evropskih integracija;
- Predvidi efekte pristupanja EU za pojedine djelatnosti i aktivnosti;
- Poznaje sve modele koji se koriste u ekonomiji regionalnih integracija do mjere koja mu omogućava dalje studije u ovoj discipline.

POSLOVNE FINANSIJE

Nakon odslušanog kursa student je osposobljen da:

- Definiše bitne odlike u finansijskom menadžmentu firme;
- Vršiti proračun svih elemenata vremenske vrijednosti novca;
- Razlikuje tekuću i stalnu obrtnu imovinu;
- Razumije potrebe držanja gotovine;
- Razumije proces upravljanja zalihama u smislu količine i kada vršiti narudžbine zaliha;
- Razumije proces upravljanja spontanim finansiranjem;
- Razumije proces upravljanja akumuliranim rashodima.



FINANSIJSKO RAČUNOVODSTVO

Nakon odslušanog kursa student je osposobljen da:

- Definiše i objasni principe urednog knjigovodstva i zvaničan Kontni okvir CG;
- Definiše i objasni osnovne elemente prilagođavanja sistema dvojnog knjigovodstva;
- Primijeni računovodstvene tehnike knjiženja dugotrajne imovine (nematerijalna, materijalna, finansijska);
- Izračuna trošenje (amortizaciju) imovine;
- Na praktičnom primjeru savlada knjigovodstveno obuhvatanje materijala i robe;
- Na praktičnom primjeru savlada razlike između troškova i rashoda, knjigovodstveno obuhvatanje troškova po vrstama;
- Definiše podjelu i knjigovodstveno obuhvatanje rashoda i prihoda;
- Uradi predzaključna knjiženja i zaključak poslovnih knjiga.

UPRAVLJANJE LJUDSKIM RESURSIMA

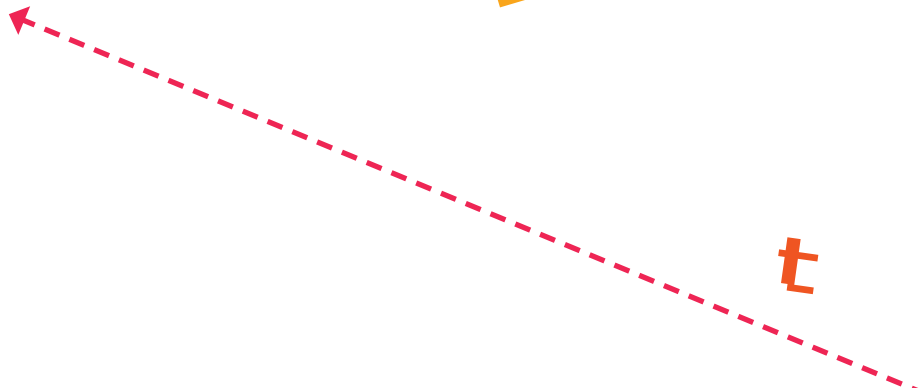
Nakon odslušanog kursa student je osposobljen da:

- Definiše pojmove, mjesto i ulogu upravljanje ljudskim resursima;
- Primijeni strategijski pristup upravljanja ljudskim resursima;
- Planira poslovanje u skladu sa zakonskim okvirom upravljanja ljudskim resursima;
- Analizira i vrednuje različite modele regrutovanja kadrova;
- Analizira modele uvođenja u posao, kao i načine obuka zaposlenih;
- Definiše i razumije programe razvoja na poslu i van posla, načine planiranja karijere kao i da analizira faze razvoja karijere;
- Ocjenjuje performanse, kao i sisteme za ocjenjivanje performansi zaposlenih i metode vrednovanja izvršenja.

ENGLESKI JEZIK II

Nakon odslušanog kursa student je osposobljen da:

- Komunicira u raznovrsnim društvenim situacijama;
- Piše paragrafe i kraće eseje;
- Koristi vokabular uključujući idiome, frazne glagole i kolokacije nivoa;
- Poboljša tačnost usmene produkcije u okviru telefonskih razgovora kroz usvajanje ključnih struktura i terminologije;
- Razlikuje različite oblike korespondencije, kao i registre i pravilnu upotrebu vokabulara i jezičkih struktura u formalnim i neformalnim oblicima korespondencije;
- Identifikuje, razumije i definiše stručne pojmove i koncepte iz oblasti marketinga i finansija i koristi adekvatnu stručnu terminologiju u analizi i diskusijama;
- Argumentovano iskaže mišljenje i obrazloži svoj stav ili gledište, razvijajući na taj način poslovne komunikativne vještine.



IV SEMESTAR



MARKETING USLUGA

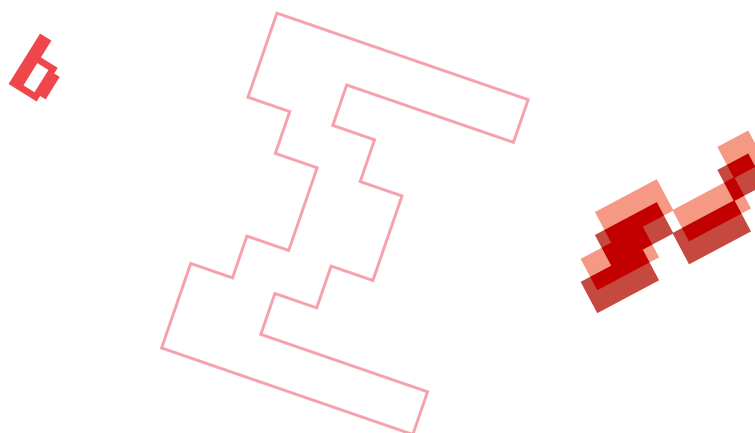
Nakon odslušanog kursa student je osposobljen da:

- Razumije značenje usluga za nacionalnu ekonomiju, mogućnosti razmjene usluga u međunarodnoj ekonomiji proširenog marketing miksa karakterističnog za oblast usluga;
- Razumije uticaj afekata i kognicije na ponašanje potrošača, kao i faze procesa odlučivanja potrošača;
- Objasni tehnike mjerenja satisfakcije potrošača;
- Objasni i primijeni osnovne tehnike istraživanja potrošača;
- Objasni način formiranja marketinške baze podataka;
- Razumije strategije razvoja programa lojalnosti;
- Prepozna nezadovoljnog potrošača, identifikuje razloge odlaska potrošača i upravlja žalbama potrošača.

ISTRAŽIVANJE MARKETINGA

Nakon odslušanog kursa student je osposobljen da:

- Razumije faze u procesu marketinških istraživanja, klasifikacijom istraživanja i procesom istraživanja;
- Prepozna oblike istraživačkog dizajna sa naglaskom na eksplorativna, deskriptivna i kauzalna istraživanja;
- Razumije postupak i metode za primjenu primarnih podataka;
- Razumije proces mjerenja i razlikuje skale za mjerenje;
- Kreira upitnik za sopstveno istraživanje na osnovu zadate teme;
- Nauči što je uzorkovanje i kakve vrste uzoraka postoje;
- Obavi sopstveno istraživanje;
- Uradi istraživački projekat sa timom po zadatoj temi i prikaže rezultate u formi pisanog projekta i odbrani isti.



PONAŠANJE POTROŠAČA

Nakon odslušanog kursa student je osposobljen da:

- Razvije specifične i opšte kompetencije, znanja i vještine iz poslovne discipline ponašanja potrošača;
- Razvije sposobnost analize uticaja potrošača na razvoj kompanija i analizu motivacije i percepcije potrošača;
- Razumije osnovna znanja o ponašanju potrošača, načinima istraživanja donošenja odluka o kupovini kao i o ponašanju potrošača nakon kupovine;
- Razumije što motiviše i zašto se potrošač odlučuje na kupovinu, pa shodno tome razmatra motive, faktore i procese donošenja odluka o kupovini.

STRATEGIJSKI MENADŽMENT

Nakon odslušanog kursa student je osposobljen da:

- Nauči da definiše viziju, misiju i ciljeve konkretne organizacije;
- Uradi situacionu analizu kroz primjenu tehnika eksterne: PEST, SWOT, Analiza konkurencije, Model pet faktora, Strategijske grupe;
- Uradi internu analizu na primjeru izabrane kompanije primjenjujući tehniku Lanca vrijednosti i Analizu resursa;
- Definiše vrste strategija za nivo poslovnih jedinica;
- Nauči korporativne strategije i tehnike akvizicija i merđžera;
- Prepozna značaj i ulogu Interneta u strategijskom upravljanju, vrste digitalnih strategija, kao i način stvaranja vrijednosti;
- Razumije strategijske opcije korporacija i način strategijske kontrole.



V SEMESTAR

MARKETING LOGISTIKA

Nakon odslušanog kursa student je osposobljen da:

- Definiše i razumije logistiku kao poslovnu aktivnost, opiše i razlikuje osnovne aktivnosti logističkog menadžmenta, definiše osnovne logističke troškove;
- Definiše i razumije marketing kanale, opiše i razlikuje osnovne aktivnosti i nosioce aktivnosti unutar marketing i kanala fizičke distribucije, definiše osnovne tokove unutar marketing kanala i kanala fizičke distribucije;
- Definiše transportne troškove, opiše i razlikuje osnovne vrste transportnih troškova, definiše cijenu koštanja transportnih usluga i njene faktore;
- Definiše transportne cijene, opiše i razlikuje osnovne vrste transportnih cijena, definiše opštu politiku prevoznih cijena, posebno u željezničkom, pomorskom i vazdušnom saobraćaju;
- Definiše strateške transportne odluke u logistici, opiše i razlikuje bazične načine organizacije transporta, definiše usmjerenost proizvoda pojedinim vidovima transporta, razumije konkurentske prednosti i nedostatke vidova transporta, primijeni optimizaciju u transportu.

POSLOVNI MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Nauči karakteristike i specifičnosti poslovnog marketinga, njegov značaj i način funkcionisanja;
- Analizira ključne razlike između poslovnog i opšteg marketinga;
- Klasifikuje predmete razmjene na poslovnom tržištu;
- Prepoznaje kriterijume za procese transakcija na poslovnom tržištu i značaj poslovnih kupaca;
- Savlada strategije novih proizvoda, cijena, distribucije i komunikacije;
- Nauči marketinške strategije segmentacije i pozicioniranja koje se primjenjuju na poslovnom tržištu;
- Uradi pristupni rad sa primjerom iz prakse kojim će potvrditi da je savladao predmetnu problematiku.

LIDERSTVO

Nakon odslušanog kursa student je osposobljen da:

- Definiše i razumije pojam liderstva i moći i razlikuje liderstvo od menadžmenta;
- Definiše i razumije osnovne osobine lidera, da poveže osobine lidera sa ostvarenim rezultatima i primjenom leaderskih tehnika izmjeri lične karakteristike pojedinaca;
- Razumije i primijeni osnovne vještine i kompetencije koje efektivan lider mora da primijeni u odlučivanju;
- Primijeni odgovarajući stil liderstva u različitim situacijama;
- Definiše i opiše koju leadersku tehniku i stil treba primijeniti u zavisnosti od strukture zadatka, moći pozicije i odnosa prema članu;
- Definiše, razumije model timskog liderstva, te primijeni leaderske tehnike i sprovede aktivnosti u cilju postizanja efektivnosti tima.

ELEKTRONSKO POSLOVANJE

Nakon odslušanog kursa student je osposobljen da:

- Razumije koncept e-poslovanja;
- Prepoznaju različite modele e-poslovanja;
- Da razumije način postavljanja Web sajta;
- Definiše e-biznis i način upravljanja promjenama;
- Postavi e-prodajno mjesto koristeći se principima konkurentnosti na e-tržištu;
- Praktično radi na Web analizi.

ENGLISKI JEZIK III

Nakon odslušanog kursa student je osposobljen da:

- Vlada odabranom leksičkom i gramatičkom građom, sa posebnim naglaskom na poslovni vokabular – oblasti: marketing menadžment i poslovni menadžment;
- S razumijevanjem sluša i čita autentične tekstove;
- Komunicira usmenim i pisanim putem u srednje zahtjevnim situacijama;
- Aktivno učestvuje u diskusijama na engleskom jeziku i samostalno istražuje izvore u cilju širenja znanja i postizanja autonomije u radu;
- Primijeni odgovarajuće jezičke vještine, strategije i tehnike čitanja i razumijevanja stručnog teksta (skimming, scanning, reading for gist, reading for detail);
- Primijeni jezičke vještine, strategije i tehnike slušanja i razumijevanja usmenog izlaganja.



VI SEMESTAR

USMJERENJE: MEĐUNARODNI MARKETING

MARKETING KOMUNIKACIJE

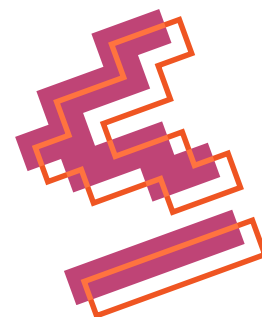
Nakon odslušanog kursa student je osposobljen da:

- Razumije pojam, značaj i ulogu marketinških komunikacija;
- Poznaje osnovne aspekte marketinških komunikacija u nacionalnoj i međunarodnoj ekonomiji;
- Poznaje instrumente komunikacionog miksa;
- Primijeni marketing komuniciranje u poslovnoj praksi;
- Osmisli, organizuje i realizuje komunikacionu strategiju.

MEĐUNARODNI MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Definiše, razumije i primijeni osnovne koncepte, trendove i zadatke iz oblasti međunarodnog marketinga;
- Razumije kako donijeti odluku o neophodnosti izlaska na ino tržište;
- Razumije kako donijeti odluku gdje nastupiti na ino tržištu;
- Razumije osnovne i izvedene varijante međunarodne tržišne ekspanzije;
- Razumije strategije velikog i malog tržišnog učešća;
- Analizira međunarodno tržišno opredjeljenje u odnosu na konkurentsku poziciju i tržišno targetiranje u odnosu na nacionalno porijeklo konkurencije;
- Na konkretnim primjerima razumije specifičnosti marketing miksa na međunarodnom tržištu.



MEĐUNARODNI MENADŽMENT

Nakon odslušanog kursa student je osposobljen da:

- Definiše, razumije i primijeni osnovne koncepte, trendove i zadatke iz oblasti međunarodnog biznisa i menadžmenta;
- Razumije proces internacionalizacije od predizvozne faze do potpune poslovne afirmacije preduzeća;
- Nauči da razlikuju preduzeća u međunarodnom poslovanju i prepoznaje ulogu i značaj globalnih i transnacionalnih kompanija;
- Razumije ulogu i značaj evropske politike stimulanja razvoja malih i srednjih preduzeća;
- Definiše i opiše kako globalni tehnološki pritisak utiče na otvaranje nacionalnih granica u poslovnom smislu i globalne strategijske odgovore kompanija na izazove globalizacije;
- Razumije kako preduzeće mijenja domaće navike kada se opredijeli za izvozno poslovanje;
- Na konkretnim primjerima analizira sve oblike međunarodne saradnje sa ino partnerima.

USMJERENJE: PUBLIC RELATIONS

MARKETING KOMUNIKACIJE

Nakon odslušanog kursa student je osposobljen da:

- Razumije pojam, značaj i ulogu marketinških komunikacija;
- Poznae osnovne aspekte marketinških komunikacija u nacionalnoj i međunarodnoj ekonomiji;
- Poznae instrumente komunikacionog miksa;
- Primijeni marketing komuniciranje u poslovnoj praksi;
- Osmisli, organizuje i realizuje komunikacionu strategiju.



ODNOSI S JAVNOŠĆU

Nakon odslušanog kursa student je osposobljen da:

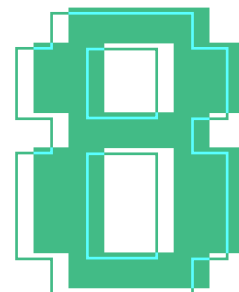
- Definiše i razumije šta su odnosi s javnošću i gdje nalaze primjenu u poslovnoj praksi, identifikuje ciljnu javnost i ciljne segmente;
- Razumije i primijeni etičke principe u odnosima s javnošću, te primijeni etiku kao komponentu korporativne kulture i upravljanja poslovanjem organizacije;
- Primijeni različite komunikacione tehnike u različitim kulturama;
- Savlada područja primjene tržišnih odnosa s javnošću i nauči kako se organizuju svi specijalni događaji;
- Razumije pojam i oblike sponzorstva, ciljeve i razloge sponzorisavanja događaja, te primijeni strategiju sponzorstva u konkretnoj situaciji;
- Definiše i opiše kako se pojedinac praktičar uklapa u praksu odnosa sa javnošću i načine reagovanja u kriznim situacijama.

POSLOVNA ETIKA

Nakon odslušanog kursa student je osposobljen da:

- Definiše, razumije i primjeni osnovne koncepte etničkog poslovanja i poslovne etike;
- Razumije značaj moralne analize u biznisu;
- Razumije kako funkcioniše pravosudni i ekonomski sistem;
- Razumije moralno vrednovanje ekonomskih sistema;
- Primijeni Profesionalni etički kodeks;
- Razumije primjenu etičkih kodeksa u nacionalnim kompanijama;
- Analizira moralna pitanja u međunarodnom biznisu.

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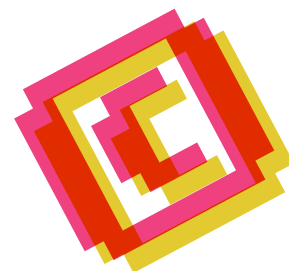


MARKETING MENADŽMENT

SPECIJALISTIČKE STUDIJE

Nakon završenih specijalističkih studija iz oblasti MARKETING MENADŽMENTA, student će pokazati sposobnost da:

- Definiše, razumije i vrednuje osnovna teorijska znanja, tehnike i strategije iz oblasti marketing menadžmenta;
- Konceptualno razmišlja i postavlja ciljeve u procesu upravljanja marketingom;
- Napravi adekvatan marketing plan uz analizu njegove primjene u praksi;
- Samostalno i timski obavlja i kritički procjenjuje složenije poslove iz oblasti marketing menadžmenta u državnim i privatnim preduzećima;
- Primijeni stečena teorijska i praktična marketinška znanja na konkretne probleme u kompanijama;
- Na pravilan način prikupi i interpretira podatke, uradi marketing istraživanje na osnovu koga će kompanija donijeti odgovarajuće odluke koje se odnose na pozicije koje organizacija uspostavlja i gradi na tržištu i sa svojim okruženjem;
- Razumije metode i tehnike koje se koriste u odnosima s javnošću i primijeni ih u kreiranju identiteta, imidža i reputacije organizacije;
- Izgradi vještine i trajnu motivisanost za nastavak školovanja na sljedećem nivou studija.



I SEMESTAR

USMJERENJE: MARKETING USLUGA

MARKETING MENADŽMENT

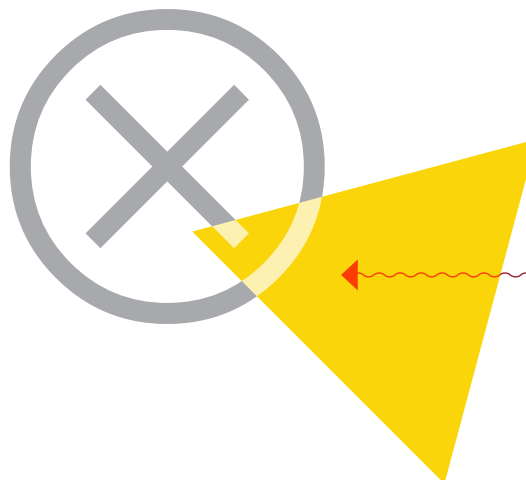
Nakon odslušanog kursa student je osposobljen da:

- Kreira marketing plan;
- Izradi komunikacionu strategiju;
- Kreira strategije elemenata marketing mixa;
- Izrađuje komunikacioni plan djelovanja na društvenim medijima;
- Kreira baze podataka o individualnim kupcima;
- Odabere najatraktivnija ciljna tržišta, uvažavajući zahtjeve za efikasnu segmentaciju, kako ih sintetizovati i primijeniti u praksi;
- Primijeni marketing strategije adekvatne za svaku fazu životnog ciklusa proizvoda.

