



COURSE CATALOGUE

2024/2025

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BANJA LUKA COLLEGE

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MISSION

Banja Luka College is an institution determined to develop a scientific approach, lifelong learning, exchange of experience with other higher education institutions in the region, as well as in the European Union. It is open to improving and adapting its educational technologies in accordance with the educational system in Europe and the developed world. It strives to develop teamwork, verbal and text communication and efficiency in order to be part of the educational, economic and social development of the community and region.

VISION

Banja Luka College is organized as a modern and leading institution of higher education in the field of business economics, management, media and communications as well as information technologies, maintaining partnership communication between teaching staff and students, and an optimal combination of modern teaching process, using information and communication technologies, in accordance with needs of every student. It respects the principles of the European Research Area, and aims to strengthen the mobility of teaching staff and students. New ideas are encouraged, and the acquired knowledge is the basis for further individual development.

ECTS METHODOLOGY

The European Credit Transfer System (ECTS) represents a unique system of quantitative evaluation of the student's work used in the acquisition of knowledge, abilities and skills provided by the study program and each subject within that program. ECTS are common "currencies" in the European Education System, where it is based on the student's work verified by an exam.

With the introduction of ECTS points, it is possible to measure the total workload of the student, which is necessary for mastering the material and achieving the learning outcomes of individual subjects. The student's workload includes participation in active teaching (lectures, exercises, practical work and consultations) and individual work (individual study, homework, seminar papers, writing essays and project reports). The accepted convention is that 60 ECTS points represent a quantitative measure of the workload of an average student in one academic year, i.e. 30 ECTS points in one semester.

One ECTS credit corresponds to 30 hours of student work, and a student works 40 hours a week on average. This means that the student's workload is 1,800 hours per year, where about 40% of the hours are related to active teaching, while the remaining 60% are related to the student's individual work.

ECTS credits are assigned to each teaching component of the study program (subjects, student practice and thesis). Points for a particular exam are awarded to the student only when he/she passes the specific exam or defends the thesis.

The application of ECTS credits promotes the mobility of students in the European area of higher education with the possibility of transfer and accumulation of credits acquired in different institutions and facilitates the recognition of diplomas among European countries.

GRADES

POINTS	SCHOOL GRADE			DESCRIPTION	ECTS GRADE
91% - 100%	10	5	1	Excellent	A
81% - 90%	9	5	1	Very good	B
71% - 80%	8	4	2	Good	C
61% - 70%	7	3	3	Satisfactory	D
51% - 60%	6	2	4	Sufficient	E
0% - 50%	5	1	5	Insufficient	F

STUDY PROGRAMS

Study programs are:

- Management, business and business economy,
- Informatics,
- Media and communication – Journalism,
- Graphic design and visual communication
- Gastronomy and catering management.

Management, business and business economy – 180 ECTS, 240 ECTS

Autumn courses – 1st, 3rd, 5th, 7th semester

Summer courses – 2nd, 4th, 6th, 8th semester

1st semester	Code	English*	Teaching hours	ECTS
Management	BLC.001	I	30+30	6
Informatics	BLC.002		30+30	6
Microeconomics	BLC.003		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

2nd semester	Code	English*	Teaching hours	ECTS
Statistics	BLC.004		30+30	6
Obligatory subject of the study field			30+30	6
Obligatory subject of the study field			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

Obligatory Courses – Business Economics	Code	English*	Teaching hours	ECTS
Macroeconomics	BLC.005	I	30+30	6
Accounting	BLC.006		30+30	6
Obligatory Courses – Logistics and Forwarding	Code	English*	Teaching hours	ECTS
Macroeconomics	BLC.005	I	30+30	6
Accounting	BLC.006		30+30	6
Obligatory Courses – Safety at Work	Code	English*	Teaching hours	ECTS
Ecology	BLC.007		30+30	6
Introduction to information technologies	BLC.008		30+30	6

3rd semester	Code	English*	Teaching hours	ECTS
Artificial intelligence	BLC.225		30+30	6
Public relations	BLC.010		30+30	6
Mathematics	BLC.011		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

4th semester	Code	English*	Teaching hours	ECTS
Marketing	BLC.012	II	30+30	6
Human potential management	BLC.013	I	30+30	6
Obligatory subject of the study field			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

Obligatory Courses – Business Economics	Code	English*	Teaching hours	ECTS
Entrepreneurship	BLC.014	I	30+30	6
Obligatory Courses – Logistics and Forwarding	Code	English*	Teaching hours	ECTS
Basics of freight forwarding	BLC.015		30+30	6
Obligatory Courses – Safety at Work	Code	English*	Teaching hours	ECTS
Basics of protection system	BLC.016		30+30	6

5th semester	Code	English*	Teaching hours	ECTS
Business law	BLC.017		30+60	8
Obligatory subject of the study field			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

Obligatory Courses – Business Economics	Code	English*	Teaching hours	ECTS
Management of finance	BLC.018		30+60	8
Obligatory Courses – Logistics and Forwarding	Code	English*	Teaching hours	ECTS
Management of finance	BLC.018		30+60	8
Obligatory Courses – Safety at Work	Code	English*	Teaching hours	ECTS
Protection of the environment	BLC.019		30+60	8

6th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

7th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8

Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

8th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Student's practice	BLC.093		0+160	12
Final paper	BLC.094		0+0	10
Total			30+220	30

Elective course of 6 ECTS	Code	Courses	English*	Teaching hours	ECTS
Methodology of scientific research	BLC.020	Autumn		30+30	6
Information systems	BLC.021	Autumn		30+30	6
Labor law	BLC.022	Summer		30+30	6
Digital strategy of business	BLC.023	Autumn		30+30	6
Business analyses	BLC.024	Autumn		30+30	6
Business intelligence	BLC.025	Summer		30+30	6
Logistics	BLC.026	Summer		30+30	6
Basics of programming	BLC.027	Summer	II	30+30	6
Entrepreneurship	BLC.014	Summer	I	30+30	6
Mathematics 2	BLC.028	Autumn		30+30	6
Basics of law	BLC.029	Summer		30+30	6
Media literacy	BLC.030	Autumn		30+30	6
Web design	BLC.031	Summer	II	30+30	6
English language 1	BLC.032	Autumn		30+45	6
English language 2	BLC.033	Summer		30+45	6
English language 3	BLC.034	Autumn		30+45	6
English language 4	BLC.035	Summer		30+45	6
English language 5	BLC.036	Autumn		30+45	6
Business informatics	BLC.009	Autumn		30+30	6

Elective course of 8 ECTS	Code	Courses	English*	Teaching hours	ECTS
Banking	BLC.037	Autumn		30+60	8
Internet marketing	BLC.038	Autumn	II	30+60	8
Ecology engineering	BLC.039	Autumn		30+60	8
Foreign trade business	BLC.040	Summer	II	30+60	8
Insurance management	BLC.041	Summer	II	30+60	8
Investments	BLC.042	Summer		30+60	8
Auditing	BLC.043	Summer		30+60	8
Electrotechnics and electronics	BLC.044	Summer	II	30+60	8
Trade management	BLC.045	Autumn		30+60	8
Business ethics	BLC.046	Autumn	I	30+60	8
Business economy	BLC.047	Autumn	I	30+60	8
Transport	BLC.048	Summer		30+60	8
Forward freight and agency operations	BLC.049	Summer		30+60	8

*** Explanation of English language levels:**

Level I – the course is given in Serbian language, but the course literature is provided in English language and individual consultations are provided in English language.

Level II – The course is given in English language.

Informatics – 180 ECTS, 240 ECTS

Autumn courses – 1st, 3rd, 5th, 7th semester

Summer courses – 2nd, 4th, 6th, 8th semester

1st semester	Code	English*	Teaching hours	ECTS
Informatics	BLC.002		30+30	6
Mathematics 1	BLC.011		30+30	6
English language 1	BLC.032		30+45	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+165	30

2nd semester	Code	English*	Teaching hours	ECTS
Architecture of computer	BLC.050	II	30+30	6
Introduction to information technologies	BLC.008		30+30	6
English language 2	BLC.033		30+45	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+165	30

3rd semester	Code	English*	Teaching hours	ECTS
Artificial intelligence	BLC.225		30+30	6
Mathematics 2	BLC.028		30+30	6
English language 3	BLC.034		30+45	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+165	30

4th semester	Code	English*	Teaching hours	ECTS
Databases 1	BLC.051	II	30+30	6
Basics of programming	BLC.027	II	30+30	6
English language 4	BLC.035		30+45	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+165	30

5th semester	Code	English*	Teaching hours	ECTS
Programming	BLC.052	II	30+60	8
Mathematics 3	BLC.053		30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

6th semester	Code	English*	Teaching hours	ECTS
Electrotechnics and electronics	BLC.044	II	30+60	8
Algorithms and data structures	BLC.054	II	30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

7th semester	Code	English*	Teaching hours	ECTS
English language 5	BLC.036		30+45	6
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Total			120+225	30

8th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Students' practice	BLC.093		0+160	12
Final paper	BLC.094		0+0	10
Total			30+220	30

Elective course of 6 ECTS	Code	Courses	English*	Teaching hours	ECTS
Methodology of scientific research	BLC.020	Autumn		30+30	6
Management	BLC.001	Autumn	I	30+30	6
Statistics	BLC.004	Summer		30+30	6
Introduction to operating systems	BLC.055	Summer	II	30+30	6
Computer networks	BLC.056	Autumn	II	30+30	6
Information systems	BLC.021	Autumn		30+30	6
Web design	BLC.031	Summer	II	30+30	6
Protection of information systems	BLC.057	Summer		30+30	6
Video games	BLC.058	Autumn		30+30	6
Human potential management	BLC.013	Summer	I	30+30	6
Business intelligence	BLC.025	Summer		30+30	6
Business informatics	BLC.009	Autumn		30+30	6

Elective course of 8 ECTS	Code	Courses	English*	Teaching hours	ECTS
Databases 2	BLC.059	Autumn	II	30+60	8
Software engineering	BLC.060	Summer	II	30+60	8
Internet programming	BLC.061	Autumn	II	30+60	8
Internet marketing	BLC.038	Autumn	II	30+60	8
Wireless networks	BLC.062	Autumn	II	30+60	8
Contemporary software architecture	BLC.063	Summer	II	30+60	8
Multimedia	BLC.064	Summer		30+60	8

*** Explanation of English language levels:**

Level I – the course is given in Serbian language, but the course literature is provided in English language and individual consultations are provided in English language.

Level II – The course is given in English language.