ISTRAŽIVAČKO ANALITIČKI MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Primijeni tehnike, metode i instrumente marketinškog istraživanja u praksi;
- Koristi mjerne skale u marketing istraživanjima;
- Razumije i primjenjuje osnovne pojmove, koncepte i modele statističke analize;
- Razumije i primjenjuje deskriptivnu statističku analizu;
- Razumije i primjenjuje ekonometrijsku analizu u marketingu;
- Razumije i primjenjuje tehnike multivarijacione analize.



INTEGRISANE MARKETING KOMUNIKACIJE

Nakon odslušanog kursa student je osposobljen da:

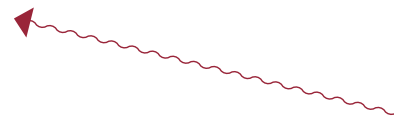
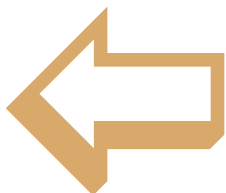
- Definiše i razumije šta su IMK, razumije njihovu značajnu ulogu u marketingu i poslovanju;
- Primijeni koncept IMK u konkretnom slučaju;
- Definiše i primijeni znanja u ličnoj prodaji, te vještine interpersonalne komunikacije i efektivno vodi prodajni razgovor;
- Planira oglasnu kampanju;
- Definiše i shvati značaj upotrebe medija u marketinške svrhe, integrisanost medija u svrhu bolje komunikacije, te razvojne programe upravljanja;
- Razumije, i primijeni koncept IMK upotrebljavajući savremene i Internet medije;
- Definiše, razumije i primijeni koncept IMK na međunarodnim tržištima.

II SEMESTAR

BREND MENADŽMENT

Nakon odslušanog kursa student je osposobljen da:

- Definiše i opiše kako se gradi vrijednost brenda, kako se mjeri vrijednost brenda i kako se njom upravlja u konkretnim kompanijama;
- Definiše i razumije koje su odluke važne u razvoju strategija brendiranja, kako donijeti odluku o brendiranju: brendirati ili ne brendirati i da donese kritički sud o tome da li su ekstenzije brenda dobre ili loše;
- Objasni kako se brendovi diferenciraju u praksi;
- Kreira mentalne mape brenda i mapiranja brendova;
- Na praktičnim primjerima pokaže kako se kreira vrijednost brenda upotrebom čula, kako se koriste maskote i web dizajn u funkciji brendiranja;
- Utvrdi vrijednost brenda različitim metodama;
- Koristi se mogućnostima primjene determinanti u različitim oblastima naučnih istraživanja i ekonomske analize.



FINANSIJSKA ANALIZA U MARKETINGU

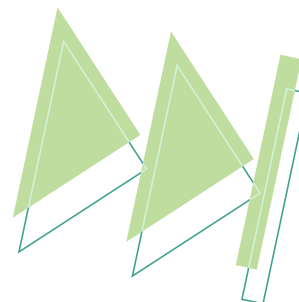
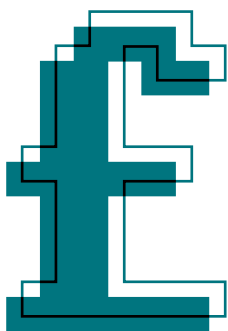
Nakon odslušanog kursa student je osposobljen da:

- Razumije osnove moderne finansijske i marketing teorije i na njima zasnovane discipline;
- Definiše, razumije i vrednuje osnovna teorijska znanja i tehnike iz finansijske analize u marketingu;
- Razumije niz vještina koje mogu u praksi primijeniti u kompaniji koji se tiču finansijske analize u marketingu;
- Razumije finansijske izvještaje za potrebe finansijske analize u marketingu;
- Razumije analizu zaliha i upravljanje zalihama;
- Razumije integracije (merdžeri) i dr. način restrukturiranja korporacija.

ODNOSI S JAVNOŠĆU-STRATEGIJE I TAKTIKE

Nakon odslušanog kursa student je osposobljen da:

- Definiše i razumije dijapazon poslova u odjeljenjima odnosa sa javnošću, organizacionu strukturu, te spoznaje sa praktičnog aspekta šta posao menadžera u oblasti PR-a zahtijeva;
- Definiše i razumije korporativni identitet, imidž i reputaciju, te kompletne oblike komunikacije, razumije poruku i pravilno je interpretira;
- Definiše i opiše plan kampanje odnosa s javnošću, definiše i razumije elemente plana i planiranje upravljanja značajnim pitanjima;
- Definiše i opiše kako se pojedinac praktičar uklapa u praksu odnosa sa javnošću i načine reagovanja u kriznim situacijama;
- Definiše i opiše sve načine organizovanja specijalnih događaja i shvati njihovu važnost u praksi PR-a;
- Primijeni Internet i nova softverska otkrića u odnosima s javnošću.

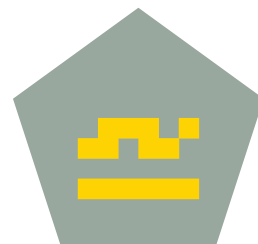
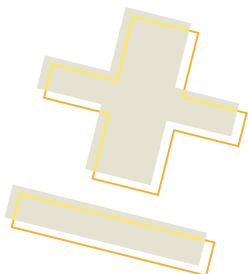


MARKETING MENADŽMENT

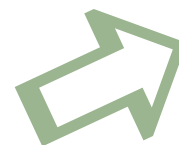
MAGISTARSKE STUDIJE

Nakon završenih master studija MARKETING MENADŽMENTA, student će pokazati sposobnost da:

- Proširi osnovna i specifična znanja iz oblasti marketing menadžmenta, stečena uspješnim završetkom specijalističkih studija, prepoznaje, razlikuje i primjenjuje različite marketing strategije u donošenju poslovnih odluka;
- Samostalno primjenjuje metode istraživanja iz oblasti marketing menadžmenta;
- Kritički analizira, vrednuje i sintetizuje nove i složene ideje u svim segmentima marketing menadžmenta;
- Primjenjuje znanja i vještine za osmišljavanje novih aktivnosti i jačanje položaja funkcije marketinga unutar organizacije;
- Primjenjuje tehnike i strategije iz oblasti marketing menadžmenta na osnovu kojih će biti osposobljen da predlaže strateške odluke, radeći u interdisciplinarnom kontekstu samostalno i u timu;
- Započne i uspješno vodi vlastiti biznis, primjenjujući stečena znanja iz marketing komuniciranja, planiranja, procesa brendiranja;
- Izgradi vještine i trajnu motivisanost za nastavak školovanja na sljedećem nivou studija i aktivnu primjenu koncepta cjeloživotnog učenja.



I SEMESTAR



USMJERENJE: MARKETING USLUGA

MEĐUNARODNO POSLOVANJE I MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Razumije i analizira ekonomske fenomene i procese iz oblasti međunarodnog poslovanja i marketinga;
- Praktično usklađuje marketing sa međunarodnim poslovnim okruženjem i sa formatima međunarodnog poslovanja;
- Osmisli komunikacionu strategiju na ino tržištu;
- Primijeni stečena znanja iz statističkih metoda za istraživanje tržišta u međunarodnom marketingu;
- Razumije finansijske aspekte međunarodnog poslovanja i marketinga;
- Razumije i na primjerima primjenjuje napredne međunarodne marketing aktivnosti.

STRATEGIJSKI MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Sagleda sve aspekte strateškog marketinga i da primjeni znanja u poslovnom okruženju;
- Ima savremen, tržišno orijentisan pristup strateškom planiranju, sa jasno definisanom vizijom, misijom i ciljevima koji se žele ostvariti;
- Planira stratešku implementaciju;
- Kontrolom dobije informacije o ispravnosti strateških poteza i smjernica za dalje planiranje;
- Primijeni u praksi tržišno orijentisane strategije koje u fokusu imaju promjene na tržištu i implementaciju strategija u skladu sa tržišnim kretanjima;
- Kroz projektni zadatak realizuje sve faze strateškog planiranja.

TRGOVINSKI MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Razumije specifičnosti marketinga u trgovini (uslužnim djelatnostima);
- Razumije specifičnosti upravljanja marketingom u trgovini;
- Usvoji operativna, trenutno primjenljiva praktična znanja iz trgovinskog poslovanja;
- Razumije i primijeni koncept i strategije marketinga trgovinskih preduzeća;
- Razumije i primijeni instrumente trgovinskog marketinga;
- Razumije i primijeni marketinške aktivnosti i poslove u trgovinskim preduzećima.

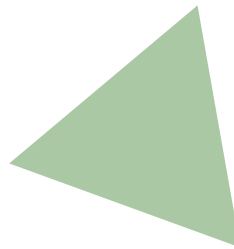
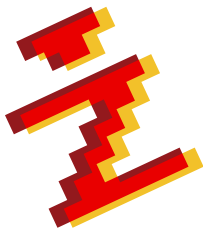
MARKETING FINANSIJSKIH USLUGA

Nakon odslušanog kursa student je osposobljen da:

- Razumije koncepciju, funkcionalne komponente i funkcionisanje marketinga u finansijskim organizacijama;
- Osmisli marketing miks u bankarstvu i osiguranju;
- Osmisli dodatni 3P marketing miks kod bankarskih i ostalih finansijskih usluga;
- Osmisli integrisane marketing komunikacije u bankarstvu i osiguranju;
- Osmisli marketing planiranje u finansijskim organizacijama, bankama i osiguranju;
- Primijeni CRM u bankarstvu i osiguranju.

II SEMESTAR

MAGISTARSKI RAD



MARKETING MENADŽMENT

DOKTORSKE STUDIJE

U skladu s misijom doktorskih studija, program MARKETING osposobljava studente da postanu istraživači u marketingu. Glavni ishod učenje je spremnost nakon završetka studija za naučni, nastavni i istraživačkih rad iz oblasti marketinga. To uključuje:

- Samostalno istraživanje, pripremu, javnu prezentaciju i naučno argumentovanu odbranu rezultata naučnih istraživanja;
- Sposobnost davanja podrške razvoju istraživanja u oblasti marketinga kroz odgovarajuća osmišljena teorijska, metodološka i primijenjena istraživanja;
- Kritičko komplementarno korišćenje različitih teorijsko-metodoloških instrumenata i znanja u naučnom istraživanju relevantnih problema marketinga (i šire ekonomije);
- Sposobnost za širenje usvojenih naučnih saznanja i kreativnu implementaciju naučno verifikovanih rezultata istraživanja u praksi preduzeća, organizacija i drugih institucija, u cilju doprinosa društvenom i ekonomskom razvoju;
- Sposobnost da se samostalno konceptualizuju i kreativno rješavaju teorijski i praktično relevantne probleme savremene ekonomske nauke i prakse, uže marketinga.

Shodno opštim ishodima učenja, kako je gore navedeno, koncipirani su i postavljeni detaljni ishodi učenja. To su:

- Spremnost za samostalan i visoko kvalitetan naučno-istraživački rada iz savremenih područja marketinga na fakultetima i univerzitetima.
- Spremnost za samostalan i visoko kvalitetan naučno-istraživačkog rad iz marketinga shodno potrebama savremenog poslovanja u okviru centara za istraživanje i razvoj kompanija.
- Spremnost samostalnog i visoko kvalitetnog naučno-istraživačkog rada iz marketinga, na naučnim institutima.
- Sposobnost za razvoj novih metoda i postupaka iz marketinga koji doprinose opštem razvoju društva u naučnim i stručnim institucijama.
- Sposobnost razvoja marketinga kao nauke i u Crnoj Gori na univerzitetima i naučnim institutima.
- Sposobnost pružanja visoko kvalitetnih marketing usluga zasnovanih na aktivnostima intenzivnog sticanja znanja u kompanijama za konsalting u marketingu.
- Pružanje konsaltinga u marketingu na domaćim i ino-tržištima.
- Upravljanje istraživačkim projektima u sektorima i službama za marketing analize.
- Vođenje statističkih istraživanja iz oblasti marketinga na nivou nacionalnih statistika.
- Razvoj naučne oblasti menadžmenta odnosa s kupcima i unapređenje prakse u toj oblasti.
- Razvoj naučne oblasti menadžment lanca snabdijevanja i unapređenje prakse u toj oblasti.

I SEMESTAR

SAVREMENI TRENDovi U MARKETINGU

Nakon odslušanog kursa student je osposobljen da:

- Razvije znanja i vještina u primjeni novih pravila marketinga i nove marketinške paradigme u XXI vijeku;
- Objasni holistički marketing pristup razvoju instrumenata marketing miksa, kao i holistički pristup strateškom marketing planiranju;
- Razvije znanja o novom marketinškom okruženju i strategijama koje se koriste u njemu;
- Razumije povezanost koncepata vrijednosti koja se isporučuje kupcu i vrijednosti kupca za kompaniju;
- Objasni najnoviji model marketinga Marketing 3.0 – od proizvođača preko potrošača do ljudskog duha i kako se on može primijeniti u kompanijama širom svijeta;
- Razvije samostalno visoko kvalitetni naučno-istraživački rad iz ove oblasti;
- Istražuje i unapređuje teoriju i praksu modernog marketinga.

ISTRAŽIVANJE INTEGRISANIH MARKETING KOMUNIKACIJA

Nakon odslušanog kursa student je osposobljen da:

- Razvije znanja i vještina u primjeni marketinških istraživanja koje su od velike koristi savremenim menadžerima i budućim istraživačima;
- Razvije neophodna znanja kada marketinško istraživanje može i treba da se koristi, kakve istraživačke alternative postoje i kako tumačiti i primijeniti rezultate;
- Razvije znanja o istraživanjima prilikom planiranja integrisanih marketinških komunikacija (IMK);
- Primijeni mjere i testove efektivnosti IMK, kao i komunikacionih rezultata u kontekstu upravljanja marketinškim istraživanjima;
- Jasno i razumljivo analizira tema vezane za modernu analizu podataka, pogotovo u oblasti IMK, i ste-kne praktičan osjećaj za materiju koju obrađuje.



INTERNACIONALIZACIJA I GLOBALNI MARKETING

Nakon odslušanog kursa student je osposobljen da:

- Prepozna važnost internacionalizacije i globalnog marketinga, kroz teoriju i praksu poslovnih procesa na globalnom nivou, kao i razlike koje se javljaju na nacionalnim tržištima;
- Ima uvid i objašnjenja teorijskih stavova o globalnom poslovanju i savremenim marketinškim trendovima, prikupljanjem podataka i njihovom analizom;
- Objasni značaj ekspanzije svjetske trgovine i globalnog marketinga korišćenjem teorijskih znanja o internacionalizaciji i stimulansima za internacionalizaciju;
- Analizira procese regionalnog sporazumijevanja i mjesto i ulogu Crne Gore;
- Analizira podatke o konkurenciji između zemalja i marketinškom praksom;
- Obavi sopstveno istraživanje kao sintezu teorije i prakse sa novim idejama u čijem je središtu internacionalizacija i globalni marketing.

MENADŽMENT ODNOSA S KUPCIMA – CRM

Nakon odslušanog kursa student je osposobljen da:

- Razvije znanja i vještine primjene koncepta razvoja dugoročnih odnosa s kupcima (Customer Relationship Management – CRM) i brige o pojedinačnim kupcima;
- Razvije znanja o elektronskom CRM, kao i preduslovima za razvoj CRM na Internetu;
- Nauči aplikacije za CRM, funkcionisanje CRM-a na Internetu, kao i funkcionisanje CRM-a putem mobilnih tehnologija;
- Primijeni znanja i vještine praćenja tehnologija u funkciji razvoja menadžmenta odnosa s kupcima;
- Uradi istraživački projekat iz ove oblasti.



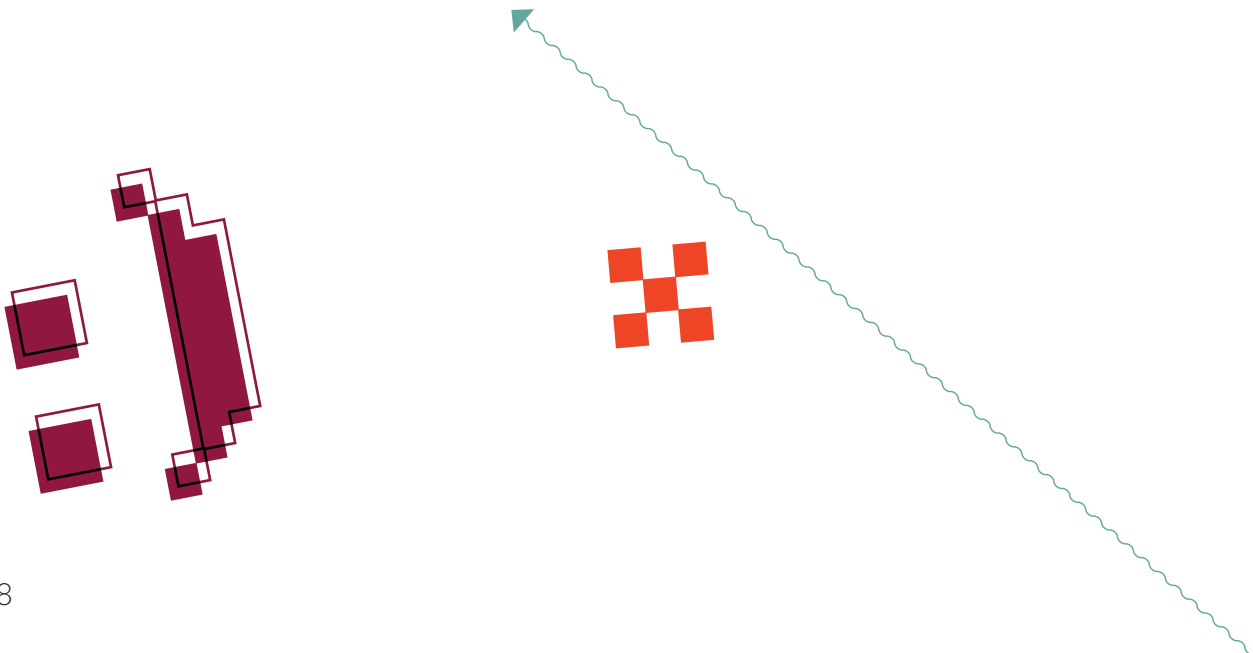
II SEMESTAR

MENADŽMENT LANCA SNABDIJEVANJA

Nakon odslušanog kursa student je osposobljen da:

- Razumije cjelokupne aktivnosti unutar lanca snabdijevanja, odnosno sve relevantne procese koje treba optimizovati kako bi proces koji teče od početka lanaca snabdijevanja pa sve do finalnog potrošača mogao nesmetano i efikasno da se odvija;
- Nauči kako držati troškove u cijelom lancu snabdijevanja pod kontrolom;
- Nauči kako tržišno usmjeriti sve aktivnosti koje se odvijaju unutar jednog lanca snabdijevanja u cilju satisfakcije potrošača;
- Obavi sopstveno istraživanje kao sintezu teorije i prakse sa novim idejama u čijem je središtu menadžment lanca snabdijevanja.

NAUČNO ISTRAŽIVAČKI PROJEKT (PRIJAVA PRISTUPNOG ISTRAŽIVANJA)

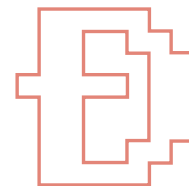
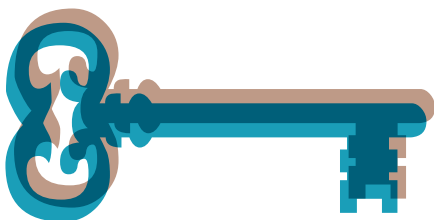


FINANSIJSKI MENADŽMENT

OSNOVNE STUDIJE

Po završetku osnovnih studija, na studijskom programu FINANSIJSKI MENADŽMENT, student će biti osposobljen da:

- Razumije funkcionisanje finansijskih tržišta, njihovih osnovnih elemenata, instrumenata i finansijskih institucija;
- Primjenjuje inovirana znanja iz oblasti upravljanja u bankama, sa značajnim mogućnostima predupređenja faktora rizika, uz razumijevanje kompletnih bankarskih aktivnosti;
- Primjenjuje znanja i vještine kojima se analiziraju strategije ulaganja i sagledavaju efekti ulaganja sa aspekta visine prinosa i rizika;
- Razumije, analizira i interpretira osnovne finansijsko-računovodstvene izvještaje, priprema i analizira različite tipove izvještaja po segmentima, primjenjuje osnovne upravljačke koncepte i tehnike u donošenju poslovnih odluka;
- Analizira institucije, politike i odnose unutar EU, razumije i samostalno analizira odnose CG i EU;
- Razumije proces upravljanja rizicima u osiguranju, analizira rizike primjenom kvantitativnih metoda poslovnog odlučivanja



I SEMESTAR

MIKROEKONOMIJA

Nakon odslušanog kursa student je osposobljen da:

- Definiše i razumije osnovne ekonomske principe, metodološke pristupe u mikroekonomiji, te diskutuje na temu mikro i makroekonomije i njihovog značaja;
- Definiše i razumije parabole savremene ekonomije;
- Definiše i razumije različite oblike elastičnosti, te nađe njihovu primjenu u svakodnevnom životu i biznisu i razumije politiku Vlada;
- Definiše, razumije i pronalazi u praksi razlike između eksternih efekata, javnih dobara i zajedničkih resursa i shvati koncepciju poreskog sistema;
- Razumije i primijeni u biznisu analizu troškova proizvodnje, razumije ulogu preduzeća na konkurentnim tržištima i način ostvarivanja profita;
- Razumije i shvati značaj politike smanjivanja siromaštva u jednoj ekonomiji i politiku raspodjele dohotka;
- Razumije i diskutuje o graničnim područjima mikroekonomije, graničnim ekonomskim pojmovima, te nađe njihovu primjenu u svakodnevnom biznisu.

POSLOVNA INFORMATIKA

Nakon odslušanog kursa student je osposobljen da:

- Koristi Windows operativni sistem i organizuje podatke na računaru;
- Kreira i organizuje Word dokumenta i obrađuje tekstove, kreira tabele, pravi automatske sadržaje dokumenta;
- Kreira Power Point prezentacije koje podrazumijevaju animacije, obrađuje do najsitnijih detalja slajdove, dodaje multimedijalne sadržaje i sl.;
- Koristi MS Office paket, Excel tabelarni prikaz i obradu podataka;
- Grafički prikazuje podatke;
- Vršiti analizu filtriranja, sortiranja podataka;
- Koristi složenije matematičke i finansijske funkcije, funkcije za rad sa tekstom, datumima i sl.;
- Vršiti validaciju podataka.



SOCIOLOGIJA

Nakon odslušanog kursa student je osposobljen da:

- Definiše osnovne sociološke pojmove;
- Odredi mjesto sociologije u sistemu društvenih nauka;
- Prepozna načine međusobne interakcije između pojedinca i društva;
- Tumači društvene promjene;
- Primijeni stečena znanja u cilju objašnjavanja različitih društvenih fenomena.

BIZNIS MATEMATIKA

Nakon odslušanog kursa student je osposobljen da:

- Definiše osnovni pojam matrica i determinanti iz oblasti linearne algebre;
- Koristi se mogućnostima primjene determinanti u različitim oblastima naučnih istraživanja i ekonomske analize;
- Definiše i opiše pojam granične vrijednosti funkcije kada argument teži ka određenoj graničnoj vrijednosti ili ka beskonačno;
- Savlada metoda ispitivanja monotonosti funkcija kao i njenih relativnih ekstremuma pomoću prvog i drugog izvoda funkcije;
- Savlada opšte šeme za kompletno ispitivanje funkcije kroz različite primjere;
- Savlada pojam funkcije sa dvije nezavisne promjenljive, kao i parcijalnih izvoda prvog i drugog reda;
- Savlada totalni diferencijal, kao i definiše pojam određenog i neodređenog integrala.

ENGLESKI JEZIK I

Nakon odslušanog kursa student je osposobljen da:

- Komunicira u raznovrsnim društvenim situacijama;
- Diskutuje na zadate teme;
- S razumijevanjem čita i sluša autentične tekstove;
- Primijeni adekvatne jezičke vještine, strategije i tehnike slušanja i razumijevanja prilikom slušanja teksta na zadate teme;
- Identifikuje, razumije i funkcionalno primjenjuje gramatičke strukture (indirektni govor: izjavne rečenice) prilikom slušanja teksta.



II SEMESTAR

OSNOVI MARKETINGA

Nakon odslušanog kursa student je osposobljen da:

- Definiše i primijeni na konkretnim primjerima elemente marketing miksa;
- Na primjeru prikaže i objasni glavne komponente strateškog marketing plana;
- Definiše i opiše kako kompanija može da odabere najatraktivnija ciljna tržišta, koji su zahtjevi za efikasnu segmentaciju, kako ih sintetizovati i primijeniti u praksi;
- Objasni osnovne korake procese istraživanja tržišta, kao i tehnike prikupljanja podataka;
- Objasni koncept proizvoda, upotrebu brendiranja, kao i da objasni korake u razvoju novog proizvoda i koncept životnog ciklusa proizvoda;
- Analizira specifičnosti marketinga usluga i marketinga u neprofitnom sektoru kroz elemente marketing miksa;
- Objasni proces sprovođenja promotivne kampanje;
- Objasni kako se formira cijena u različitim okolnostima i za različita preduzeća.

OSNOVI MENADŽMENTA

Nakon odslušanog kursa student je osposobljen da:

- Vlada osnovnim pojmovima iz oblasti menadžmenta;
- Razumije i logički povezuje funkcije u menadžmentu;
- Koristi pojmove i principe menadžmenta u praksi kroz savladavanje teorijskih stavova i analizu slučaja iz prakse;
- Razumije značaj opšteg i specifičnog okruženja, ulogu organizacione i nacionalne kulture u procesu upravljanja organizacijom;
- Razumije svrhu i značaj planiranja i ulogu planova u upravljanju organizacijom;
- Objasni proces donošenja menadžerskih odluka;
- Razumije značaj tima i ulogu lidera u organizaciji, kao i procesa kontrole.



MAKROEKONOMIJA

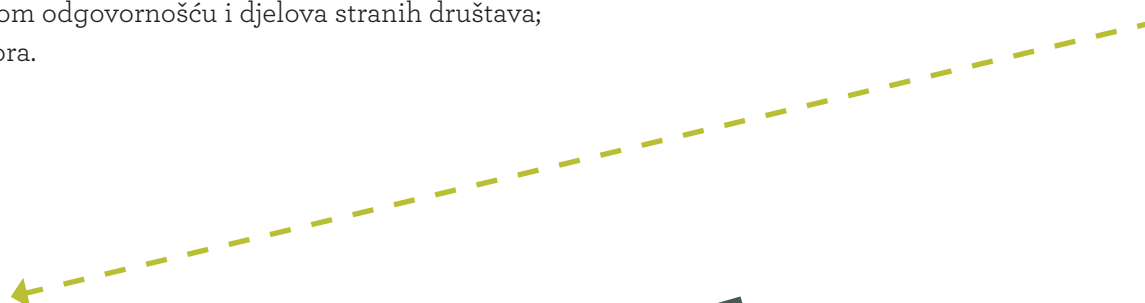
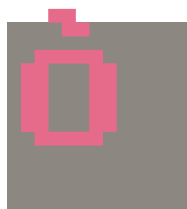
Nakon odslušanog kursa student je osposobljen da:

- Analitički posmatra privredni tok aktivnosti;
- Razumije BDP i razlikuje realni od nominalnog BDP-a;
- Mjeri CPI index kao jednu od komponenti kvaliteta života;
- Mjeri stopu inflacije;
- Mjeri produktivnosti u jednoj ekonomiji uz determinantno određenje komponenti;
- Razumije razne vrste rizika i primjenjuje taktike njihovog smanjenja;
- Razumije kompletnu problematiku nezaposlenosti i njeno mjerenje;
- Razumije uticaj deficita na privredu.

POSLOVNO PRAVO

Nakon odslušanog kursa student je osposobljen da:

- Definiše pojam prava, pravni akt i elemente pravnog odnosa;
- Prepozna najviši opšti pravni akt kao i ostale pravne akte koji predstavljaju izvore prava;
- Definiše stvarna prava na tuđim stvarima i razumije osnove obligacionog prava;
- Znaju osnovne elemente ugovornog odnosa, vrste ugovora, različita sredstva kojima se mogu obezbijediti obligacije;
- Razumiju načine obavljanja privrednih djelatnosti, znaju razliku između društava lica i društava kapitala;
- Zna osnovne osobine preduzetnika, ortačkog društva, komanditnog društva, akcionarskog društva, društva sa ograničenom odgovornošću i djelova stranih društava;
- Prepozna vrste ugovora.



III SEMESTAR

EKONOMIJA EI

Nakon odslušanog kursa student je osposobljen da:

- Razumije mikroekonomske konsekvence evropskih integracija;
- Razumije funkcionisanje EU tržišta i posebno proces tranzicije ranije samostalnih tržišta ka EU tržištu;
- Razumije efekte mikroekonomskih javnih politika EU;
- Razumije makroekonomske dimenzije i efekte evropskih integracija;
- Predvidi efekte pristupanja EU za pojedine djelatnosti i aktivnosti;
- Poznaje sve modele koji se koriste u ekonomiji regionalnih integracija do mjere koja mu omogućava dalje studije u ovoj disciplini.

POSLOVNE FINANSIJE

Nakon odslušanog kursa student je osposobljen da:

- Definiše bitne odlike u finansijskom menadžmentu firme;
- Vršiti proračun svih elemenata vremenske vrijednosti novca;
- Razlikuje tekuću i stalnu obrtnu imovinu;
- Razumije potrebe držanja gotovine;
- Razumije proces upravljanja zalihama u smislu količine i kada vršiti narudžbine zaliha;
- Razumije proces upravljanja spontanim finansiranjem;
- Razumije proces upravljanja akumuliranim rashodima.

FINANSIJSKO RAČUNOVODSTVO

Nakon odslušanog kursa student je osposobljen da:

- Definiše i objasni principe urednog knjigovodstva i zvaničan Kontni okvir CG;
- Definiše i objasni osnovne elemente prilagođavanja sistema dvojnog knjigovodstva;
- Primijeni računovodstvene tehnike knjiženja dugotrajne imovine (nematerijalna, materijalna, finansijska);
- Izračuna trošenje (amortizaciju) imovine;
- Na praktičnom primjeru savlada knjigovodstveno obuhvatanje materijala i robe;
- Na praktičnom primjeru savlada razlike između troškova i rashoda, knjigovodstveno obuhvatanje troškova po vrstama;
- Definiše podjelu i knjigovodstveno obuhvatanje rashoda i prihoda;
- Uradi predzaključna knjiženja i zaključak poslovnih knjiga.

BIZNIS STATISTIKA

Nakon odslušanog kursa student je osposobljen da:

- Definiše i opiše osnovne pojmove vjerovatnoće i kombinatorike i objasni značaj slučajne promjenljive u statističkoj analizi, kao i da definiše oblasti primjene ove statističke analize u praksi;
- Obradi statističke podatke, vizuelno ih predstavi i interpretira dobijeni rezultat;
- Primijeni analizu srednjih i pozicionih vrijednosti i razumije značaj njihove praktične primjene;
- Obrazloži značaj i upotrebu rasporeda frekvencije u statističkoj analizi;
- Primijeni razumijevanje stečenog znanja kroz konkretnu primjenu testiranja hipoteza na osnovu uzorka i razumije njihov značaj prilikom donošenja odluka;
- Primijeni razumijevanje stečenog znanja kroz konkretnu primjenu ocjene parametara regresione jednačine, vrši predviđanje i interpretira dobijene rezultate.

ENGLESKI JEZIK II

Nakon odslušanog kursa student je osposobljen da:

- Komunicira u raznovrsnim društvenim situacijama;
- Piše paragrafe i kraće eseje;
- Koristi vokabular uključujući idiome, frazne glagole i kolokacije nivoa;
- Poboljša tačnost usmene produkcije u okviru telefonskih razgovora kroz usvajanje ključnih struktura i terminologije;
- Razlikuje različite oblike korespondencije, kao i registre i pravilnu upotrebu vokabulara i jezičkih struktura u formalnim i neformalnim oblicima korespondencije;
- Identifikuje, razumije i definiše stručne pojmove i koncepte iz oblasti marketinga i finansija i koristi adekvatnu stručnu terminologiju u analizi i diskusijama;
- Argumentovano iskaže mišljenje i obrazloži svoj stav ili gledište, razvijajući na taj način poslovne komunikativne vještine.



IV SEMESTAR

MONETARNA EKONOMIJA

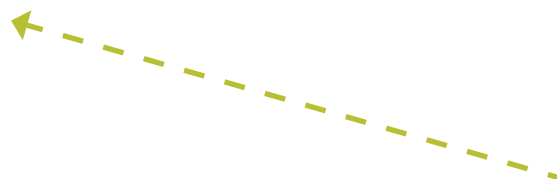
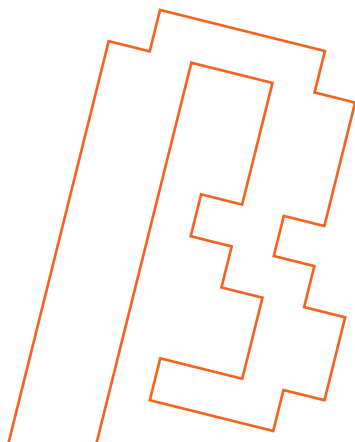
Nakon odslušanog kursa student je osposobljen da:

- Razumije kako se kreira ponuda novca i kako funkcioniše Centralno bankarstvo;
- Razumije od čega zavisi tražnja za novcem;
- Razumije kako djeluju pojedini instrumenti monetarne politike;
- Razumije uticaj monetarne i fiskalne politike na kretanje makroekonomskih agregata na kratak i dug rok;
- Shvata ograničenja monetarne politike u uslovima globalizacije;
- Predvidi konsekvence pojedinih mjera monetarne politike na pojedine djelatnosti i sektore ekonomije;
- Poznaje sve modele koji se koriste u ekonomiji regionalnih integracija do mjere koja mu omogućava dalje studije u ovoj disciplini.

JAVNE FINANSIJE

Nakon odslušanog kursa student je osposobljen da:

- Definiše sistem javne potrošnje, nadležnosti i finansiranje aktivnosti centralne vlade, institucije i organizaciju vlade;
- Definiše pojam i klasifikaciju javnih prihoda, poreza, poreske stope, vrste poreza i podjelu carina;
- Definiše pojam i podjelu akciza u Crnoj Gori, kao i pojam i podjelu taksu;
- Razumije tri stuba penzijsko invalidskog osiguranja i socijalnu zaštitu u Crnoj Gori;
- Uradi konkretni primjer obračuna naknada i doprinosa;
- Uradi primjer klasifikacije javnih prihoda u Crnoj Gori;
- Uradi primjer naplate i evidentiranja poreza.



UPRAVLJAČKO RAČUNOVODSTVO

Nakon odslušanog kursa student je osposobljen da:

- Čita, analizira i interpretira osnovne finansijsko-računovodstvene izvještaje;
- Priprema i analizira različite tipove izvještaja po segmentima;
- Primjenjuje osnovne upravljačke koncepte i tehnike kao što su analiza prelomne tačke, obračun troškova, fleksibilno budžetiranje, upravljanje putem izuzetaka;
- Razumije relevantnost informacija upravljačkog računovodstva;
- Primjenjuje informacije u upravljačke svrhe;
- Stekne neophodnu ishodišnu osnovu koja će mu kroz dalju nadogradnju računovodstvenih znanja omogućiti da se pojavi u ulozi kreatora upravljački orijentisanog računovodstvenog sistema.

V SEMESTAR

BANKARSTVO

Nakon odslušanog kursa student je osposobljen da:

- Definiše mjesto bankarstva u finansijskom sistemu;
- Definiše osnovne principe upravljanja u bankarstvu;
- Razumije osnovne karakteristike sektora bankarstva sa stanovišta strukture i konkurencije;
- Razumije osnove ekonomske analize bankarske regulative;
- Analizira strukturu Centralne banke i njene uloge u bankarskom sistemu;
- Analizira mehanizam multiplikacije depozita i proces formiranja novčane mase;
- Prepoznaje osnovne karakteristike bankarskih kriza.

ELEKTRONSKO POSLOVANJE

Nakon odslušanog kursa student je osposobljen da:

- Razumije koncept e-poslovanja;
- Prepozna različite modele e-poslovanja;
- Razumije način postavljanja Web sajta;
- Definiše e-biznis i način upravljanja promjenama;
- Postavi e-prodajno mjesto koristeći se principima konkurentnosti na e-tržištu;
- Praktično radi na Web analizi.



INVESTICIJE

Nakon odslušanog kursa student je osposobljen da:

- Uoči razlike između materijalne i finansijske aktive;
- Opiše glavne korake u izgradnji investicionog portfolija;
- Pripremi efikasan portfolio;
- Odredi strukturu optimalnog portfolija;
- Izračuna premiju rizika hartije korišćenjem teorije tržišta kapitala;
- Primijeni DDM modele;
- Procijeni performanse portfolija menadžera.



UVOD U EKONOMETRIJU

Nakon odslušanog kursa student je osposobljen da:

- Definiše osnovni pojam, cilj i značaj izučavanja ekonometrije kao i da definiše osnovne korake u ekonometrijskoj analizi;
- Definiše i opiše osnovne pojmove ocjene sredine i varijante osnovnog skupa, testiranja hipoteza o sredini osnovnog skupa i osnovnih teorijskih raspodjela;
- Praktično primijeni jednostavne regresione analize u ekonomskim istraživanjima;
- Primijeni naučene pojmove u cilju zaključivanja i predviđanja u klasičnom jednostavnom i višestrukom linearnom regresionom modelu;
- Primijeni razumijevanje stečenog znanja kroz konkretnu primjenu testiranja multikolinearnosti i linearnih ograničenja na parametre modela.

ENGLSKI JEZIK III

Nakon odslušanog kursa student je osposobljen da:

- Vlada odabranom leksičkom i gramatičkom građom, sa posebnim naglaskom na poslovni vokabular – oblasti: marketing menadžment i poslovni menadžment;
- S razumijevanjem sluša i čita autentične tekstove;
- Komunicira usmenim i pisanim putem u srednje zahtjevnim situacijama;
- Aktivno učestvuje u diskusijama na engleskom jeziku i samostalno istražuje izvore u cilju širenja znanja i postizanja autonomije u radu;
- Primijeni odgovarajuće jezičke vještine, strategije i tehnike čitanja i razumijevanja stručnog teksta (skimming, scanning, reading for gist, reading for detail);
- Primijeni jezičke vještine, strategije i tehnike slušanja i razumijevanja usmenog izlaganja.

VI SEMESTAR

USMJERENJE: BANKARSTVO I OSIGURANJE

OSIGURANJE I UPRAVLJANJE RIZICIMA

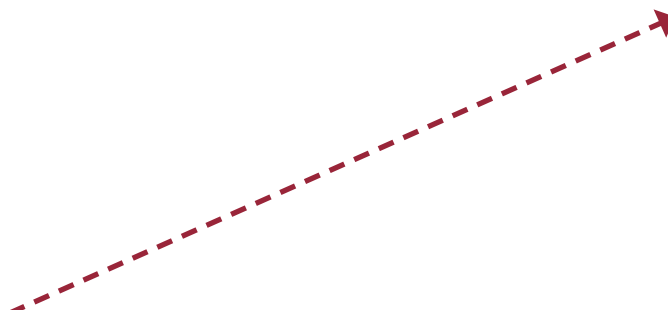
Nakon odslušanog kursa student je osposobljen da:

- Razumije razliku između čistih i spekulativnih rizika;
- Poznaje metode za mjerenje raznih vrsta čistih rizika;
- Razlikuje koje čiste rizike treba da pokriva država, koje industrija osiguranja, a koje sami ekonomski agenti;
- Razlikuje kako se upravlja rizicima u kompanijama, a kako u domaćinstvima;
- Poznaje sve sfere regulative i razumije njihove efekte na ponašanje ekonomskih agenata;
- Razumije sve važnije finansijske proizvode u domenu životnog osiguranja.

BANKARSKO POSLOVANJE

Nakon odslušanog kursa student je osposobljen da:

- Definiše glavne karakteristike i međuzavisnost bankarskog poslovanja;
- Raspolože neophodnim nivoom znanja za razumijevanje različitih tipova banaka i bankarskih aktivnosti;
- Razumije i analizira regulatorne promjene, tehnološki napredak, finansijske inovacije, pojavu novih tržišta i neminovno rizika poslovanja;
- Razumije korišćenje derivata od strane komercijalnih banaka;
- Razumije fjučerse, opcije, svopove itd;
- Razumije formiranje cijena za depozitne usluge;
- Na praktičnim primjerima primjenjuje koncept elektronskog bankarstva.