Media and communication – Journalism – 240 ECTS

Autumn courses – 1st, 3rd, 5th, 7th semester

Summer courses – 2nd, 4th, 6th, 8th semester

1st semester	Code	English*	Teaching hours	ECTS
Introduction to media and communication	BLC.065		30+30	6
Informatics	BLC.002		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

2nd semester	Code	English*	Teaching hours	ECTS
Media literacy	BLC.030		30+30	6
Macroeconomics	BLC.005	I	30+30	6
Communication theories	BLC.066		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

3rd semester	Code	English*	Teaching hours	ECTS
Journal genres	BLC.067		30+30	6
Public relationships	BLC.010		30+30	6
Printing media	BLC.068		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

4th semester	Code	English*	Teaching hours	ECTS
Marketing	BLC.012	II	30+30	6
Radio	BLC.069		30+30	6
Agency journalism	BLC.070		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

5th semester	Code	English*	Teaching hours	ECTS
Research journalism	BLC.071		30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

6th semester	Code	English*	Teaching hours	ECTS
Television	BLC.072		30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

7th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

8th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Students' practice	BLC.093		0+160	12
Final paper	BLC.094		0+0	10
Total			30+220	30

Elective course of 6 ECTS	Code	Courses	English*	Teaching hours	ECTS
Methodology of the scientific research	BLC.020	Autumn		30+30	6
Basics of law	BLC.029	Summer		30+30	6
Digital strategy of business	BLC.023	Autumn		30+30	6
Human potential management	BLC.013	Summer	I	30+30	6
Web design	BLC.031	Summer	II	30+30	6
Management in art	BLC.073	Summer		30+30	6
Organization and production	BLC.074	Autumn		30+30	6
English language 1	BLC.032	Autumn		30+45	6
English language 2	BLC.033	Summer		30+45	6
English language 3	BLC.034	Autumn		30+45	6
English language 4	BLC.035	Summer		30+45	6
English language 5	BLC.036	Autumn		30+45	6
Microeconomics	BLC.003	Autumn		30+45	6
Artificial intelligence	BLC.225	Autumn		30+30	6

Elective course of 8 ECTS	Code	Courses	English*	Teaching hours	ECTS
Business ethics	BLC.046	Autumn	I	30+60	8
Business and author law	BLC.075	Autumn		30+60	8
Internet and new media	BLC.076	Summer		30+60	8
Technology of printing and printing forms	BLC.077	Summer	II	30+60	8
Photography 1	BLC.078	Autumn		30+60	8
Internet marketing	BLC.038	Autumn	II	30+60	8
Digital communication	BLC.079	Autumn		30+30	8
Multimedia	BLC.064	Summer		30+30	8

*** Explanation of English language levels:**

Level I – the course is given in Serbian language but the course literature is provided in English language and individual consultations are provided in English language

Level II – The course is given in English language

Graphic design and visual communication – 180 ECTS, 240 ECTS

Autumn courses – 1st, 3rd, 5th, 7th semester

Summer courses – 2nd, 4th, 6th, 8th semester

1st semester	Code	English*	Teaching hours	ECTS
Drawing and art	BLC.080		40+60	10
Photography 1	BLC.078		30+60	8
Informatics	BLC.002		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			130+180	30

2nd semester	Code	English*	Teaching hours	ECTS
Graphics 1	BLC.081		40+60	10
Design 1	BLC.082		30+60	8
Introduction to information technologies	BLC.008		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			130+180	30

3rd semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 10 ECTS			40+60	10
Graphic design	BLC.083	II	30+60	8
Introduction to media and communication	BLC.065		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			130+180	30

4th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 10 ECTS			40+60	10
Technology of printing and printing forms	BLC.077	II	30+60	8
Web design	BLC.031		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			130+180	30

5th semester	Code	English*	Teaching hours	ECTS
Computer graphics	BLC.084	II	30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

6th semester	Code	English*	Teaching hours	ECTS
Visual communication	BLC.085		30+60	8
Multimedia	BLC.064		30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

7th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

8th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Students' practice	BLC.093		0+160	12
Final paper	BLC.094		0+0	10
Total			30+120	30

Elective course of 6 ECTS	Code	Courses	English*	Teaching hours	ECTS
Methodology of the scientific research	BLC.020	Autumn		30+30	6
Video games	BLC.058	Autumn		30+30	6
Animation	BLC.086	Summer		30+30	6
Media literacy	BLC.030	Summer		30+30	6
Organization and production	BLC.074	Autumn		30+30	6
Basics of programming	BLC.027	Autumn	II	30+30	6
English language 1	BLC.032	Autumn		30+45	6
English language 2	BLC.033	Summer		30+45	6
English language 3	BLC.034	Autumn		30+45	6
English language 4	BLC.035	Summer		30+45	6
English language 5	BLC.036	Autumn		30+45	6
Public relations	BLC.010	Autumn		30+30	6
Introduction to information technologies	BLC.008	Summer		30+30	6
Artificial intelligence	BLC. 225	Autumn		30+30	6

Elective course of 8 ECTS	Code	Courses	English*	Teaching hours	ECTS
Graphics 2	BLC.087	Autumn		30+60	8
Internet marketing	BLC.038	Autumn	II	30+60	8
Organization of graphic production	BLC.088	Autumn	II	30+60	8
Illustration	BLC.089	Autumn		30+60	8
Graphic materials and technologies	BLC.090	Autumn	II	30+60	8
Digital communications	BLC.079	Autumn		30+60	8
Internet and new media	BLC.076	Summer		30+60	8
Programming	BLC.052	Autumn	II	30+60	8
Internet programming	BLC.061	Autumn	II	30+60	8

Elective course of 10 ECTS	Code	Courses	English*	Teaching hours	ECTS
Photography 2	BLC.091	Autumn		40+60	10
Design 2	BLC.092	Summer		40+60	10

*** Explanation of English language levels:**

Level I – the course is given in Serbian language but the course literature is provided in English language and individual consultations are provided in English language

Level II – The course is given in English language

Gastronomy and catering management – 240 ECTS

Autumn courses – 1st, 3rd, 5th, 7th semester

Summer courses – 2nd, 4th, 6th, 8th semester

1 st semester	Code	English*	Teaching hours	ECTS
Management	BLC.001	I	30+30	6
Informatics	BLC.002		30+30	6
Microeconomics	BLC.003		30+30	6
Basics of gastronomy	BLC.095		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