USMJERENJE: RAČUNOVODSTVO I REVIZIJA

FINANSIJSKA ANALIZA

Nakon odslušanog kursa student je osposobljen da:

- Razumije kako se dobijaju finansijske informacije u preduzeću;
- Razumije osnovne informacije iz bilansa uspjeha neophodne za finansijsku analizu;
- Primijeni koncept uporedne analize, analize trenda i analize praga rentabilnosti na bilans uspjeha i na konkretno preduzeće;
- Prezentuje finansijsku analizu stvarnog preduzeća;
- Razumije povezanost finansijskih informacija iz bilansa stanja i bilansa uspjeha;
- Koristi skraćeni izvještaj o novčanim tokovima.

KONTROLA I REVIZIJA

Nakon odslušanog kursa student je osposobljen da:

- Definiše, razumije i primijeni osnovne koncepte iz oblasti revizije;
- Definiše i razumije osnovne postulate u revizije;
- Definiše i razumije na koji način profesionalna etika usmjerava ponašanje revizora;
- Na praktičnom primjeru savlada na koji način se izračunava i alocira materijalnost i prikupljaju dokazi u reviziji;
- Savlada postupke koje se sprovode u reviziji, u skladu sa opšteprihvaćenim revizorskim standardima i međunarodnim standardima revizije;
- Definiše i razumije kako revizor vrši procjenu sistema internih kontrola.

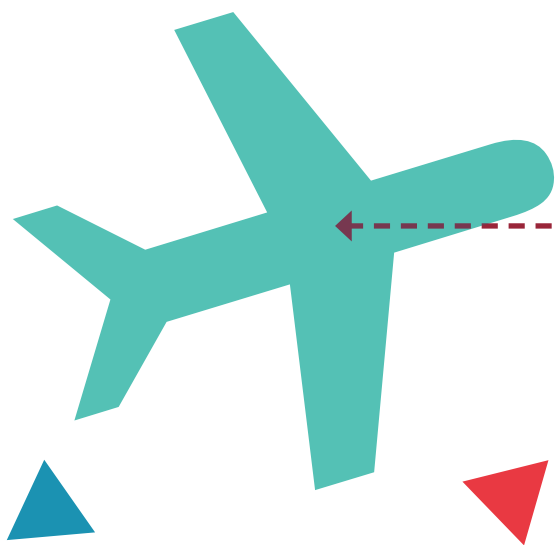


FINANSIJSKI MENADŽMENT

SPECIJALISTIČKE STUDIJE

Nakon završenih specijalističkih studija iz oblasti FINANSIJSKOG MENADŽMENTA, student će pokazati sposobnost da:

- Definiše, razumije i vrednuje osnovna teorijska znanja, tehnike i modele iz oblasti finansijskog menadžmenta;
- Razumije i primijeni napredne kvantitativne metode za rješavanje problema na mikro i makro nivou;
- Konceptualno razmišlja i postavlja ciljeve u procesu donošenja poslovnih odluka;
- Razumije osnovne teorijske koncepte iz oblasti korporativnih finansija i finansijskih tržišta, koristi modele i instrumente za upravljanje finansijskim rizikom i primjenjuje ih u poslovanju finansijskih institucija;
- Razumije, analizira i vrednuje modele makro-ekonomske analize i donosi kritički sud vezano za kretanja na nacionalnom i globalnom nivou;
- Samostalno i timski obavlja i kritički procjenjuje složenije poslove iz oblasti finansijskog menadžmenta u državnim i privatnim preduzećima;
- Primijeni stečena teorijska i praktična znanja finansijske analize na konkretne probleme u kompanijama i privredi;
- Izgradi vještine i trajnu motivisanost za nastavak školovanja na sledećem nivou studija.



I SEMESTAR

USMJERENJE: BANKARSKI MENADŽMENT

EKONOMSKA ANALIZA

Nakon odslušanog kursa student je osposobljen da:

- Razumije kako se generira individualna i tržišna tražnja na pojedinačnom konkurentnom tržištu;
- Razumije kako se generira individualna i tržišna ponuda na pojedinačnom konkurentnom tržištu;
- Razumije ravnotežu na parcijalnom tržištu;
- Dobro shvata sve relevantne matematičke modele mikroekonomske analize u svrhu daljeg napredovanja u izučavanju ove oblasti;
- Razumije kratkoročnu makroekonomsku ravnotežu razloge fluktuiranja makroekonomskih agregata;
- Razumije proces privrednog rasta i alternativne pristupe u analizi rasta.

KORPORATIVNE FINANSIJE

Nakon odslušanog kursa student je osposobljen da:

- Nauči da maksimizira dobit akcionara kao cilj prilikom donošenja odluka;
- Izračuna porez na dodatu vrijednost;
- Razumije zašto sticanje imovine preko pozajmljenih sredstava ima veću poresku olakšicu nego finansiranje preko običnih akcija;
- Nauči metode određivanja vrijednosti kapitalne aktive (CAPM);
- Objasni dileme vezane za zadržavanje dividendi nasuprot distribuciji dividendi sa kojom su suočene korporacije;
- Nauči kako preduzeće kreira vrijednost;
- Objasni zašto se kompanije opredjeljuju za korporativno restrukturiranje.



II SEMESTAR

INVESTICIJE U HOV

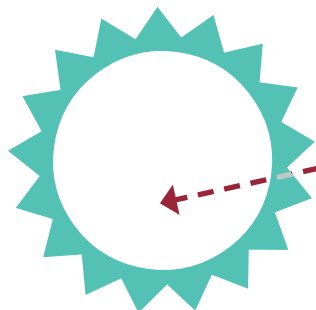
Nakon odslušanog kursa student je osposobljen da:

- Samostalno analizira cijene i prinose akcija sa berze (promjene cijene akcije, izračunati prinos akcije: dnevni, mjesečni, godišnji; izračunati rizik i volatilnost akcija i dr.);
- Primijeni CAPM modele na stvarne podatke na crnogorskom finansijskom tržištu;
- Locira investicije u hartije od vrijednosti;
- Formira optimalni portfelj od rizičnih i bezrizičnih hartija od vrijednosti;
- Izračuna prinos i rizik optimalnog, minimalnog i maksimalnog portfelja;
- Vrednuje obveznice sa finansijskog tržišta, utvrde prinos do dospjeća, tekući prinos i trajanje obveznice;
- Samostalno analizira stručnu literaturu iz investicija na osnovu zadatih primjera.

FINANSIJSKE REGULATIVE I POLITIKA

Nakon odslušanog kursa student je osposobljen da:

- Definiše šta je finansijska regulativa, koji su najvažniji pristupi i razlozi za regulisanje finansijskog sistema;
- Napravi razliku između različitih teorijskih pristupa regulativi, kao i prioriteta i dilemama koje se javljaju na ovom području;
- Razumije značaj regulatornih organa, potrebne karakteristike (stručnost, neutralnost);
- Razumije instrumente usmjerene ka stvaranju tržišta, instrumente kojima se utiče na tržište, regulaciju informisanja, transakcionu regulaciju, regulaciju putem izdavanja dozvola i ovlašćenja i ostale instrumente regulative;
- Razumije različite oblike za sprovođenje regulacije;
- Razumije osnove regulative bankarskog sistema Crne Gore, uloge Centralne Banke Crne Gore, najvažnije odredbe Zakona o bankama i njegove implikacije po njihovo poslovanje.

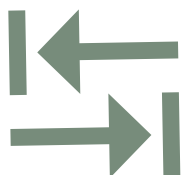


RAČUNOVODSTVO I REVIZIJA

SPECIJALISTIČKE STUDIJE

Nakon završenih specijalističkih studija iz oblasti RAČUNOVODSTVA I REVIZIJE, student će pokazati sposobnost da:

- Definiše, razumije i vrednuje osnovna teorijska znanja, tehnike i strategije iz oblasti računovodstva i revizije;
- Analizira i interpretira osnovne finansijske izvještaje preduzeća i drugih organizacija, prvenstveno za potrebe informacione podrške menadžmenta u obavljanju upravljačkih aktivnosti;
- Ovlada regulatorima finansijskog izvještavanja profitnog i neprofitnog sektora, računovodstvena tijela i odbori koji pripremaju standarde finansijskog izvještavanja na globalnom nivou (ifac,fasb,iasb);
- Primjenjuje pojedine međunarodne računovodstvene standarde kao i standarde finansijskog izvještavanja
- Razumije računovodstveno planiranje (budžetiranje) i računovodstvenu kontrolu (budžetsku kontrolu); performansi preduzeća i djelova preduzeća, kao informacioni odgovor potrebama menadžmenta u vezi sa aktivnostima sistematske upravljačke kontrole;
- Razumije računovodstvenu cost-benefit analizu, odnosno projektnu analizu troškova i koristi u svrhe informacione podrške menadžmentu u procesu donošenja pojedinačnih poslovno-finansijskih odluka;
- Čita, analizira i interpretira osnovne finansijsko-računovodstvene izvještaje;
- Priprema i analizira različite tipove izvještaja po segmentima (profitnim i investicionim centrima, poslovnim funkcijama, kupcima, proizvodima, linijama proizvoda, aktivnostima i sl.),
- Razumije relevantnost informacija upravljačkog računovodstva, bude osposobljen da iste primjenjuje u upravljačke svrhe i da stekne neophodnu ishodišnu osnovu koja će mu kroz dalju nadogradnju računovodstvenih znanja omogućiti da se pojavi u ulozi kreatora upravljački orijentisanog računovodstvenog sistema;
- Ovlada međunarodnim standardima revizije i da ih primjenjuje;



I SEMESTAR

STANDARDI RAČUNOVODSTVENIH IZVJEŠTAJA

Nakon odslušanog kursa student je osposobljen da:

- Definiše regulatore finansijskog izvještavanja;
- Definiše i razumije ključne standarde finansijskog izvještavanja;
- Definiše i razumije ključne postupke u reviziji;
- Razumije regulatore finansijskog izvještavanja profitnog i neprofitnog sektora; računovodstvena tijela i odbori koji pripremaju standarde finansijskog izvještavanja na globalnom nivou;
- Primijeni uzorak u reviziji.

INTERNA REVIZIJA I KONTROLA

Nakon odslušanog kursa student je osposobljen da:

- Razumije suštinu profesije interne revizije;
- Savlada vještine prikupljanja adekvatnih dokaza za formiranje izvještaja i na toj osnovi da iznese mišljenje;
- Usvoji etičke principe i postigne sopstvene vrline u poslu, kao što je integritet, profesionalnost, nezavisnost;
- Stekne nova znanja u vezi sa ulogom interne revizije;
- Razumije poslovnu kulturu, poslovne sisteme i procese;
- Pruža usluge uvjeravanja da interne kontrole postoje i da doprinose umanjenju rizika u odnosu na one.

RAČUNOVODSTVO FINANSIJSKIH INSTITUCIJA

Nakon odslušanog kursa student je osposobljen da:

- Razumije sadržinu i formu bilansa uspjeha, bilansa stanja i izvještaja o novčanim tokovima finansijskih institucija;
- Poznaje specifičnosti računovodstva i finansijskih izvještaja finansijskih institucija;
- Prihvati i primijeni u praksi činjenicu da sve poslovne odluke treba donositi na bazi odgovarajućih računovodstvenih informacija;

MEĐUNARODNI STANDARDI REVIZIJE I REVIZORSKI ZAKLJUČNI IZVJEŠTAJ

Nakon odslušanog kursa student je osposobljen da:

- Razumije da je značajno obilježje računovodstveno-revizorske profesije predstavlja prihvatanje odgovornosti djelovanja u javnom interesu;
- Shvati suštinu revizorske profesije;
- Savlada vještine prikupljanja adekvatnih dokaza za formiranje uvjerenja o finansijskim izvještajima i na toj osnovi da iznese mišljenje;
- Usvoji etičke principe i postigne sopstvene vrline u poslu, kao što je integritet, profesionalnost, nezavisnost.

KODEKS RAČUNOVODSTVENE ETIKE

Nakon odslušanog kursa student je osposobljen da:

- Nauči globalne e-procedure i principe Kodeksa etike za profesionalne računovođe;
- Nauči Međunarodne standarde revizije i kontrole kvaliteta;
- Definiše i razumije Kodeks IFAC-a koji će biti primjenjiv na konkretnim kompanijama;
- Definiše i razumije osnovna načela i principe kodeksa etike;
- Definiše i primjenjuje elemente Kodeksa etike;
- Definiše i opiše Kodeks AICPA;
- Nauče zašto je etičko ponašanje najznačajnije za računovodstvenu profesiju.

II SEMESTAR

PRIVREDNO I PORESKO PRAVO CG I EU

Nakon odslušanog kursa student je osposobljen da:

- Razumije osnove privrednog i poreskog prava CG i EU;
- Razumije instrumente i oblike funkcionisanja u CG i EU kroz upoznavanje sa propisima;
- Razumije obilježja poreskog sistema, poreski zakon i sisteme poreskog regulisanja;
- Razumije način formiranja budžeta EU;
- Razumije poresku politiku EU i poresko opterećenje;
- Razumije smisao poreske harmonizacije u praksi.

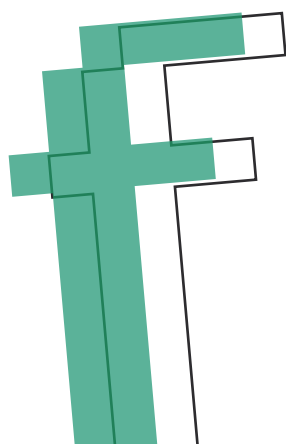


FINANSIJSKI MENADŽMENT

MAGISTARSKE STUDIJE

Nakon završenih master studija FINANSIJSKOG MENADŽMENTA, student će pokazati sposobnost da:

- Proširi osnovna i specifična znanja iz oblasti finansijskog menadžmenta, stečena uspješnim završetkom specijalističkih studija, prepoznaje i razlikuje različite teorije iz oblasti finansijskog menadžmenta;
- Praktično primijeni stečena znanja i vještine za analizu i rješavanje konkretnih poslovno-finansijskih problema i izazova, kao i obavljanja složenih stručnih poslova u privredi, bankarstvu, osiguranju i drugim finansijskim institucijama;
- Samostalno primjenjuje metode istraživanja iz oblasti finansijskog menadžmenta;
- Primjenjuje alatke mikroekonomske i makroekonomske analize na osnovu kojih će biti osposobljeni da kritičkim sudom donosi odluke strateškog karaktera, kako u uslovima prosperiteta, tako i uslovima recesije, krize i oskudnosti informacija na tržištu;
- Primijeni napredne modele finansijske analize tržišta, analize rizika i računovodstvene analize za rješavanje problema u mikro i makro nivou: kritički analizira, vrednuje i sintetizuje nove i složene ideje u svim segmentima marketing menadžmenta;
- Započne i uspješno vodi vlastiti biznis, primjenjujući stečena znanja iz oblasti bankarstva i finansija;
- Započne konsultantski i nastavi naučno-istraživački rad u istraživačkim institucijama na rješavanju konkretnih poslovno-finansijskih problema, kao i na narednom stepenu studija.



I SEMESTAR

USMJERENJE: BANKARSKI MENADŽMENT

INVESTICIONO BANKARSTVO

Nakon odslušanog kursa student je osposobljen da:

- Razumije osnovne karakteristike sektora investicionog bankarstva;
- Razumije karakteristike rizičnog i privatnog kapitala;
- Razumije pristup pripajanja i spajanja kompanija;
- Samostalno analizira i pripremi IPO;
- Samostalno vrši proračune REPO ugovora i konstruiše model sekjuritizacije;
- Primijeni pojedine oblike derivata.

UPRAVLJANJE RIZICIMA U FINANSIJSKIM INSTITUCIJAMA

Nakon odslušanog kursa student je osposobljen da:

- Razumije funkcije risk managementa u bankama i finansijskim institucijama;
- Razumije suštinu spekulativnih rizika;
- Razumije regulativnu funkciju kako na nivou zemlje tako i na međunarodnom nivou – Bazelska regulativa;
- Zna suštinu svih vrsta rizika kao i poslovne politike i regulative vezanu za njih;
- Razumije sve metode i načine mjerenja različitih vrsta rizika;
- Poznaje sve matematičke, statističke i ekonometrijske modele koji se koriste u analizi rizika finansijskih institucija.

ELEKTRONSKO BANKARSTVO

Nakon odslušanog kursa student je osposobljen da:

- Razumije promjene u bankarstvu koje su nastale pod uticajem Interneta i drugih informacionih tehnologija;
- Obraduje standarde za finansijske transakcije SET i OFX;
- Analizira klasičnu trgovinu nasuprot elektronskoj;
- Obraduje cash-like i check-like modele plaćanja;
- Daje pregled sigurnosnih zahtjeva za podatke i transakcije;
- Analizira off-line i on-line sisteme plaćanja.

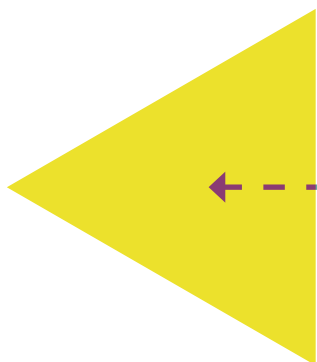
BANKARSKI MENADŽMENT

Nakon odslušanog kursa student je osposobljen da:

- Razumije osnovne karakteristike sektora bankarstva sa stanovišta strukture i konkurencije;
- Primjenjuje ekonomsku analizu bankarske regulative u praksi;
- Analizira i u praksi primjenjuje mehanizam multiplikacije depozita i proces formiranja novčane mase;
- Na praktičnim primjerima nauči rizične aranžmane plasmana kapitala u našem poslovnom okruženju;
- Predstavi obračun i provjeru pokazatelja, primjenjujući ih na savremenije vidove eksponiranja.

II SEMESTAR

MAGISTARSKI RAD



FINANSIJE, RAČUNOVODSTVO I REVIZIJA

DOKTORSKE STUDIJE

U skladu sa misijom doktorskih studija, program FINANSIJE, RAČUNOVODSTVO I REVIZIJA osposobljava studente da postanu istraživači u svim oblastima finansija, uključujući računovodstvo i reviziju. Glavni ishod učenja je spremnost nakon završetka studija za naučni, nastavni i istraživački rad iz oblasti finansija uključujući računovodstvo i reviziju. Taj glavni ishod učenja obuhvata:

- Samostalno istraživanje, pripremu, javnu prezentaciju i naučno argumentovanu odbranu rezultata naučnih istraživanja;
- Sposobnost davanja podrške razvoju istraživanja u oblasti finansija, kroz odgovarajuća osmišljena teorijska, metodološka i primijenjena istraživanja;
- Kritičko komplementarno korišćenje različitih teorijsko-metodoloških instrumenata i znanja u naučnom istraživanju relevantnih problema finansija (ekonomije);
- Sposobnost za širenje usvojenih naučnih saznanja i kreativnu implementaciju naučno verifikovanih rezultata istraživanja u praksi preduzeća, organizacija i drugih institucija, u cilju doprinosa društvenom i ekonomskom razvoju svoje sredine, kao i zemlje u cjelini;
- Sposobnost da se samostalno konceptualizuju i kreativno rešavaju teorijski i praktično relevantni problemi savremene ekonomske nauke i prakse.

Shodno opštim ishodima učenja kako je navedeno, koncipirani su i postavljeni detaljni ishodi učenja. To su:

- Spremnost za samostalan i visoko kvalitetan naučno-istraživački rad iz savremenih finansija, računovodstva i revizije na fakultetima i univerzitetima.
- Spremnost za samostalan i visoko kvalitetan naučno-istraživačkog rad iz finansija, računovodstva i revizije, shodno potrebama savremenog poslovanja u okviru centara za istraživanje i razvoj kompanija.
- Spremnost samostalnog i visoko kvalitetnog naučno-istraživačkog rada iz finansija, računovodstva i revizije na naučnim institutima.
- Sposobnost za razvoj novih metoda i postupaka iz finansija koji doprinose opštem razvoju društva u naučnim i stručnim institucijama.
- Sposobnost razvoja finansijske nauke i društva znanja u Crnoj Gori na univerzitetima i naučnim institutima.
- Sposobnost pružanja finansijskih usluga zasnovanih na aktivnostima intenzivnog sticanja znanja u

- kompanijama za finansijski i poslovni konsalting.
- Pružanje finansijskog konsaltinga na domaćim i ino-tržištima.
 - Upravljanje istraživačkim projektima u službama za finansijske analize i projekcije u Centralnim bankama.
 - Upravljanje istraživačkim projektima u istraživačkim sektorima u javnim finansijama, posebno sektorima za makroekonomske prognoze.
 - Vođenje statističkih istraživanja iz oblasti finansija na nivou nacionalnih statistika.
 - Vođenje projekata unapređenja korporativnog izvještavanja na nacionalnom nivou i u kompanijama.
 - Istraživanje i unapređenje poslovnog ambijenta, na nacionalnom nivou i na nivou lokalnih samouprava.
 - Vođenje investicija od izrade fizibiliti studija do njihove realizacije.

FINANSIJSKA TEORIJA I KORPORATIVNA POLITIKA

Nakon odslušanog kursa student je osposobljen da:

- Primijeni u praksi znanja stečena iz oblasti finansijske teorije;
- Primijeni u praksi znanja stečena iz oblasti korporativne politike;
- Upotrijebi teorijska znanja iz finansijske teorije za predlaganje mjera finansijske politike;
- Obavi sopstveno istraživanje kao sintezu finansijske teorije i korporativne politike;
- Definiše temu istraživanja i odredi statističke i ekonometrijske modele istraživanja postavljenih hipoteza.

NAPREDNE TEME TEORIJE I ANALIZE BILANSA I KORPORATIVNOG IZVJEŠTAVANJA

Nakon odslušanog kursa student je osposobljen da:

- Objasni i pripremi bilans stanja i uspjeha, razumije pretpostavke za njegovo sačinjavanje i kvantitativne i kvalitativne karakteristike tih izvještaja;
- Razumije i primjenjuje harmonizaciju i standardizaciju finansijskog izvještavanja;
- Sprovodi analizu finansijskih izvještaja „čime su objašnjeni „alati za analizu“ koji se nazivaju metoda- ma i instrumentima analize;
- Identifikuje uzroke i posljedice ili omogućava da se opiše ono o čemu pojava govori i da se veličina pojave izrazi brojem;
- Primijeni u praksi analizu kvaliteta dobiti, analizu boniteta i analizu konsolidovanih finansijskih izvještaja, kao i analizu putem finansijskih pokazatelja („Altmanov Z-score“, „Dupoint“ analiza).



SAVREMENA TEORIJA I PRAKSA INVESTICIJA

Nakon odslušanog kursa student je osposobljen da:

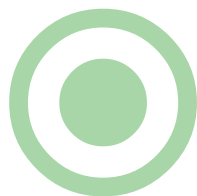
- Objasni principe analize i istraživanja u oblasti investicija;
- Definiše temu istraživanja i odredi statističke i ekonometrijske modele istraživanja postavljenih hipoteza;
- Razumije značaj CAPM modela, veličine i anomalije;
- Razumije CAPM i APT teorije kao osnov istraživanja;
- Prati savremena kretanja berzanskih trgovina poput visoko frekventnih elektronskih trgovina akcijama;
- Uradi polazna istraživanja u razne finansijske instrumente (dugovne, vlasničke i derivate).

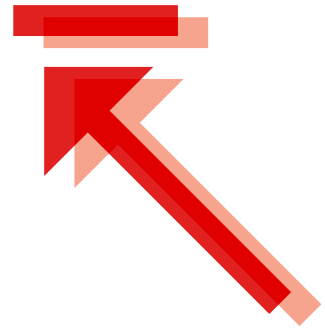
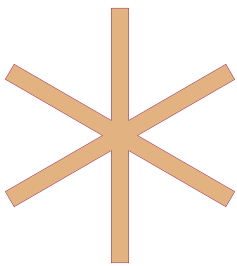
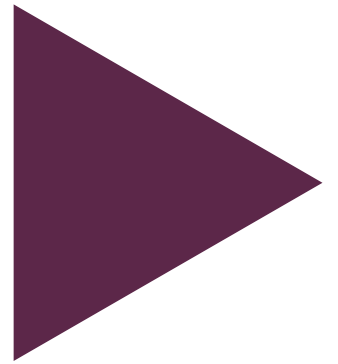
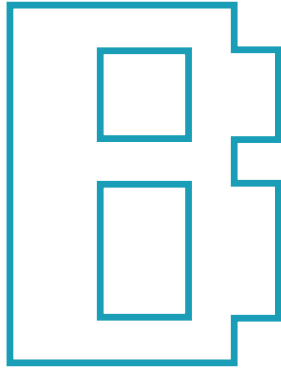
NAPREDNE TEME U MEĐUNARODNOJ EKONOMIJI

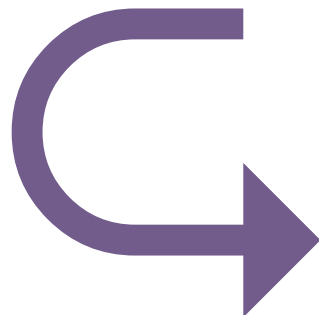
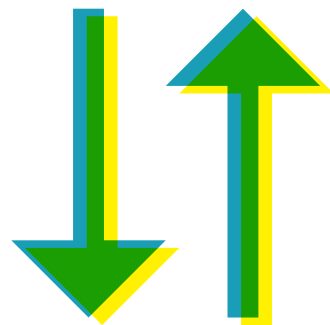
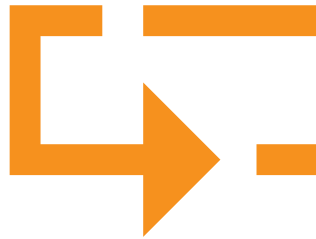
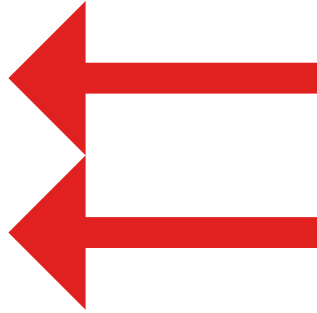
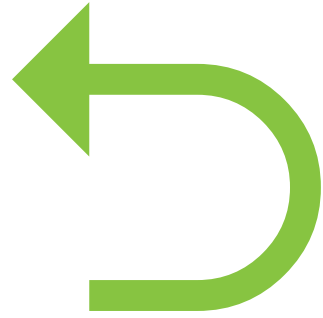
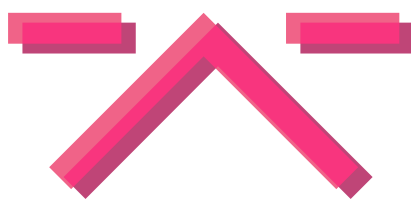
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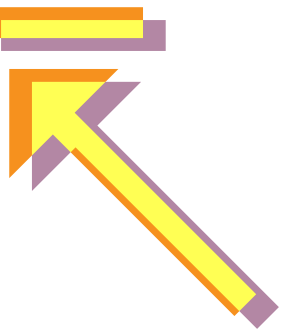
- Koristi modele kojima se opisuju globalni makroekonomski procesi;
- Prepoznaje i razumije nove modele kojima se opisuje dinamička makroekonomija malih otvorenih ekonomija u uslovima globalizacije (liberalizacija računa kapitala i računa neto izvoza);
- Poznaje instrumente ekonomskih politika na globalnom i nacionalnom nivou u uslovima globalizacije;
- Upotrijebi teorijska znanja iz oblasti makroekonomije za predlaganje mjera ekonomske politike;
- Razvija samostalno visoko kvalitetni naučno-istraživački rad iz međunarodne ekonomije, shodno potrebama savremenog poslovanja u okviru centara za istraživanje i razvoj kompanija.

NAUČNO ISTRAŽIVAČKI RAD (OBJAVLJIVANJE RADOVA U MEĐUNARODNIM ČASOPISIMA)

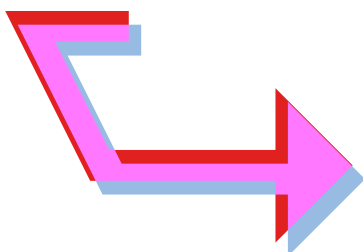








ENG

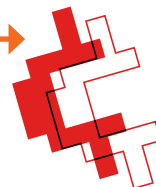


MARKETING MANAGEMENT

UNDERGRADUATE STUDIES

Upon completion of the undergraduate **MARKETING MANAGEMENT** study programme, a student will be able to:

- Understand and interpret the fundamental concepts in the field of micro and macroeconomics;
- Recognize and generate the business policy and corporate management strategies, apply different leadership techniques in solving specific organizational problems;
- Define the preconditions for the growth of competitiveness, analyse micro and macro environment and apply the appropriate corporate management strategies;
- Use general theoretical knowledge in the field of marketing in line with the specific requirements of the market, taking into account the best international practice;
- Develop his/her own entrepreneurial business ideas, create and apply modern e-concepts with the aim of improving business operations;
- Think in a strategic manner and develop the skills for the formulation, implementation and evaluation of strategies;
- Adopt the knowledge and skills of the modern business discipline of public relations, which is invaluable for the development of the company's image.



I SEMESTER

MICROECONOMICS

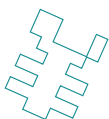
After completing the course the student is able to:

- Define and understand the basic economic principles, methodological approaches in microeconomics, and discuss on the topic of micro and macroeconomics and their importance;
- Define and understand the parabolae of modern economy;
- Define and understand the various forms of resilience, and find their application in everyday life and business and understand the policy of Governments;
- Define, understand and find the differences in practice between external effects, public goods and common resources, and understand the concept of the tax system;
- Understand and apply in business the analysis of production costs, understand the role of the company in competitive markets and the way of profit generation;
- Understand the importance of the policy of poverty reduction in an economy and the policy of income distribution;
- Understand and discuss the borderline areas of microeconomics, the borderline economic terms, and find their application in everyday business.

BUSINESS INFORMATICS

After completing the course the student is able to:

- Use the Windows operating system and organize data on a computer;
- Create and organize word documents and process texts, create tables, create automatic contents of a document;
- Create and organize power point presentations that include animation, develop slides to the finest detail, add multimedia content etc;
- Use the MS office package, excel tabulation and data processing;
- Graphically display data;
- Conduct the analysis of data filtering and sorting;
- Use more complex mathematical and financial functions, functions for working with the text, dates and the like;
- Perform data validation;
- Protect the excel book, sheets and parts of the sheet.



SOCIOLOGY

After completing the course the student is able to:

- Define the basic sociological concepts;
- Determine the place of sociology in the system of social sciences;
- Identify the ways of mutual interaction between an individual and the society;
- Interpret the social change;
- Apply the acquired knowledge with the aim of explaining various social phenomena.

BUSINESS MATHEMATICS

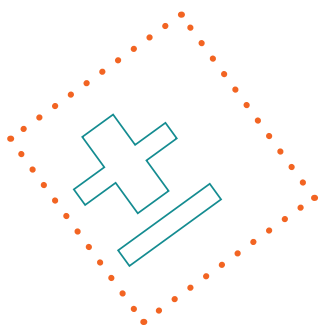
After completing the course the student is able to:

- Define the basic concepts of matrices and determinants in the field of linear algebra;
- Use the possibilities of the application of determinants in different areas of scientific research and economic analysis;
- Define and describe the concept of the limit value of the function when the argument tends towards a certain limit value, or towards infinity;
- Master the method of determining the monotony of function as well as its relative extremes by the first and second derivatives of the function;
- Master the general schemes for the complete examination of the function through different examples;
- Master the concept of the function with two independent variables, as well as the first and second partial derivatives;
- Master the total differential, and define the concept of definite and indefinite integral.

ENGLISH I

After completing the course the student is able to:

- Communicate in a variety of social situations;
- Actively participate in discussions on a topical issue;
- Read and listen to authentic texts with comprehension;
- Use the four English language skills at the intermediate level of competence (B1 according to the Common European Framework of Reference for Languages);
- Autonomously research the sources in order to expand knowledge and achieve autonomy.



II SEMESTER

FUNDAMENTALS OF MARKETING

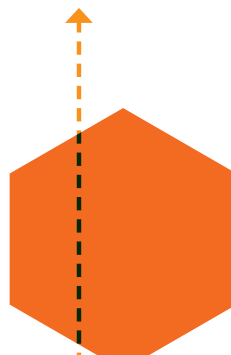
After completing the course the student is able to:

- Define and apply the elements of marketing mix on specific examples;
- Exemplify and explain the major components of a strategic marketing plan;
- Define and describe how the company can select the most attractive target markets, what are the requirements for effective segmentation, how to synthesize and apply them in practice;
- Explain the basic steps of the market research process and data collection techniques;
- Explain the concept of a product, the use of branding, as well as the steps in new product development and the concept of a product life cycle;
- Analyse the specific characteristics of the services marketing and the marketing in the non-profit sector through the elements of marketing mix;
- Explain the process of conducting a promotional campaign;
- Explain how the price is set in different circumstances and for different companies.

FUNDAMENTALS OF MANAGEMENT

After completing the course the student is able to:

- Master the basic concepts in the field of management;
- Understand and logically connect the functions in management;
- Use the concepts and principles of management in practice through mastering the theoretical positions and the analysis of case studies;
- Understand the importance of general and specific environment, the role of organizational and national culture in the process of organization management;
- Understand the purpose and importance of planning and the role of planning in organization management;
- Explain the process of making managerial decisions;
- Understand the importance of a team and the role of a leader in an organization, as well as the process of control.



MACROECONOMICS

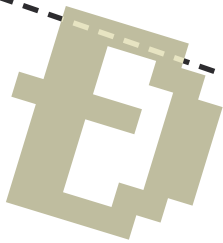
After completing the course the student is able to:

- Analytically perceive the flow of economic activity;
- Understand the GDP and distinguish between the real and nominal GDP;
- Measure the CPI index as a component of quality of life;
- Measure the rate of inflation;
- Measure the productivity in an economy with the definition of determinants;
- Understand different types of risk and implementation of tactics for their reduction;
- Understand the issues of unemployment and its measurement;
- Understand the impact of deficit on the economy.

BUSINESS LAW

After completing the course the student is able to:

- Define the concept of law, legal act and the elements of legal relation;
- Recognize the highest general legal act as well as other legal acts which are the sources of law;
- Define the property law on other people's property, understand the basics of contract law;
- Know the basic elements of the contractual relation, contract types, different means which can ensure obligations;
- Understand the ways of doing economic activities, know the difference between the proprietorship and partnership and corporation;
- Know the basic characteristics of the entrepreneur, partnership, limited partnership, joint stock company, limited liability company and parts of foreign companies;
- Recognize the types of contract.



III SEMESTER

ECONOMICS OF EUROPEAN INTEGRATION

After completing the course the student is able to:

- Understand the micro-economic consequences of European integration;
- Understand the functioning of the EU market and in particular the transition process of former independent markets towards the EU market;
- Understand the effects of EU micro-economic public policies;
- Understand the macroeconomic dimensions and effects European integration;
- Predict the effects of accession to the EU for individual industries and activities;
- Know all the models used in the economy of regional integration to the extent that enables further study within this discipline.

BUSINESS FINANCE

After completing the course the student is able to:

- Define the important decisions in financial management of the company;
- Calculate all elements of the time value of money;
- Distinguish between the current and fixed working assets;
- Identify the needs to hold cash;
- Know how to manage stock in terms of quantity and when to make stock orders;
- Know how to manage spontaneous financing;
- Know how to manage the accumulated expenditure.



FINANCIAL ACCOUNTING

After completing the course the student is able to:

- Define and explain the principles of proper bookkeeping and the official Chart of accounts of Montenegro;
- Define and explain the basic elements of double-entry bookkeeping system;
- Apply the accounting techniques of posting of fixed assets (intangible, tangible, financial);
- Calculate the wear (depreciation) of assets;
- Master the accounting coverage of materials and goods on a practical example;
- Master the differences between the costs and expenses on a practical example, as well as the accounting coverage of costs by type;
- Define the division and the accounting coverage of expenditure and revenues;
- Do pre-closing entries and conclusion of business books.

HUMAN RESOURCES MANAGEMENT

After completing the course the student is able to:

- Define the concepts, place and role of human resources management;
- Apply a strategic approach to human resources management;
- Plan the operations in accordance with the legal framework of human resources management;
- Analyse and evaluate different models of staff recruitment;
- Analyse the models of induction, as well as the ways of employee training;
- Define and understand the development programs at work and outside work, the ways of career planning and analyse the stages of career development;
- Evaluate performances, as well as the systems for evaluating the performances of employees and the methods of performance appraisal.

ENGLISH II

After completing the course the student is able to:

- Master the basic professional English terminology related to marketing and finance;
- Master the strategies and techniques of the integrated language skills (reading, writing, listening, oral communication) on the basis of the specialized texts at the intermediate level (B1 according to the Common European Framework of Reference for Languages);
- Communicate in English in professional situations;
- Use relevant grammatical structures and terminology to understand the specialized texts
- Use professional literature in English;
- Autonomously research the sources in order to expand knowledge and achieve autonomy.



IV SEMESTER

SERVICES MARKETING

After completing the course the student is able to:

- Understand the importance of services for the national economy, the possibilities of exchanging services in the international economy and the expanded marketing mix for the service sector;
- Understand the impact of affects and cognition on consumer behaviour, as well as the stages of the consumer decision-making process;
- Explain techniques for customer satisfaction measurement;
- Explain and apply the basic consumer research techniques;
- Explain the method of establishing a marketing database;
- Understand the strategies of loyalty programme development;
- Recognize a dissatisfied consumer, identify the reasons for consumer dissatisfaction and manage consumer complaints.

MARKETING RESEARCH

After completing the course the student is able to:

- Understand the stages in the process of marketing research, by the classification of research and the research process;
- Recognize the forms of research design with an emphasis on exploratory, descriptive and causal research;
- Understand the procedure and methods for the application of primary data;
- Understand the process of measurement and differentiate the measurement scales;
- Create a questionnaire for their own research based on the given topic;
- Learn the concept of sampling and the types of samples;
- Carry out their own research;
- Do a team research project on the given topic and present the results in the form of a written project and defend it.

CONSUMER BEHAVIOUR

After completing the course the student is able to:

- Develop specific and general competencies, knowledge and skills in the business discipline of consumer behaviour;
- Develop the ability to analyse the impact of consumers on the development of companies and consumer motivation and perception;
- Understand the basic knowledge of consumer behaviour, research methods of making purchasing decisions and consumer behaviour after purchase;
- Understand what motivates the consumer and why the consumer decides to make a purchase, and accordingly consider the motives, factors and the process of making purchasing decisions.

STRATEGIC MANAGEMENT

After completing the course the student is able to:

- Learn to define the vision, mission and objectives of a specific organization;
- Do a situational analysis through the application of techniques of external environment analysis: PEST, SWOT, Analysis of competition, Five-factor model, Strategic groups;
- Do an internal analysis on the example of a selected company applying the technique of value chain analysis and resource-based analysis;
- Define the types of strategies for the level of business units;
- Learn corporate strategies and techniques of acquisitions and mergers;
- Recognize the importance and role of the Internet in strategic management and types of digital strategies, and the manner of value creation;
- Understand the strategic options of corporations and the manner of strategic control.



V SEMESTER

MARKETING LOGISTICS

After completing the course the student is able to:

- Define and understand the logistics as a business activity, describe and distinguish the main activities of logistics management, define the basic logistics costs;
- Define and understand the marketing channels, describe and distinguish the basic activities and actors within the marketing and physical distribution channels, define the basic flows within the marketing and physical distribution channels;
- Define the transportation costs, describe and distinguish the basic types of transportation costs, define the cost price of transportation services and its factors;
- Define the transportation prices, describe and distinguish the basic types of transportation prices, define a general policy of transportation prices, particularly in rail, maritime and air transport;
- Define the strategic transport decisions in logistics, describe and distinguish the basic ways of transport organization, define the product orientation towards particular means of transport, understand the competitive advantages and disadvantages of different means of transport, apply the transport optimization.

BUSINESS MARKETING

After completing the course the student is able to:

- Learn the characteristics and specific features of business marketing, its importance and the way of functioning;
- Analyse the key differences between business and general marketing;
- Classify the objects of exchange in the business market;
- Recognize the criteria for transaction processes in the business market and the importance of business customers;
- Master the strategies of new products, prices, distribution and communication;
- Learn the marketing strategies of segmentation and positioning used in the business market;
- Write a thesis introductory paper with an example from practice which will confirm that they have mastered the topical issues.