2 nd semester	Code	English*	Teaching hours	ECTS
Statistics	BLC.004		30+30	6
Macroeconomics	BLC.005	I	30+30	6
Gastronomic products	BLC.096		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

3 rd semester	Code	English*	Teaching hours	ECTS
Artificial intelligence	BLC.225		30+30	6
Mathematics	BLC.011		30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

4 th semester	Code	English*	Teaching hours	ECTS
Marketing	BLC.012	II	30+30	6
Human potential management	BLC.013	I	30+30	6
Entrepreneurship	BLC.014	I	30+30	6
Elective course of the choice 6 ECTS			30+30	6
Elective course of the choice 6 ECTS			30+30	6
Total			150+150	30

5 th semester	Code	English*	Teaching hours	ECTS
Financial management	BLC.018		30+60	8
Risk in catering	BLC.211		30+30	6
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	6
Total			120+210	30

6 th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

7 th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8

Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 8 ECTS			30+60	8
Elective course of the choice 6 ECTS			30+30	6
Total			120+210	30

8th semester	Code	English*	Teaching hours	ECTS
Elective course of the choice 8 ECTS			30+60	8
Students' practice	BLC.093		0+160	12
Final paper	BLC.094		0+0	10
Total			30+220	30

Elective course of 6 ECTS	Code	Courses	English*	Teaching hours	ECTS
Methodology of scientific research	BLC.020	Autumn		30+30	6
Information systems	BLC.021	Autumn		30+30	6
Labor law	BLC.022	Summer		30+30	6
Digital strategy of business	BLC.023	Autumn		30+30	6
Public relations	BLC.010	Autumn		30+30	6
Business analyses	BLC.024	Autumn		30+30	6
Accounting	BLC.006	Summer		30+30	6
Basics of protection system	BLC.016	Summer		30+30	6
Logistics	BLC.026	Summer		30+30	6
Gastronomic culture and tradition	BLC.098	Summer		30+30	6
Basics of law	BLC.029	Summer		30+30	6
Science of nutrition	BLC.097	Autumn		30+30	6
English language 1	BLC.032	Autumn		30+45	6
English language 2	BLC.033	Summer		30+45	6
English language 3	BLC.034	Autumn		30+45	6
English language 4	BLC.035	Summer		30+45	6
English language 5	BLC.036	Autumn		30+45	6
Business informatics	BLC.009	Autumn		30+30	6

Elective course of 8 ECTS	Code	Courses	English*	Teaching hours	ECTS
Business law	BLC.017	Autumn		30+60	8
Internet marketing	BLC.038	Autumn	II	30+60	8
Foreign trade business	BLC.040	Summer	II	30+60	8
Insurance management	BLC.041	Summer	II	30+60	8
Investments	BLC.042	Summer		30+60	8
Trade management	BLC.045	Autumn		30+60	8
Business ethics	BLC.046	Autumn	I	30+60	8
Creative gastronomy	BLC.212	Autumn		30+60	8
Transport	BLC.048	Summer		30+60	8

*** Explanation of English language levels:**

Level I – the course is given in Serbian language but the course literature is provided in English language and individual consultations are provided in English language