LEADERSHIP

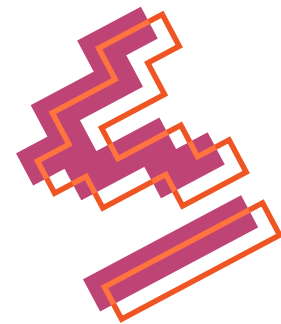
After completing the course the student is able to:

- Define and understand the concept of leadership and power and differentiate between leadership and management;
- Define and understand the basic characteristics of a leader, connect the qualities of a leader with the results achieved and measure the personal characteristics of individuals through the application of leadership techniques;
- Understand and apply the basic skills and competencies that an effective leader must apply in decision-making;
- Use an appropriate leadership style in different situations;
- Define and describe which leadership technique and style should be applied depending on the structure of the task, power of the position and the relationship with a member;
- Define and understand the model of team leadership, and apply leadership techniques and implement activities in order to achieve the effectiveness of the team.

E-BUSINESS

After completing the course the student is able to:

- Acquire cognitive skills: knowledge of the concepts of e-business, as well as psychomotor skills of conceiving of e-business models;
- Recognize different models of e-business;
- Understand the way of setting up a website;
- Acquire the cognitive skills: knowledge of network operations and implementation in business psychomotor skills: exploiting the possibilities of the Internet in business and organization of computer networks;
- Design e-business and define the manner of change management;
- Design an e-point of sale by using the principle of competitiveness in the e-market and post it on the Internet;
- Work on the web analysis in a practical manner.



ENGLISH III

After completing the course the student is able to:

- Master the professional terminology in the field of marketing and finance;
- Use relevant grammatical structures and terminology to understand the specialized texts;
- Develop the strategies and techniques of the integrated language skills (reading, writing, listening, oral communication) on the basis of the specialized texts at the upper-intermediate level (B2, according to the Common European Framework for Languages);
- Communicate in English in professional situations and lead expert discussions;
- Autonomously and creatively use language structures and skills in their business environment;
- Use professional literature in English;
- Autonomously research professional sources in English.

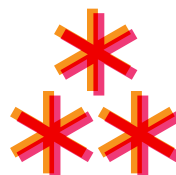
VI SEMESTER

STUDY ORIENTATION: INTERNATIONAL MARKETING

MARKETING COMMUNICATIONS

After completing the course the student is able to:

- Understand the concept, importance and role of marketing communications;
- Know the basic aspects of marketing communications in the national and international economy;
- Know the instruments of communication mix;
- Apply marketing communication in business practice;
- Devise, organize and implement a communications strategy.



INTERNATIONAL MARKETING

After completing the course the student is able to:

- Define, understand and apply the basic concepts, trends and tasks in the field of international marketing;
- Understand how to make a decision about the necessity of entering the foreign market;
- Understand how to decide where to appear in the foreign market;
- Understand the basic and derived variants of international market expansion;
- Understand the strategies of a large and small market share;
- Analyse the international market orientation in relation to the competitive position and market targeting in relation to the national origin of competition;
- Understand the specific features of marketing mix on the international market on specific examples.

INTERNATIONAL MANAGEMENT

After completing the course the student is able to:

- Define, understand and apply the basic concepts, trends and tasks in the field of international business and management;
- Understand the process of internationalization from the pre-export phase to full commercial recognition of an enterprise;
- Learn to distinguish the enterprises in international business and recognize the role and importance of global and transnational companies;
- Understand the role and importance of the European policy of stimulating the development of small and medium-sized enterprises;
- Define and describe how the global technological pressure affects the opening of national borders in the business sense and global strategic responses of companies to the challenges of globalization;
- Understand how the company changes the domestic habits when it opts for export business;
- Analyse all forms of international cooperation with foreign partners on specific examples.

STUDY ORIENTATION: PUBLIC RELATIONS

MARKETING COMMUNICATIONS

After completing the course the student is able to:

- Understand the concept, importance and role of marketing communications;
- Know the basic aspects of marketing communications in the national and international economy;
- Know the instruments of communication mix;
- Apply marketing communication in business practice;
- Devise, organize and implement a communications strategy.

PUBLIC RELATIONS

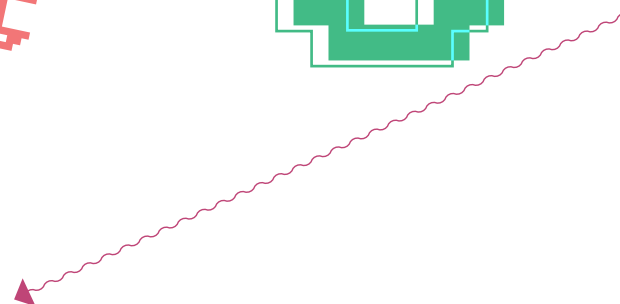
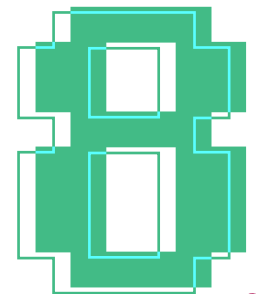
After completing the course the student is able to:

- Define and understand what public relations are and where they find their application in business practice, identify target audience and target segments;
- Understand and apply ethical principles in public relations, and apply the ethics as a component of corporate culture and management of the operations of an organization;
- Apply different communication techniques in different cultures;
- Master the areas of application of market public relations and learn how to organize all special events;
- Understand the concept and forms of sponsorship, goals and reasons for sponsoring the event and apply the sponsorship strategy in a specific situation;
- Define and describe how an individual practitioner fits into the practice of public relations and the ways of responding to crises.

BUSINESS ETHICS

After completing the course the student is able to:

- Define, understand and apply the basic concepts of ethical business and business ethics;
- Understand the importance of ethical analysis in business;
- Understand how the judicial and economic systems function;
- Understand the ethical valuation of economic systems;
- Know the Professional code of ethics;
- Understand the application of codes of ethics in national companies;
- Analyse the ethical issues in international business;
- Understand the importance of ecological systems and analyse different conceptions of environmental ethics.

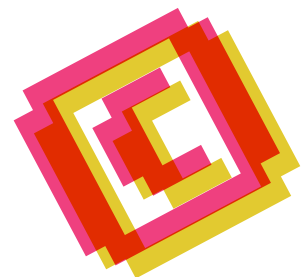


MARKETING MANAGEMENT

SPECIALIST STUDIES

Upon completion of the Specialist studies in the field of **MARKETING MANAGEMENT**, a student will demonstrate the ability to:

- Define, understand and evaluate the basic theoretical knowledge, techniques and strategies in the field of marketing management;
- Develop conceptual thinking and set objectives in the process of marketing management;
- Create an appropriate marketing plan with an analysis of its application in practice;
- Perform and critically evaluate complex tasks independently and as part of a team in the field of marketing management in public and private enterprises;
- Apply the acquired theoretical and practical marketing knowledge to specific problems in companies;
- Collect and interpret data properly, do marketing research on the basis of which a company will make appropriate decisions which relate to the positions that the organization establishes and builds in the market and with its environment;
- Understand the methods and techniques used in public relations and apply them in the creation of identity, image and reputation of the organization;
- Build the skills and permanent motivation for the continuation of education to the next level of study.



I SEMESTER

STUDY ORIENTATION: MARKETING OF SERVICES

MARKETING MANAGEMENT

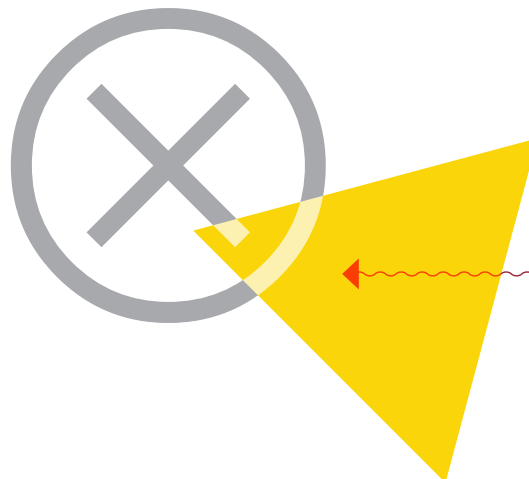
After completing the course the student is able to:

- Create a marketing plan;
- Develop a communication strategy;
- Create the strategies of marketing mix elements;
- Develop a social media communication plan;
- Have the ability to create a database of individual customers;
- Select the most attractive target markets, taking into account the requirements for effective segmentation, how to synthesize and apply them in practice;
- Apply the marketing strategies appropriate for each phase of the product life cycle.

RESEARCH AND ANALYTICAL MARKETING

After completing the course the student is able to:

- Apply the techniques, methods and instruments of marketing research in practice;
- Use measurement scales in marketing research;
- Understand and apply the basic terms, concepts and models of statistical analysis;
- Understand and apply the descriptive statistical analysis;
- Understand and apply the econometric analysis in marketing;
- Understand and apply multivariate analysis techniques.



INTEGRATED MARKETING COMMUNICATIONS

After completing the course the student is able to:

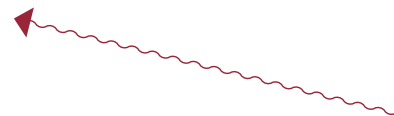
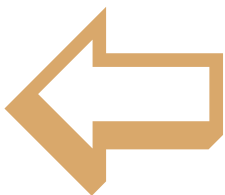
- Define and understand the concept of IMK, their important role in marketing and business;
- Apply the concept of IMK in a specific case;
- Define and apply the knowledge in personal sales and interpersonal communication skills and hold an effective sales conversation;
- Plan the advertising campaign;
- Define and understand the importance of the use of media for marketing purposes, media integration for the purpose of better communication, as well as the management development programmes;
- Understand, master and apply the concept of IMK by using modern and Internet media;
- Define, understand and apply the concept of IMK in the international markets.

II SEMESTER

BRAND MANAGEMENT

After completing the course the student is able to:

- Define and describe how the brand value is built and measured and how it is managed in specific companies;
- Define and understand which decisions are important in the development of brand strategies and how to make a decision on branding: to brand or not to brand and make a critical judgment on whether the brand extension is good or bad;
- Understand how brands are differentiated in practice;
- Have the ability of creating a brand mental map and brand mapping;
- Demonstrate on practical examples how the brand value is created by using senses, how the mascots and web design are used in branding;
- Determine the brand value by different methods, and use the possibilities of the application of determinants in different areas of scientific research and economic analysis.



FINANCIAL ANALYSIS IN MARKETING

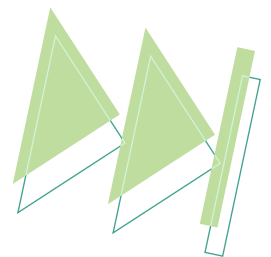
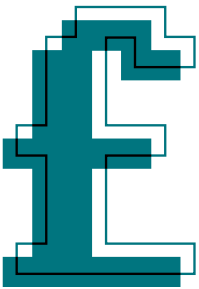
After completing the course the student is able to:

- Understand the basics of modern financial and marketing theory and the disciplines based on them;
- Define, understand and evaluate the basic theoretical knowledge and techniques of financial analysis in marketing;
- Understand the range of skills that can be applied in practice in the company regarding the financial analysis in marketing;
- Understand the financial statements for the purpose of financial analysis in marketing;
- Understand the analysis of inventory and inventory management;
- Understand integration (mergers) and others way of corporate restructuring.

PUBLIC RELATIONS - STRATEGIES AND TACTICS

After completing the course the student is able to:

- Define and understand the range of jobs in the public relations departments, the organizational structure, and learn from the practical aspect what the job of a manager in the field of PR requires;
- Define and understand the corporate identity, image and reputation, as well as different forms of communication, and learn to understand the message and interpret it correctly;
- Define and describe the plan of the public relations campaign, define and understand the elements of the plan and the planning of significant issues management;
- Define and describe how an individual practitioner fits into the practice of public relations and ways of responding in crisis situations;
- Define and describe all the ways of organizing special events and understand their importance in the PR practice;
- Apply the Internet and new software developments in public relations.

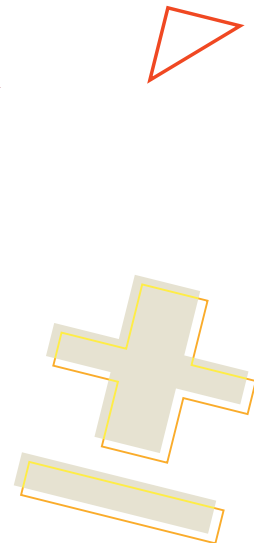


MARKETING MANAGEMENT

MASTER'S STUDIES

Upon completion of the Master's in MARKETING MANAGEMENT, a student will demonstrate the ability to:

- Expand basic and specific knowledge in the field of marketing management, acquired by the successful completion of specialist studies, identify, differentiate and apply different marketing strategies in business decision-making;
- Independently apply the research methods in the field of marketing management;
- Critically analyze, evaluate and synthesize new and complex ideas in all segments of marketing management;
- Apply the knowledge and skills in order to develop new activities and strengthen the position of the marketing function within the organization;
- Apply the techniques and strategies in the field of marketing management based on which he/she will be able to propose strategic decisions, working in an interdisciplinary context independently and as part of a team;
- Start and successfully run his/her own business, applying the acquired knowledge of marketing communication, planning, and the branding process;
- Build skills and permanent motivation for the continuation of education to the next level of study and active application of the concept of lifelong learning.



I SEMESTER

STUDY ORIENTATION: MARKETING OF SERVICES

INTERNATIONAL BUSINESS AND MARKETING

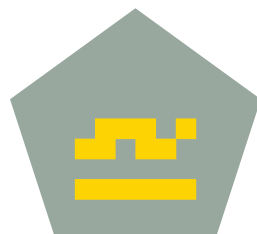
After completing the course the student is able to:

- Understand and analyse economic phenomena and processes in the field of international business and marketing;
- Practically harmonize the marketing functions with the international business environment and the formats of international business;
- Devise a communication strategy in a foreign market;
- Apply the acquired knowledge of statistical methods for market research in international marketing;
- Understand the financial aspects of international business and marketing;
- Understand and apply in practice the advanced international marketing activities.

STRATEGIC MARKETING

After completing the course the student is able to:

- Consider all aspects of strategic marketing and apply the knowledge in a business environment;
- Have a modern, market-oriented approach to strategic planning, with a clearly defined vision, mission and goals to be achieved;
- Plan the strategic implementation;
- Obtain the information about the correctness of strategic actions through control and guidelines for further planning;
- Apply in practise market-oriented strategies, which are focused on the market changes and implementation of strategies in line with market trends;
- Independently go through all the phases of strategic planning through a project assignment.



TRADE MARKETING

After completing the course the student is able to:

- Understand the specific features of trade marketing (service industries);
- Understand the specific features of trade marketing management;
- Acquire operational, currently applicable practical knowledge of trade operations;
- Understand and apply the concept and strategies of trade marketing;
- Understand and apply trade marketing tools;
- Understand and apply the marketing activities and jobs in trading companies.

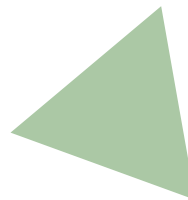
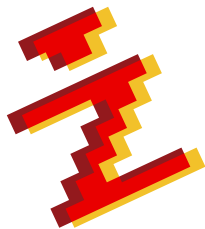
MARKETING OF FINANCIAL SERVICES

After completing the course the student is able to:

- Understand the concept, functional components and functioning of marketing in financial organizations;
- Design a marketing mix in banking and insurance;
- Devise additional 3P marketing mix in banking and other financial services;
- Devise Integrated Marketing Communications in banking and insurance;
- Devise marketing planning in financial organizations, banks and insurance;
- Apply CRM in banking and insurance.

II SEMESTER

MASTER WORK



MARKETING MANAGEMENT

DOCTORAL STUDIES

In accordance with the mission of Doctoral Studies, the MARKETING PROGRAMME trains students to become researchers in marketing. The main learning outcome is readiness of the graduates for scientific, teaching and research work in the field of marketing. This includes:

- Independent research, preparation, public presentation and scientifically reasoned defense of the findings of scientific research;
- Ability to provide support to the development of research in the field of marketing, through appropriate well-thought-out theoretical, methodological and applied research;
- Critical complementary use of different theoretical and methodological tools and knowledge in scientific research of relevant marketing (and broader economic) issues;
- Ability to expand the acquired scientific knowledge and creatively implement scientifically-verified research findings in the practice of enterprises, organizations and other institutions, in order to contribute to the social and economic development;
- Ability to independently conceptualize and creatively solve theoretical and practically relevant problems of the modern economic science and practice in the field of marketing.

Pursuant to the general learning outcomes, as indicated above, detailed learning outcomes are outlined and determined. These are:

- Readiness for independent and high-quality scientific and research work in contemporary areas of marketing at faculties and universities.
- Readiness for independent and high-quality scientific and research work in the area of marketing according to the needs of modern business within the centres for research and development of companies.
- Readiness for independent and high-quality scientific and research work in the area of marketing within research institutes.
- Ability to develop new marketing methods and procedures that contribute to the overall development of society at the scientific and professional institutions.
- Ability to develop marketing as a science in Montenegro at universities and research institutes.
- Ability to provide high-quality marketing services based on the activities of intensive acquisition of knowledge in marketing consultancy companies.
- Provision of marketing consultancy services in domestic and international markets.
- Management of research projects in the sectors and services for marketing analysis.
- Conducting statistical research in the field of marketing at the level of national statistics.
- Development of the scientific field of customer relationship management and enhancement of the

- practice in this area.
- Development of the scientific field of supply chain management and enhancement of the practice in this area.

I SEMESTER

MODERN TRENDS IN MARKETING

After completing the course the student is able to:

- Develop the knowledge and skills in the application of the new rules of marketing and the new marketing paradigm in the XXI century;
- Explain a holistic marketing approach to the development of marketing mix instruments, as well as a holistic approach to strategic marketing planning;
- Develop the knowledge about the new marketing environment and the strategies used in it;
- Understand the connection between the concepts of the value delivered to the customer and the value of the customer to the company;
- Explain the latest marketing model Marketing 3.0 – from a product through a consumer to the human spirit and how it can be applied in companies around the globe;
- Independently develop high quality scientific research in this field;
- Study and improve the theory and practice of modern marketing.

RESEARCH INTO INTEGRATED MARKETING COMMUNICATIONS

After completing the course the student is able to:

- Develop the knowledge and skills in the application of marketing research which are highly useful to modern managers and future researchers;
- Develop the necessary knowledge of when marketing research can and should be used, what research alternatives exist and how to interpret and apply the results;
- Develop the knowledge about research when planning integrated marketing communications (IMC);
- Implement the measures and tests of effectiveness of IMC and the communication results in the context of marketing research management;
- Analyse the topics related to the modern data analysis, especially in the field of IMC, in a clear and comprehensible manner, and gain a practical sense of the subject matter.



INTERNATIONALIZATION AND GLOBAL MARKETING

After completing the course the student is able to:

- Recognize the importance of internationalization and global marketing, through the theory and practice of business processes at the global level, as well as the differences in national markets;
- Have an insight and explanations of theoretical views on global business and modern marketing trends, by data collection and analysis;
- Explain the importance of the expansion of world trade and global marketing using theoretical knowledge of internationalization and the incentives for internationalization;
- Analyse the processes of regional agreements and the place and role of Montenegro;
- Analyse the data on competition between countries and marketing practice;
- Do an independent research as a synthesis of the theory and practice with the new ideas centered around internationalization and global marketing.

CUSTOMER RELATIONSHIP MANAGEMENT – CRM

After completing the course the student is able to:

- Develop the knowledge and skills of the application of the concept of development of long term relationship with customers (Customer Relationship Management – CRM) and concern for individual customers;
- Develop the knowledge about electronic CRM, as well as prerequisites for the development of CRM on the Internet;
- Learn the applications for CRM, the functioning of CRM on the Internet, as well as the functioning of CRM through mobile technologies;
- Apply the knowledge and skills of keeping track of technology aimed at the development of customer relationship management;
- Do research projects in this field.