Level II – The course is given in English language

DESCRIPTION OF INDIVIDUAL COURSES

BLC.001 Management

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Nature of management, Development of management theory, Changes in the management environment; Putting quality first, Social and ethical responsibility of management; Planning - primary managerial function, Strategic management: planning for long-term success; Human resource management; Communication in the computer era; Business motivation skills; Group dynamics and teamwork; Process influence and leadership; International management; Production and service operation management.
Aim of studying	Acquisition of basic knowledge in the field of management, especially in business organizations. Studying the theory, development of the organization from the aspect of business functions, which will be studied later through other subjects. Basic concepts: leader, manager and entrepreneur. Management method in a way that corresponds to the changes that theory and practice will face. Only the basic and permanent basics of management and entrepreneurship will be presented.
Outcomes of the studying	After passing this course, the student will be able to: 1. Apply knowledge in the field of planning, human resources management and control in the creation and management of business. 2. Calculate and interpret indicators of dynamics in business analysis (individual indices, absolute and relative rates) 3. Make a diagnosis of the situation and present it (SWOT, PEST analysis) 4. Design a mission and vision and form a marketing strategy of an entrepreneurial idea 5. Write a business plan or an entrepreneurial project from which you can read relevant answers to questions related to planning, launching, financing, organizing, leading, developing and supervising (teamwork) 6. To present your own critical reflections on topics and settings from the field of management
Skills	Students will correctly interpret and understand concepts and relationships in economics. They will acquire skills that will enable them to apply knowledge gained from organizational management and strategic organizational planning techniques.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Basics of computer science: Operating systems: DOS, Windows; Office: Word, Excel, Access, Photoshop, Visio, Power Point, Outlook; Internet; General informatics: Basics, development and application of informatics and information technologies; Information resources: Data; Information; Knowledge; Information management; General information system of the organization; Fundamentals of systems theory; Basics of information theory; Basics of management theory; Hardware and architecture of computer systems: Macro computers, mini computers, microcomputers, personal computers; Components of the architecture of computer systems: Memories; Processor; Input devices; Output devices; External memories; User interface; Communication of data and information; Computer systems software; Computer networks: Definition and selection of a computer network; Connecting components to a network; Network functioning; Network operation; Administration of computer networks; Large networks; Global network - Internet.
Aim of studying	Introduction to informatics as scientific and professional support for intellectual work; Professional training for successful acceptance, monitoring and application of existing and new information technologies; Acquisition of practical knowledge and skills in the application of information technologies and techniques.
Outcomes of the studying	Knowledge of the basics of informatics theory (system theory, information theory, management theory); Understanding key aspects of information technology; Follow professional literature in Serbian (native) and foreign languages, preparation and independently hold presentations in Serbian (native) and foreign languages to professional and general audiences, and critically evaluation of the presented professional topic; Understanding and application modern technical concepts and practices in information technologies (computer architecture, operating systems, computer networks); Understanding the state and trends in the development of modern information and communication technologies (ICT), understand their impact on the individual, organization and society, and assessing of their applicability in the given context.
Skills	Students acquire skills through lectures and exercises, independent preparation of assignments, studying, consultations and seminar work. The lectures deal with theoretical content and provide conceptual explanations of concepts and certain information technologies. Within the exercises, emphasis is placed on the development of abilities and skills in the application of certain information technologies as support for intellectual work. Through seminar work, the ability to apply certain information technologies and software tools is additionally developed with the aim of their integrated use in solving business problems on a given topic.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Introduction to economics, Positive and normative economics, Concept and types of markets, Laws of supply and demand, Elasticity and its application, Supply, demand and government regulation, Producers, consumers and market efficiency, Production and organization, production costs, External effects, Public goods and common resources, Firms in competitive markets, Monopoly, Oligopoly, Monopolistic competition, Markets of factors of production, Earnings and discrimination, Theory of consumer choice, Frontier areas of microeconomics, externalities.
Aim of studying	Analysis of the behavior of individual economic subjects and their interaction in the economic system. At the base of microeconomics is the functionality of the market economy, which should lead to an efficient allocation of resources. The main goal of the course is for students to deepen their knowledge of microeconomics through adequate examples and to practically see the importance of microeconomic analysis for successful navigation in the business processes of modern market economies. The specific goals of this program are: a) the development of students' abilities and skills to successfully navigate other areas of the economy as a science and the impact of macroeconomic policy on the microeconomic analysis of enterprises thanks to the knowledge of instruments and methods of microeconomic analysis, and b) insight into the countless causal links and relationships in which microeconomic business entities enter in the course of doing business on the domestic and global market.
Outcomes of the studying	Students are expected to master microeconomic theory and its basic instrumentation in order to be able to apply theoretical knowledge to practical business or economic-political problems. This will enable them to understand complex economic issues that are studied in specialized teaching disciplines.
Skills	Students should be trained to work in a team that deals with research and microeconomic analysis of both the internal problems of basic economic entities and the position of companies on the domestic and foreign markets. Also, the student should be able to use the methods and instruments of microeconomic analysis to carry out independent research of internal processes in the company itself and the position of the company in the environment.

BLC.004**Statistics**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	Introduction to statistics and statistical research. Statistical data and their presentation. Descriptive statistics. Probability. Random variables and their distribution. Statistical inference. Evaluation theory. Hypothesis testing. Linear statistical model. Statistical research using MS Excel. Statistical research using SPSS.
Aim of studying	Acquaintance of the student with methods of collecting and processing statistical data and mastering statistical methods.
Outcomes of the studying	Understanding of statistical methodology and its application in scientific and research work and in various analyzes that are applied in economic and IT practice. Drawing adequate conclusions and making decisions based on the results of statistical analysis.
Skills	Conducting statistical research and applying statistical methods in scientific and research work and in business. Use of MS Excel and SPSS in statistical research.