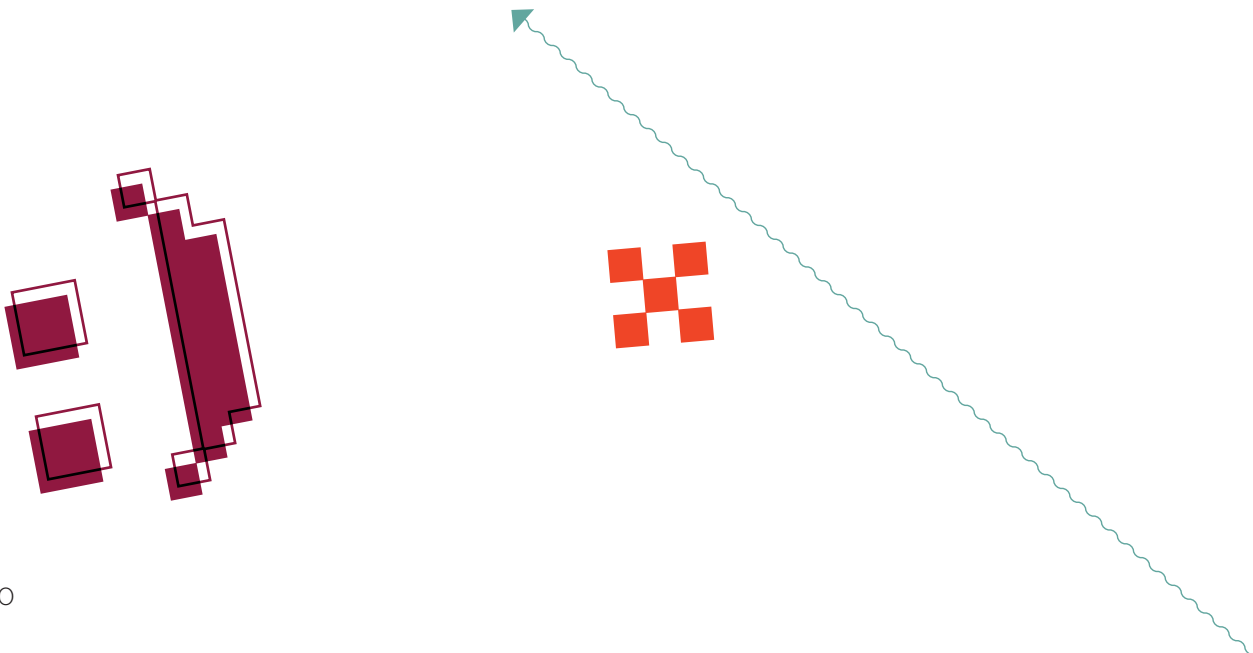
II SEMESTER

SUPPLY CHAIN MANAGEMENT

After completing the course the student is able to:

- understand the overall activities within the supply chain, i.e. all relevant processes which should be optimized so that the process that runs from the beginning of the supply chain all the way to the final consumer could take place freely and effectively;
- learn how to keep the costs throughout the supply chain under control;
- learn how to direct all activities within a supply chain with the aim of customer satisfaction;
- do an independent research as a synthesis of the theory and practice with the new ideas centered around supply chain management.

SCIENTIFIC-RESEARCH PROJECT

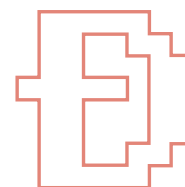
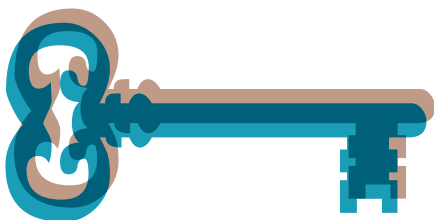


FINANCIAL MANAGEMENT

UNDERGRADUATE STUDIES

Upon completion of the undergraduate FINANCIAL MANAGEMENT study programme, a student will be able to:

- Understand the functioning of financial markets, their basic elements, instruments and financial institutions;
- Apply innovative knowledge in the field of bank management, with significant opportunities for the prevention of risk factors, with the understanding of full banking activities;
- Apply the knowledge and skills to analyze investment strategies and perceive the effects of investment in terms of the yield and risk level;
- Understand, analyze and interpret basic financial and accounting statements, prepare and analyze different types of statements by segment, apply basic management concepts and techniques in business decision-making;
- Analyze the institutions, policies and relations within the EU, understand and independently analyze the relations between Montenegro and the EU;
- Understand the process of risk management in insurance, analyze risks by applying the quantitative methods of business decision-making.



I SEMESTER

MICROECONOMICS

After completing the course the student is able to:

- Define and understand the basic economic principles, methodological approaches in microeconomics, and discuss on the topic of micro and macroeconomics and their importance;
- Define and understand the parabolae of modern economy;
- Define and understand the various forms of resilience, and find their application in everyday life and business and understand the policy of Governments;
- Define, understand and find the differences in practice between external effects, public goods and common resources, and understand the concept of the tax system;
- Understand and apply in business the analysis of production costs, understand the role of the company in competitive markets and the way of profit generation;
- Understand the importance of the policy of poverty reduction in an economy and the policy of income distribution;
- Understand and discuss the borderline areas of microeconomics, the borderline economic terms, and find their application in everyday business.

BUSINESS INFORMATICS

After completing the course the student is able to:

- Use the Windows operating system and organize data on a computer;
- Create and organize word documents and process texts, create tables, create automatic contents of a document;
- Create and organize power point presentations that include animation, develop slides to the finest detail, add multimedia content etc.;
- Use the MS office package, excel tabulation and data processing;
- Graphically display data;
- Conduct the analysis of data filtering and sorting;
- Use more complex mathematical and financial functions, functions for working with the text, dates and the like;
- Perform data validation;
- Protect the excel book, sheets and parts of the sheet.



SOCIOLOGY

After completing the course the student is able to:

- Define the basic sociological concepts;
- Determine the place of sociology in the system of social sciences;
- Identify the ways of mutual interaction between an individual and the society;
- Interpret the social change;
- Apply the acquired knowledge with the aim of explaining various social phenomena.

BUSINESS MATHEMATICS

After completing the course the student is able to:

- Define the basic concepts of matrices and determinants in the field of linear algebra;
- Use the possibilities of the application of determinants in different areas of scientific research and economic analysis;
- Define and describe the concept of the limit value of the function when the argument tends towards a certain limit value, or towards infinity;
- Master the method of determining the monotony of function as well as its relative extremes by the first and second derivatives of the function;
- Master the general schemes for the complete examination of the function through different examples;
- Master the concept of the function with two independent variables, as well as the first and second partial derivatives;
- Master the total differential, and define the concept of definite and indefinite integral.

ENGLISH I

After completing the course the student is able to:

- Communicate in a variety of social situations;
- Actively participate in discussions on a topical issue;
- Read and listen to authentic texts with comprehension;
- Use the four English language skills at the intermediate level of competence; (B1 according to the Common European Framework of Reference for Languages);
- Autonomously research the sources in order to expand knowledge and achieve autonomy.



II SEMESTER

FUNDAMENTALS OF MARKETING

After completing the course the student is able to:

- Define and apply the elements of marketing mix on specific examples;
- Exemplify and explain the major components of a strategic marketing plan;
- Define and describe how the company can select the most attractive target markets, what are the requirements for effective segmentation, how to synthesize and apply them in practice;
- Explain the basic steps of the market research process and data collection techniques;
- Explain the concept of a product, the use of branding, as well as the steps in new product development and the concept of a product life cycle;
- Analyse the specific characteristics of the services marketing and the marketing in the non-profit sector through the elements of marketing mix;
- Explain the process of conducting a promotional campaign;
- Explain how the price is set in different circumstances and for different companies.

FUNDAMENTALS OF MANAGEMENT

After completing the course the student is able to:

- Master the basic concepts in the field of management;
- Understand and logically connect the functions in management;
- Use the concepts and principles of management in practice through mastering the theoretical positions and the analysis of case studies;
- Understand the importance of general and specific environment, the role of organizational and national culture in the process of organization management;
- Understand the purpose and importance of planning and the role of planning in organization management;
- Explain the process of making managerial decisions;
- Understand the importance of a team and the role of a leader in an organization, as well as the process of control.



MACROECONOMICS

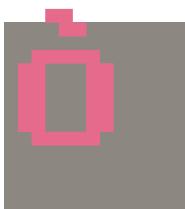
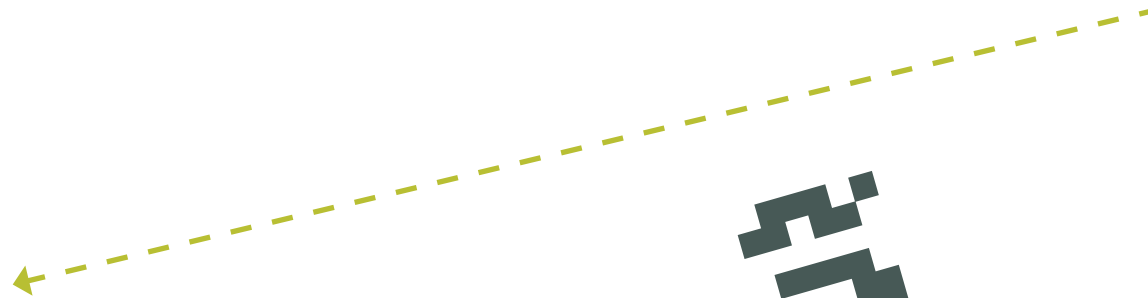
After completing the course the student is able to:

- Analytically perceive the flow of economic activity;
- Understand the GDP and distinguish between the real and nominal GDP;
- Measure the CPI index as a component of quality of life;
- Measure the rate of inflation;
- Measure the productivity in an economy with the definition of determinants;
- Understand different types of risk and implementation of tactics for their reduction;
- Understand the issues of unemployment and its measurement;
- Understand the impact of deficit on the economy.

BUSINESS LAW

After completing the course the student is able to:

- Define the concept of law, legal act and the elements of legal relation;
- Recognize the highest general legal act as well as other legal acts which are the sources of law;
- Define the property law on other people's property, understand the basics of contract law;
- Know the basic elements of the contractual relation, contract types, different means which can ensure obligations;
- Understand the ways of doing economic activities, know the difference between the proprietorship and partnership and corporation; know the basic characteristics of the entrepreneur, partnership, limited partnership, joint stock company, limited liability company and parts of foreign companies;
- Recognize the types of contract.



III SEMESTER

ECONOMICS OF EUROPEAN INTEGRATION

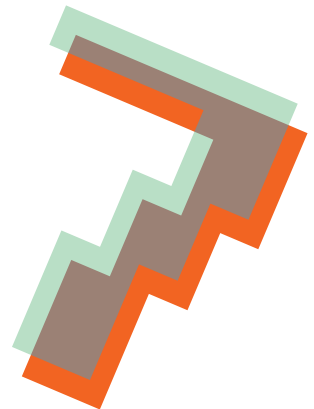
After completing the course the student is able to:

- Understand the micro-economic consequences of European integration;
- Understand the functioning of the EU market and in particular the transition process of former independent markets towards the EU market;
- Understand the effects of EU micro-economic public policies;
- Understand the macroeconomic dimensions and effects European integration;
- Predict the effects of accession to the EU for individual industries and activities;
- Know all the models used in the economy of regional integration to the extent that enables further study within this discipline.

BUSINESS FINANCE

After completing the course the student is able to:

- Define the important decisions in financial management of the company;
- Calculate all elements of the time value of money;
- Distinguish between the current and fixed working assets;
- Identify the needs to hold cash;
- Know how to manage stock in terms of quantity and when to make stock orders;
- Know how to manage spontaneous financing;
- Know how to manage the accumulated expenditure.



FINANCIAL ACCOUNTING

After completing the course the student is able to:

- Define and explain the principles of proper bookkeeping and the official Chart of accounts of Montenegro;
- Define and explain the basic elements of double-entry bookkeeping system;
- Apply the accounting techniques of posting of fixed assets (intangible, tangible, financial);
- Calculate the wear (depreciation) of assets;
- Master the accounting coverage of materials and goods on a practical example;
- Master the differences between the costs and expenses on a practical example, as well as the accounting coverage of costs by type;
- Define the division and the accounting coverage of expenditure and revenues;
- Do pre-closing entries and conclusion of business books.

BUSINESS STATISTICS

After completing the course the student is able to:

- Define and describe the basic concepts of probability and combinatorics, and explain the importance of the random variable in the statistical analysis, as well as define the fields of application of this statistical analysis in practice;
- Process statistical data, present them visually and interpret the result obtained;
- Apply the analysis of mean and positional values and understand the importance of their practical application;
- Explain the importance and use of frequency distribution in statistical analysis;
- Apply the understanding of the acquired knowledge through the specific application of hypothesis testing on a sample basis and understand their importance when making decisions;
- Apply the understanding of the acquired knowledge through the specific application of the estimation of the parameters of regression equation, makes predictions and interpret the obtained results.

ENGLISH II

After completing the course the student is able to:

- Master the basic professional English terminology related to marketing and finance;
- Master the strategies and techniques of the integrated language skills (reading, writing, listening, oral communication) on the basis of the specialized texts at the intermediate level (B1 according to the Common European Framework of Reference for Languages);
- Communicate in English in professional situations;
- Use relevant grammatical structures and terminology to understand the specialized texts;
- Use professional literature in English;
- Autonomously research the sources in order to expand knowledge and achieve autonomy.

IV SEMESTER

MONETARY ECONOMICS

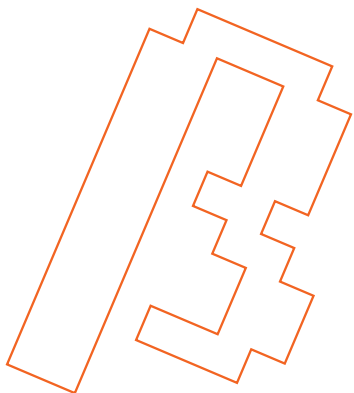
After completing the course the student is able to:

- Understand how a supply of money is created and how the Central Banking functions;
- Understand what the demand for money depends on;
- Understand the effects of individual instruments of monetary policy;
- Understand the impact of monetary and fiscal policy on the movement of macroeconomic aggregates in the short and long term;
- Understand the limitations of monetary policy in the conditions of globalization;
- Predict the consequences of individual measures of monetary policy on particular activities and sectors of the economy;
- Know all the models used in the economy of regional integration to the extent that enables further study within this discipline.

PUBLIC FINANCE

After completing the course the student is able to:

- Define the system of public spending, responsibilities and financing of the activities of the central government, government institutions and organization;
- Define the concept and classification of public revenues, taxes, tax rates, tax types and classification of tariffs;
- Define the concept and classification of excise duties in Montenegro, as well as the concept and classification of duties;
- Understand the three pillars of pension and disability insurance and social security in Montenegro
- Provide a specific example of calculation of fees and contributions;
- Provide an example of classification of public revenues in Montenegro;
- Provide an example of tax payment and recording.



MANAGERIAL ACCOUNTING

After completing the course the student is able to:

- Read, analyse and interpret the basic financial and accounting statements;
- Prepare and analyse different types of statements by segment;
- Apply the basic management concepts and techniques such as the analysis of a break-even point, costing, flexible budgeting, management by exception;
- Understand the relevance of information of managerial accounting;
- Apply the information for managerial purposes;
- Acquire the necessary starting base which will enable them, through further upgrading of accounting skills, to appear in the role of creators of the management-oriented accounting system.

V SEMESTER

BANKING

After completing the course the student is able to:

- Define the place of banking in the financial system;
- Define the basic principles of banking management;
- Understand the basic characteristics of the banking sector in terms of structure and competition;
- Understand the basics of the economic analysis of the banking regulations;
- Analyse the structure of the Central Bank and its role in the banking system;
- Analyse the mechanism of deposit multiplication and the process of money supply creation;
- Recognize the basic characteristics of the banking crises.



E-BUSINESS

After completing the course the student is able to:

- Acquire cognitive skills: knowledge of the concepts of e-business, as well as psychomotor skills of conceiving of e-business models;
- Recognize different models of e-business;
- Understand the way of setting up a website;
- Acquire the cognitive skills: knowledge of network operations and implementation in business psychomotor skills: exploiting the possibilities of the Internet in business and organization of computer networks;
- Design e-business and define the manner of change management;
- Design an e-point of sale by using the principle of competitiveness in the e-market and post it on the Internet;
- Work on the web analysis in a practical manner.

INVESTMENTS

After completing the course the student is able to:

- Differentiate between tangible and financial assets;
- Describe the main steps in building an investment portfolio;
- Create an efficient portfolio;
- Determine the structure of an optimal portfolio;
- Calculate the risk premium of a security by using the capital market theory;
- Apply the DDM models;
- Evaluate the performances of a manager's portfolio.

INTRODUCTION TO ECONOMETRICS

After completing the course the student is able to:

- Define the basic concept, aim and importance of the study of econometrics and define the basic steps in the econometric analysis;
- Define and describe the basic concepts of the estimation of the arithmetic mean and variance of a basic set, hypothesis testing on the mean of a basic set and basic theoretical distributions;
- Practically apply simple regression analyses in economic research;
- Apply the learned concepts for the purposes of making conclusions and predictions in the classical simple and multiple linear regression models;
- Apply the understanding of the acquired knowledge through the specific application of testing the multicollinearity and linear constraints on the model parameters.



ENGLISH III

After completing the course the student is able to:

- Master the professional terminology in the field of marketing and finance;
- Use relevant grammatical structures and terminology to understand the specialized texts;
- Develop the strategies and techniques of the integrated language skills (reading, writing, listening, oral communication) on the basis of the specialized texts at the upper-intermediate level (B2, according to the Common European Framework for Languages);
- Communicate in English in professional situations and lead expert discussions;
- Autonomously and creatively use language structures and skills in their business environment;
- Use professional literature in English;
- Autonomously research professional sources in English.

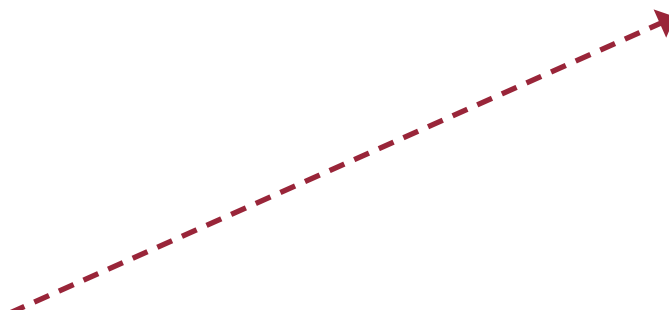
VI SEMESTER

STUDY ORIENTATION: BANKING AND INSURANCE

INSURANCE AND RISK MANAGEMENT

After completing the course the student is able to:

- Understand the difference between pure and speculative risks;
- Know the methods for the measurement of various types of pure risks;
- Understand what pure risks should be covered by a state, and which should be covered by the insurance industry or the economic agents themselves;
- Know how to manage risks in companies and in households;
- Know all spheres of regulation and understand their effects on the behaviour of economic agents;
- Understand all important financial products in the field of life insurance.



BANKING OPERATIONS

After completing the course the student is able to:

- Define the main characteristics and interdependence of banking operations;
- Possess the necessary level of knowledge for the understanding of different types of banks and banking activities;
- Understand and analyse regulatory changes, technological advances, financial innovation, the emergence of new markets and the inevitable business risks;
- Understand the use of derivatives by commercial banks;
- Understand futures, options, swaps and other instruments of banks;
- Understand the price setting for depository services;
- Understand and apply the concept of e-banking on practical examples.

STUDY ORIENTATION: CONTROL AND AUDIT

FINANCIAL ANALYSIS

After completing the course the student is able to:

- Understand how the financial information in the company is obtained;
- Understand the basic information of the income statement necessary for financial analysis;
- Apply the concept of comparative analysis, trend analysis and break-even point analysis to the income statement and the specific company;
- Present a financial analysis of an actual company;
- Understand the connection between the financial information from the balance sheet and income statement;
- Use the condensed cash flow statement.

CONTROL AND AUDIT

After completing the course the student is able to:

- define, understand and apply the basic concepts in the field of audit;
- define and understand the basic postulates in the field of audit;
- define and understand how the behaviour of auditors is governed by professional ethics;
- master the way of calculating and allocating the materiality in audit on a practical example;
- collect evidence in audit;
- learn the procedures carried out in audit in accordance with generally accepted auditing standards and International Standards on Auditing;
- define and understand how the auditor assesses the System of internal controls.

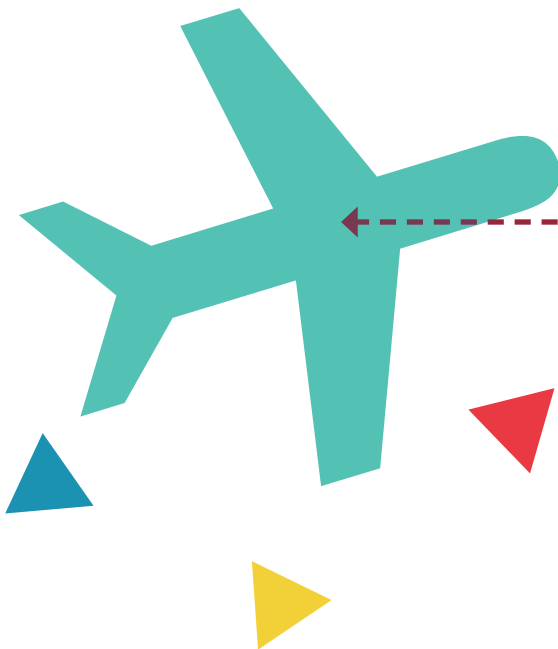


FINANCIAL MANAGEMENT

SPECIALIST STUDIES

Upon completion of the Specialist studies in the field of FINANCIAL MANAGEMENT, a student will demonstrate the ability to:

- Define, understand and evaluate the basic theoretical knowledge, techniques and models in the field of financial management;
- Understand and apply advanced quantitative methods to solve the problems at the micro and macro level;
- Develop conceptual thinking and set objectives in the process of business decision-making;
- Understand the basic theoretical concepts in the field of corporate finance and financial markets, use the models and tools for financial risk management and apply them in the operations of financial institutions;
- Understand, analyse and evaluate the models of macro-economic analysis and make critical judgments regarding the trends at the national and global levels;
- Perform and critically evaluate complex tasks independently and as part of a team in the field of financial management in public and private enterprises;
- Apply the acquired theoretical and practical knowledge of financial analysis to specific problems in companies and the economy.
- Build the skills and permanent motivation for the continuation of education to the next level of study.



I SEMESTER

STUDY ORIENTATION: BANKING MANAGEMENT

ECONOMIC ANALYSIS

After completing the course the student is able to:

- Understand how individual and market demand is generated on a single competitive market;
- Understand how individual and market supply is generated on a single competitive market;
- Understand the balance on the partial market;
- Understand all relevant mathematical models of microeconomic analysis aimed at further progress in the study of this area;
- Understand the short-term macroeconomic balance, the reasons of fluctuations of macroeconomic aggregates;
- Understand the process of economic growth and alternative approaches in the analysis of growth.

CORPORATE FINANCE

After completing the course the student is able to:

- Learn to maximize the profit of shareholders as a goal while making decisions;
- Calculate the value added tax;
- Understand why the acquisition of assets through borrowed funds has a higher tax relief than the financing through ordinary shares;
- Learn the methods of determination of the capital assets pricing model (CAPM);
- Explain the dilemmas related to the retention of dividends versus distribution of dividends the corporations are faced with;
- Learn how the company creates value;
- Explain why the companies opt for corporate restructuring.



II SEMESTAR

INVESTMENT IN SECURITIES

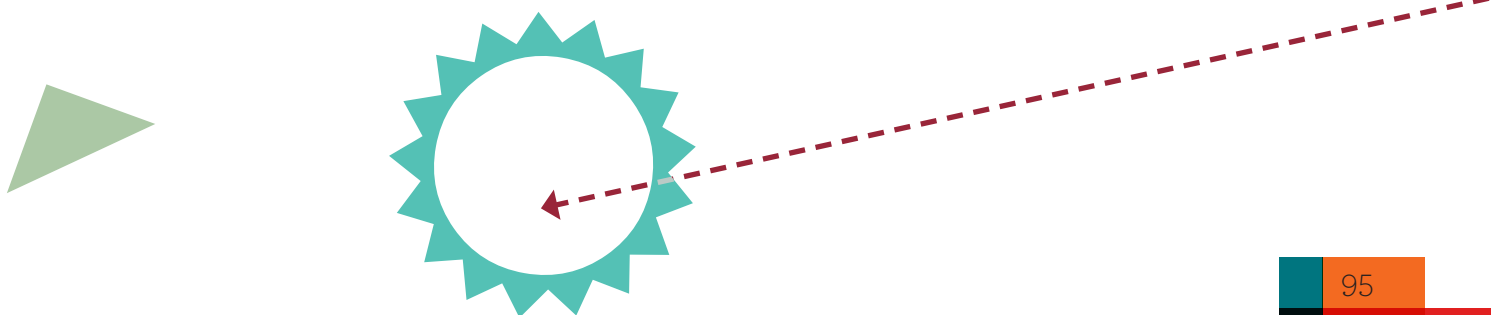
After completing the course the student is able to:

- Independently analyse prices and yields of shares from the stock exchange (fluctuations of the share price, calculation of the yield of a share: daily, monthly, yearly; calculation of the risk and volatility of shares, etc.);
- Apply the CAPM model on the real data on the Montenegrin financial market;
- Locate investments in securities;
- Create an optimal portfolio of risky and risk free securities;
- Calculate the yield and risk of optimal, minimum and maximum portfolio;
- Evaluate the bonds from the financial market, determine the yield to maturity, current yield and bond duration;
- Independently analyse the trade literature in the field of investment, based on the given examples.

FINANCIAL REGULATION AND POLICY

After completing the course the student is able to:

- Define what the financial regulation is, which are the most important approaches and reasons for the regulation of the financial system;
- Distinguish between different theoretical approaches to regulation, as well as the priorities and dilemmas that arise in this area;
- Understand the importance of regulatory bodies, required characteristics (expertise, neutrality);
- Understand the instruments aimed at creating the market, the instruments that influence the market, the regulation of information, transactional regulation, regulation through licensing and authorization, and other regulatory instruments;
- Understand the different forms for the implementation of regulation;
- Understand the basics of the regulation of the banking system of Montenegro, the role of the Central Bank of Montenegro, the most important provisions of the Banking Law and its implications for their business.



ACCOUNTING AND AUDITING

SPECIALIST STUDIES

Upon completion of the Specialist studies in the field of ACCOUNTING AND AUDITING, a student will demonstrate the ability to:

- Define, understand and evaluate the basic theoretical knowledge, techniques and strategies in the field of accounting and auditing;
- Analyse and interpret the basic financial statements of enterprises and other organizations, primarily for the purpose of information support to the management in carrying out management activities;
- Identify the regulatory bodies of financial reporting of the profit and non-profit sectors, accounting bodies and committees which prepare the financial reporting standards at the global level (IFAC, FASB, IASB)
- Apply certain International Accounting Standards and Financial Reporting Standards
- Understand the accounting planning (budgeting) and accounting control (budget control) of the performances of companies and parts of companies, as an information answer to the needs of management regarding the activities of systematic managerial control;
- Understand the accounting cost-benefit analysis, and project cost-benefit analysis for the purpose of information support to the management in the process of making individual business and financial decisions.
- Read, analyse and interpret basic financial and accounting statements,
- Prepare and analyse different types of statements by segments (profit and investment centres, corporate functions, customers, products, product lines, activities, etc.)
- Understand the relevance of managerial accounting information, be able to apply them for managerial purposes and acquire a necessary starting base which will enable him/her, through further development of accounting knowledge, to assume the role of a creator of the management-oriented accounting system.
- Master the international auditing standards and apply them.



I SEMESTER

INTERNATIONAL AUDITING STANDARDS AND AUDIT FINAL REPORT

After completing the course the student is able to:

- Understand that a significant feature of the accounting and auditing profession is the acceptance of responsibility of acting in the public interest;
- Understand the essence of the audit profession;
- Acquire the skills of collecting adequate evidence for the establishment of the certificate of financial statements and express an opinion on the basis of this;
- Adopt ethical principles and achieve their own virtues in business, such as integrity, professionalism, and independence.

CONTROL AND AUDIT

After completing the course the student is able to:

- Define, understand and apply the basic concepts in the field of audit;
- Define and understand the basic postulates in the field of audit;
- Define and understand how the behaviour of auditors is governed by professional ethics;
- Master the way of calculating and allocating the materiality in audit on a practical example;
- Collect evidence in audit;
- Learn the procedures carried out in audit in accordance with generally accepted auditing standards and International Standards on Auditing;
- Define and understand how the auditor assesses the System of internal controls.

FINANCIAL INSTITUTIONS ACCOUNTING

After completing the course the student is able to:

- Understand the role of accountants in financial institutions;
- Understand the content and form of the income statement, balance sheet and cash flow statement of s of financial institutions;
- Know the specific features of accounting and financial statements of financial institutions;
- Accept and apply in practice the fact that all business decisions should be made based on appropriate accounting information;

CODE OF ACCOUNTING ETHICS

After completing the course the student is able to:

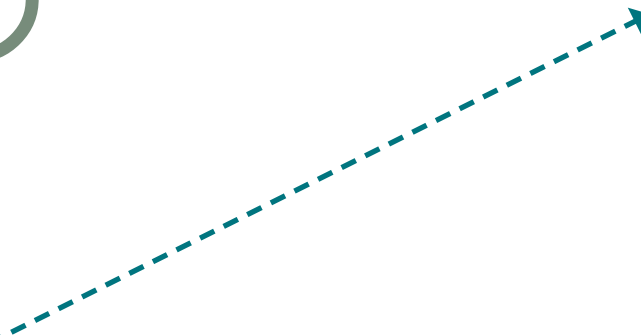
- Learn the global procedures and principles of the Code of Ethics for Professional Accountants;
- Learn the International Standards on Auditing and Quality Control;
- Define and understand the IFAC Code which will be applicable to specific companies;
- Define and understand the basic principles of the Code of Ethics;
- Define and apply the elements of the Code of Ethics;
- Define and describe the AICPA Code;
- Learn why ethical behaviour is the most important for the accountancy profession.

II SEMESTER

COMMERCIAL AND TAX LAW OF MONTENEGRO AND EU

After completing the course the student is able to:

- Understand the basics of commercial and tax law of MN and EU;
- Understand the instruments and forms of functioning in MN and EU through learning about the regulations;
- Understand the characteristics of the tax system, the tax law and the systems of tax regulation;
- Understand the ways of EU budget establishment;
- Understand the EU tax policy and tax burden;
- Understand the meaning of tax harmonization in practice.

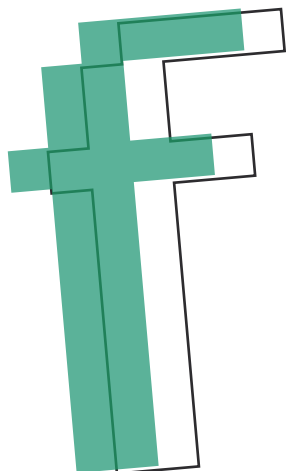


FINANCIAL MANAGEMENT

MASTER'S STUDIES

Upon completion of the Master's in FINANCIAL MANAGEMENT, a student will demonstrate the ability to:

- Expand the basic and specific knowledge in the field of financial management, acquired by the successful completion of specialist studies, identify and distinguish between different theories in the field of financial management;
- Practically apply the acquired knowledge and skills to analyze and solve specific business and financial issues and challenges and perform complex professional tasks in the economy, banking, insurance and other financial institutions;
- Independently apply the research methods in the field of financial management;
- Apply the tools of microeconomic and macroeconomic analysis on the basis of which he/she will be able to make strategic decisions by critical judgement, both in the conditions of prosperity and recession, the crisis and the scarcity of information in the market;
- Apply advanced models of the financial market analysis, risk analysis and accounting analysis to solve problems at the micro and macro level: critically analyze, evaluate and synthesize new and complex ideas in all segments of marketing management;
- Start and successfully run his/her own business, applying the acquired knowledge in the field of banking and finance;
- Begin the consulting and continue scientific and research work with research institutions on resolving specific business and financial issues, as well as at the next level of study.



I SEMESTER

STUDY ORIENTATION: BANKING MANAGEMENT

INVESTMENT BANKING

After completing the course the student is able to:

- Understand the basic characteristics of the investment banking sector;
- Understand the characteristics of venture and private capital;
- Understand an approach of merging and acquiring the companies;
- Independently analyse and prepare IPO;
- Independently carry out calculations of the REPO agreements and construct a model of securitization;
- Apply certain forms of derivatives.

RISK MANAGEMENT IN FINANCIAL INSTITUTIONS

After completing the course the student is able to:

- Understand the functions of risk management in banks and financial institutions;
- Understand the essence of speculative risks;
- Understand the regulatory function of the Basel regulations both at the national and the international level;
- Know the essence of all kinds of risks as well as business policies and regulations related to them;
- Understand all the methods and ways of measuring different types of risks;
- Know all mathematical, statistical and econometric models used in the analysis of the risk of financial institutions.

E-BANKING

After completing the course the student is able to:

- Understand the changes in the banking industry that occurred under the influence of the Internet and other information technologies;
- Deal with the standards for financial transactions SET and OFX;
- Analyse the classical versus electronic commerce;
- Deal with cash-like and check-like payment models;
- Give an overview of security requirements for data and transactions;
- Analyse off-line and on-line payment systems.



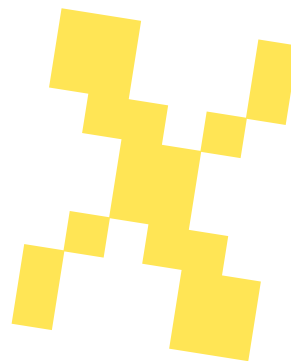
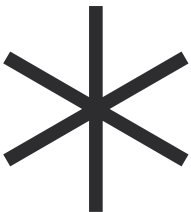
BANKING MANAGEMENT

After completing the course the student is able to:

- Understand the basic characteristics of the banking sector in terms of the structure and competition;
- Apply an economic analysis of the banking regulation in practice;
- Analyse and apply in practice the mechanism of deposit multiplication and the process of the money supply creation;
- Learn risky capital placement arrangements in our business environment on practical examples;
- Learn the calculation and verification of indicators, referring to the more modern forms of exposure.

II SEMESTER

MASTER WORK



FINANCE, ACCOUNTING AND AUDITING PROGRAMME

DOCTORAL STUDIES

In accordance with the mission of Doctoral Studies, the FINANCE, ACCOUNTING AND AUDITING PROGRAMME trains students to become researchers in all areas of finance, including accounting and auditing. The main learning outcome is the readiness of the graduates to engage in scientific, teaching and research work in the field of finance, accounting and auditing. The main learning outcome includes:

- Independent research, preparation, public presentation and scientifically reasoned defense of the findings of scientific research;
- Ability to provide support to the development of research in the field of finance, through appropriate, well-thought-out theoretical, methodological and applied research;
- Critical complementary use of different theoretical and methodological tools and knowledge in scientific research of relevant financial (economic) issues;
- Ability to expand the acquired scientific knowledge and creatively implement scientifically-verified research findings in the practice of enterprises, organizations and other institutions in order to contribute to the social and economic development of the community, as well as the country as a whole;
- Ability to independently conceptualize and creatively solve the theoretical and practically relevant problems of modern economic science and practice.

Pursuant to the general learning outcomes, as indicated above, detailed learning outcomes are outlined and determined. These are:

- Readiness for independent and high-quality scientific and research work in the field of modern finance, accounting and auditing at faculties and universities.
- Readiness for independent and high-quality scientific and research work in the field of finance, accounting and auditing, according to the needs of modern business within the centres for research and development of companies.
- Readiness for independent and high-quality scientific and research work in the field of finance, accounting and auditing at scientific institutes.
- Ability to develop new financial methods and procedures which contribute to the overall development of society at the scientific and professional institutions.
- Ability to develop the financial science and knowledge-based society in Montenegro at universities and scientific institutes.
- Ability to provide financial services based on the activities of intensive acquisition of knowledge in

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- the companies for financial and business consulting.
- Provision of financial consulting services in domestic and international markets.
 - Management of research projects in the services for financial analyses and projections in the Central Banks.
 - Management of research projects in the research sectors in public finance, particularly in the sectors for macroeconomic forecasts.
 - Conducting statistical research in the field of finance at the level of national statistics.
 - Management of the projects for the improvement of corporate reporting at the national level and in companies.
 - Research and improvement of business environment at the national level and at the level of local self-governments.
 - Investment management from the development of feasibility studies to their implementation.

FINANCIAL THEORY AND CORPORATE POLICY

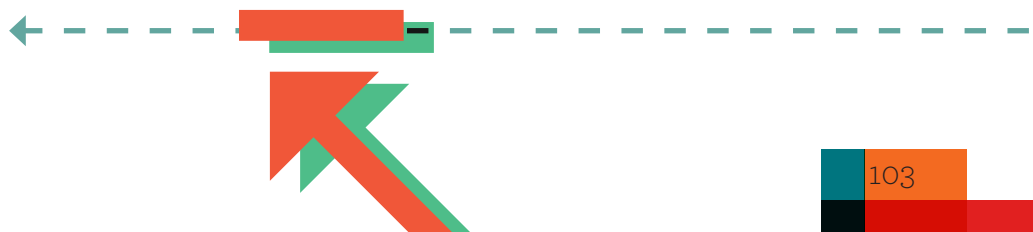
After completing the course the student is able to:

- Apply in practice the knowledge acquired in the field of financial theory;
- Apply in practice the knowledge acquired in the field of corporate policy;
- Use the theoretical knowledge of financial theory to propose financial policy measures;
- Do an independent research as a synthesis of financial theory and corporate policy;
- Define the research topic and determine the statistical and econometric research models of the set hypotheses.

ADVANCED TOPICS OF THE THEORY AND ANALYSIS OF FINANCIAL STATEMENTS AND CORPORATE REPORTING

After completing the course the student is able to:

- Understand and analyse financial statements, as the basic preconditions of quality business and financial decision-making;
- Understand the necessity and importance of harmonization and standardization of financial reporting;
- Create the “analysis tools”, which are called the methods and instruments of analysis;
- Apply in practice the quality of earnings analysis, analysis of solvency and analysis of consolidated financial statements, as well as the analysis through financial indicators (“Altman Z-score”, “DuPont” analysis).



MODERN INVESTMENT THEORY AND PRACTICE

After completing the course the student is able to:

- Explain the principles of the analysis and research in the field of investment;
- Define the research topic and determine the statistical and econometric research models of the set hypotheses;
- Understand the importance of the CAPM model, sizes and anomalies;
- Understand the CAPM and APT theories as the basis of research;
- Follow the modern trends of stock exchange trade, such as high-frequency electronic trade of shares;
- Do initial research into various financial instruments (debt, equity and derivatives).

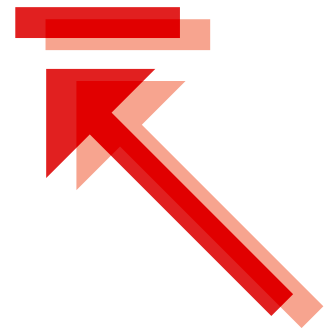
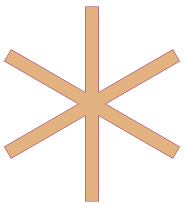
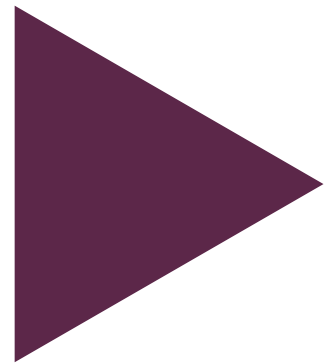
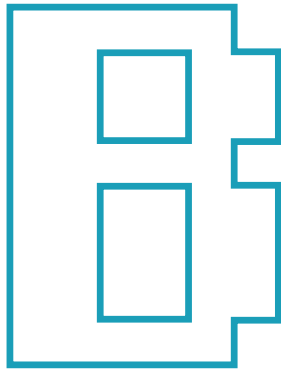
ADVANCED TOPICS IN INTERNATIONAL ECONOMICS

After completing the course the student is able to:

- Use the models that describe global macroeconomic processes;
- Recognize and understand the new models that describe the dynamic macroeconomics of small open economies in the conditions of globalization (liberalization of the capital account and the net exports account);
- Recognize the instruments of economic policies at the global and national level in the conditions of globalization;
- Use the theoretical knowledge in the field of macroeconomics for proposing economic policy measures;
- Develop independently a high-quality scientific and research work in the field of international economics, according to the needs of modern business within the centres for research and company development.

SCIENTIFIC RESEARCH PROJECT





IMPRESSUM

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