BLC.005**Macroeconomics**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Basic concepts of macroeconomics, national specificities of the economy, basic macroeconomic phenomena and analytical instruments, the market and the state in the modern economy, gross social product and gross domestic product, consumption and investments, economic growth, privatization, budget and fiscal policy, money, monetary policy, unemployment, financial institutions.
Aim of studying	The aim of this course is to contribute to the development of basic knowledge in macroeconomics. Acquiring macroeconomic knowledge is necessary for economists of financial and general business orientation, in order to understand and know how to interpret basic macroeconomic categories, trends and forecasts. The aim of studying the course is for students to become familiar with the most important macroeconomic aggregates, their mutual relations in the use and distribution of the social product. Basic macroeconomic models and macroeconomic policies are covered, especially in the conditions of the global world economy. Students will get to know the topics of independence of the central bank, the choice of monetary regime, and the specifics of the macroeconomic model for transactions with a growing market.
Outcomes of the studying	Macroeconomics represents a very complex field of theory, science and practice. The main outcome of studying this scientific discipline is that students, after mastering this very demanding and complex subject, can more easily and quickly understand a comprehensive analysis of contemporary macroeconomic issues and problems, the importance of which is greater today than ever before. Students acquire detailed knowledge of basic economic laws, the way the economy functions, basic economic policies and their impact on the achievement of basic macroeconomic goals. Students should explain GDP, the measurement of economic activity and the sources of economic growth, and critically evaluate them.
Skills	Students will correctly interpret and understand terms and relationships in the macroeconomic environment, analyze and interpret economic policies aimed at achieving optimal microeconomic and macroeconomic results. They will acquire the skills to apply macroeconomic analysis and develop economic intuition and logic, which are indispensable in understanding the material and applying macroeconomic knowledge.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	The concept of bookkeeping and accounting, the subject and goal of accounting. Concept, types and rules of posting on accounts. Global procedure in bookkeeping and bookkeeping instruments. Principles of proper bookkeeping and accounting principles. Chart of accounts and chart of accounts. Errors in bookkeeping. Accounting adjustments and the business cycle. Principles of valuation of assets and liabilities. Establishment of a legal entity and acquisition of initial capital, acquisition of fixed and current assets. Investment of funds in financial forms of assets, fixed assets and stocks. Concept, calculation and inclusion of costs and expenses. Concept, valuation and classification of income. Methods of balancing the financial result, pre-closing and closing entries. Basic principles of preparation and presentation of financial statements in accordance with IFRS. Accounting analysis (basic analysis of financial statements). Accounting supervision. Accounting control.
Aim of studying	Mastering accounting with a special emphasis on understanding the global procedure in bookkeeping, bookkeeping instruments, double-entry bookkeeping systems, types of accounts and accounting rules, rules for valuing elements of financial statements and preparation of company financial statements in accordance with IFRS.
Outcomes of the studying	Knowledge of principles, methods and tools in financial accounting and student training for independent work and for taking the exam for a certified accountant.
Skills	Recording of business changes in the general ledger and diary, as well as preparation and preparation of financial statements of the company in accordance with IFRS. Analysis of the company's financial statements.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	<p>Ecology (term, definition, subject of research). Division and importance of ecology. The position of ecology in the modern system of sciences and its relation to other disciplines. Basic concepts of ecology: range, endemic and relict areas, life forms, actions, reactions, coactions, ecological valence. Human ecology - definition, subject, task - global problems of today. Ecological aspects of the origin and evolution of man. Classification of ecological factors (abiotic, biotic and anthropogenic). Adaptation to different living conditions - life form (term, examples and classification). Ecological valence (term, examples). Concept of biotope and habitat. The concept of population. Biosphere. Changes in the genetic structure of populations of organisms as a result of environmental pollution. Genetic consequences of environmental damage - genotoxic agents.</p> <p>Population perspectives and forecasts. The future and perspectives of the world population according to the projection of the UN World Population Conference. Living areas (seas, oceans, surface waters). Acquiring theoretical knowledge and practical skills in the area of noise and vibrations. Training students to solve specific problems in the work environment created by sources of noise and vibrations through the identification and characterization of sources as well as the control and assessment of noise and vibrations. Basic principles of vibration isolation.</p>
Aim of studying	<p>Acquaintance with the ecological concept of problems related to the relationship between man and his environment. Attention is focused on the research of the human population, natural resources, pollution problems, as well as the impact of various human activities on the destruction of the environment. The task of the course is to familiarize students with the aim of preventing further degradation as well as improving the existing condition and optimal use of space in the future by using the achievements of modern science and technology. Human ecology is considered from the ecosystem aspect, as well as from the aspect of the urban environment, which is one of the goals of studying this subject.</p>
Outcomes of the studying	<p>Training students in fundamental and applied mastery of basic ecological principles, phenomena, and processes, in observing the functioning of the biosphere, in recognizing natural phenomena and processes in the biosphere, as well as in the detection of anthropogenically conditioned phenomena, processes and their consequences for the living community and the biosphere as a whole.</p>
Skills	<p>Independent research fieldwork in the process of determining the basic characteristics of abiotic, biotic and anthropogenic factors, manifestations of their interaction and long-term forecasting of their interrelationship.</p>

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Basics of information theory. Basics of information technologies. Information technologies as part of the information system. Historical development of information technologies. Development of digital computer systems. Computer system structure - computer hardware. Computer hardware - devices for storing and saving data (memory). Hardware - input and output devices. Computer software - definition and division. Computer software. Communication technologies. Basics of computer networks. Internet and its services.
Aim of studying	By studying this subject, students get to know the basics of information technology, the concept of computers, hardware, software, application and impact on people.
Outcomes of the studying	Mastering information and communication technology (knowing the components of computers and peripheral devices and their purpose, using MS OFFICE, knowing and using basic Internet services (E-mail, WWW), acquiring new knowledge based on previously acquired knowledge and experiences, developing logical and abstract thinking and a critical attitude in thinking.
Skills	The student will be able to operate a computer and its peripheral devices, work in the MS Office package and use the Internet.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	<p>Web Design Basics: Web Design Definitions, Web Site Design Process, Designing for the User; Organization of the location and movement around it: Types and architecture of locations; Navigation in theory and practice; Connectivity: text, buttons, icons and images; Search and design; Maps, indexes and other aids; Web page design elements: Web page types and their organization; Text; Colors, images and background; Provision of interactivity using elements of the graphic environment; Website functioning and creation technologies: Internet protocols - HTTP, static and dynamic sites; Markup languages: SGML (Standard Generalized Markup Language); HTML (Hyper Text Markup Language); XML (eXtensible Markup Language); XHTML (eXtensible Hyper Text Markup Language); WML (Wireless Markup Language); Languages and technologies of dynamic web development: Script languages: JavaScript, VBScript, Perl, Python; Web technologies: CGI (Common Gateway Interface); ISAPI (Internet Server Application Programming Interface); PHP; ASP (Active Server Pages); Java; Java Server Pages (JSP); NET Framework; ASP.NET; XML. Web services: Concepts of XML Web services; Web service standards; SOAP: Simple Object Access Protocol; WSDL (Web Service Description Language), UDDI (Universal Description Discovery and Integration).</p>
Aim of studying	<p>Acquisition of general information and knowledge about business information technologies; Acquiring general knowledge about the Internet-Intranet; Acquiring information and knowledge about designing business applications; Development of abilities and skills in the application of Internet technologies in solving business and management problems; Professional training for successful acceptance, monitoring and application of existing and new information technologies.</p>
Outcomes of the studying	<p>Knowledge of the basic needs of business and management systems for information, application of information technologies and information systems; Knowledge of the key aspects and design of Web applications for business purposes; Follow professional literature in Serbian (native) and foreign languages, preparation and independently hold presentations in Serbian (native) and foreign languages to professional and general audiences, and critically evaluate the presented professional topic; Understanding and application modern technical concepts and practices in Web information technologies; Understanding of the state and trends in the development of modern Web-oriented information and communication technologies (ICT), understanding their impact on the individual, organization and society, and assess their applicability in the given context.</p>
Skills	<p>Students acquire skills through lectures and exercises, independent preparation of assignments, studying, consultations and seminar work. The lectures cover theoretical content and give conceptual explanations of concepts and certain Internet technologies. Within the exercises, emphasis is placed on the development of abilities and skills in the application of certain Internet technologies as support for business and management. Through seminar work, the ability to apply certain Internet and Web-oriented technologies and software tools is additionally developed with the aim of their integrated use in solving business problems on a given topic.</p>

BLC.010**Public relations**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	The role of public relations for companies, other organizations, and individuals. What is publicity? An example of using publicity in public relations. Public relations, advertising, and publicity. Is it better to invest in advertising, publicity, or public relations? What is the role of public relations in creating events? What are mass communication media, and which are the most influential today? What does a good relationship with the media mean for those who deal with public relations? Which are traditional and which are new media? How important is new media for public relations? How important are public relations in crisis communication? What is lobbying and examples of lobbying? How important are public relations for people who deal with public affairs? How can NGOs influence the formation of public opinion? Side boards.
Aim of studying	Students acquire theoretical knowledge with case studies, applicable in everyday practice in the field being studied.
Outcomes of the studying	Students apply the acquired knowledge starting from the student internship until they are ready to immediately apply it in their work after completing their studies.
Skills	Students acquire communication skills specific to the digital age and by using new media and digital tools.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	Field of real numbers. A ring in the field of real numbers. Body-field in the set of real numbers. A system of linear equations with two unknowns. Polynomials (operations with polynomials). Graduation. Rooting. Functions, assignment, and type of function. Function flow and zero function. Trigonometric functions. The limit value of the function. Performs a function. Integrals.
Aim of studying	By studying this subject, students become familiar with basic mathematical disciplines. The course covers algebra, functions, derivatives, and integrals.
Outcomes of the studying	Acquiring new knowledge.
Skills	Recognition of rational and irrational numbers; Solving arithmetic expressions in the set of \mathbb{R} numbers; Application of algebraic properties of calculation operations of addition and multiplication in the set \mathbb{R} ; Calculating the value of the polynomial independently of the variable; Operations with polynomials; Polynomial factorization; Recognition and application of binomial formulas and formulas for polynomials of the third degree; The term root as the inverse of the term power; Drawing graphs of functions and testing properties of functions; Defining the term derivative and integral of a function; Application of table extracts and integrals when solving problems; Calculating the derivative of the composition of functions; Solving the integral using the following methods: variable shifts, partial integration, method of undetermined coefficients (integral of a rational function), solving some simple types of integrals and rational functions.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Concept and importance of marketing. Types of marketing and marketing mix concept. Marketing research and information systems. Research on motives and consumer behavior. Market analysis (concept, plan and procedure, methods). Dimensions and methods of psychological market research. Marketing strategy and market segmentation. Product as an instrument of marketing mix. Price as an instrument of the marketing mix. Distribution as an instrument of the marketing mix. Promotion as an instrument of the marketing mix. International marketing, concept, role, and choice of market. Marketing in trade, transport, agriculture, banking, tourism, and sports.
Aim of studying	Learning objectives to acquaint students with the basics of market orientation of business and marketing, the instruments on which marketing is based, as well as the activities of marketing management.
Outcomes of the studying	Acquired basic knowledge, abilities, and skills in market analysis as well as development, application, and control of the application of marketing strategies, in the domestic and international environment.
Skills	Students will acquire practical skills for the application of marketing techniques (creating a marketing plan, advertising techniques, integrated marketing communications, practical application of marketing market research, etc.).

BLC.013
Human potential management

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Evolution of Strategic Human Resource Management (SHRM), SHRM and organizational structure, strategy and culture, The role of the HR function in organizational performance, Talent management and global competitiveness, Organizational strategy and human resource planning, Recruitment strategies and human resource development programs, Human resource performance resources and global competitiveness, Knowledge management and diversity management, Reward strategies and motivation of human resources, Challenges of strategic human resources management.
Aim of studying	Understanding the meaning, significance and application of strategic management human resources and knowledge management, adoption of characteristics, ways of creative thinking and behavior of managers and employees as key actors of the mentioned processes, a complete overview of human resources management through a wider set of managerial tools and concepts in terms of looking at the philosophy of human resources development and the phenomenon of knowledge management through the prism of how we live today and we work.
Outcomes of the studying	Interpret basic theoretical knowledge about the concept, importance, goals, activities, and position of the human resources management function in the company. Evaluate the importance of strategic human potential management and analyze the basic systemic approaches and challenges of human potential management in the global environment. Apply basic theoretical knowledge in analyzing and designing workplaces, planning, and attracting human resources, and recruiting and selecting human resources. Interpret basic theoretical knowledge in the field of human resources training, and evaluate methods of monitoring and evaluating employee performance, motivation, and rewards. Analyze and evaluate the needs for education and development of human resources, development of professional careers, and improvement of working relationships. Analyzing, synthesizing, and evaluating factual knowledge in the field of human resources management in the independent preparation of a seminar paper on a given topic.
Skills	Students possess the knowledge and skills necessary for principles and concepts in explaining and solving business problems in the field of human resource management and knowledge management.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	<p>The role of entrepreneurs and entrepreneurship in the development of national economies. Entrepreneur and entrepreneurship: varieties of defining approaches. The contribution of economic theorists to the development of entrepreneurship. Contribution of the Austrian school to the development of the theory of entrepreneurship. Approaches to the development of entrepreneurship theory. Entrepreneurs and business managers. Global phenomenon of entrepreneurial culture. Entrepreneurship and economic development. Globalization, digitalization, and entrepreneurial society: 4.0 era. Types of entrepreneurs. Corporate entrepreneurship. Social entrepreneurship. Women's entrepreneurship. Family entrepreneurship. Strategies for entering an entrepreneurial venture. Creative entrepreneurial process. Startup process - starting a business from scratch. Innovative business models. Canvas business modeling. Lean startup process. Business forecasting and digital megatrends of the future. Identifying opportunities: from an idea to an entrepreneurial venture - techniques for arriving at business ideas. Models and forms of financial support for entrepreneurial ventures in entrepreneurial startups. Creativity and entrepreneurship. Entrepreneurship and innovation. Sources of innovation and commercialization of innovations. Entrepreneurial orientation and business performance. Soft innovation and creative industry. Digitization and innovation in the 4.0 era. Entrepreneurial ecosystem - concept and genesis of creation. The role of entrepreneurial education in the development of entrepreneurial culture. Entrepreneurial infrastructure institutions...</p>
Aim of studying	<p>The course enables students to understand the importance of entrepreneurship and innovation in all forms of organization and society and to understand entrepreneurship as a way of behavior and action. Students gain the opportunity to learn the basic principles of modern entrepreneurship in economic theory and practice, as well as to acquire the basic skills and competencies of creative thinking, proactivity, risk acceptance, planning and searching for opportunities, teamwork and turning opportunities and ideas into viable entrepreneurial ventures. One of the goals of the course is to create a positive working atmosphere in which all students will be able to fully express their potential and achieve the best possible success.</p>
Outcomes of the studying	<p>As one of the eight basic life competencies defined by the EU, needed by each and every individual for success in life, the course is designed in such a way as to encourage entrepreneurial behavior and action in students, from the individual level to the level of complex organizational systems in all sectors. After studying this course, students will acquire basic knowledge about the principles, ideas, strategies, and concepts of creating business ventures based on innovations, the realization of which is associated with risks and uncertainty. Students will be able to find innovative solutions in modern business by applying key knowledge from entrepreneurial economics about methods and techniques of making economic decisions using modern information and communication technologies in connection with entrepreneurial ventures.</p>
Skills	<p>Students possess the knowledge and skills necessary for self-employment and further education in the field of economics, as well as independent establishment of a company, as well as assistance to the economy in opening new jobs.</p>

BLC.015**Basic of freight forwarding**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	Basic terms and definitions of forwarding. Structure of forwarding functions, jobs and tasks. Commercial and legal position of forwarding companies, forwarding associations, FIATA association. Basic jobs in forwarding. Organization of forwarding companies. Special jobs in forwarding. Agent jobs in transport. Contracting and organization of freight forwarding operations. Documents in international commodity flows. Commercial trade documents. Transport documents. Freight forwarding documents and document inspection.
Aim of studying	The main goal of the course is for students to become familiar with the basic functions and tasks of forwarding and to train them for tasks related to the design, organization and implementation of international import, export, and transit goods flows.
Outcomes of the studying	Training students to perform tasks related to the design, organization and realization of import, export and transit flows of goods.
Skills	Carrying out and managing international import, export and transition operations related to the trade of various types of goods.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	<p>Introduction to protection systems. Hazardous materials, definition of hazardous materials, classification. Electric current. Systems effect of electric current on man. Technical standards for the application of electrical energy protection measures. Technical protection measures against the dangerous effects of electricity. Protection of people when working in electrical plants, on installations and when using high and low voltage electrical devices. Equipment and means of personal protection against the dangerous effects of electricity. Measurements and tests in the function of protection against the dangerous effects of electrical energy. Inspection and testing of equipment and means of personal protection against the dangerous effects of electricity. Dangers of fire and explosions when using electricity. Fire and species. The process of extinguishing fires and explosions (effects and means). Types of extinguishing agents (water, foam, powder, CO₂,) Classification of extinguishing agents. Firefighting processes. Fire detection and alarm system. Firefighting equipment. Apparatus (portable and transportable) for extinguishing fires. Hydrant network (external and internal). Stable fire extinguishing installations. Basic principles of extinguishing tactics (evacuation, localization, liquidation). Shutdown operational plan. Protection of buildings from fire. Organizational fire protection measures. Application and protection from non-ionizing radiation: static fields of industrial frequency, radio and TV, satellite and mobile communications, basics of laser technology; standards, norms, and methods of protection. Radiation sources; influence on man; applications and protection methods. Ultraviolet radiation: radiation sources; impact on humans and applications; harmful effects; standardization and protection measures; H -radiation (X-ray); origin and sources of radiation; applications; methods for measuring and standardizing permitted absorbed energies; impact on humans and methods of protection. Ionizing radiation: radioactive radiation; the law of radioactive decay; alpha, beta, gamma radiation, neutron radiation, cosmic radiation; law of absorption; doses and dosimetry of ionizing radiation. Application and protection against ionizing radiation: detectors; standards, norms, and protection methods.</p>
Aim of studying	By presenting and interpreting elementary principles of chemical processes, build the basis for a systemic approach to engineering process analysis in process units and overall process systems.
Outcomes of the studying	Gaining experience for the application of the basic procedures of the occupational safety system in: planning the development and production elements of the production process. Development and preservation of occupational safety systems and procedures for improving conditions in the working environment.
Skills	Implementation of the basic procedures of the occupational health and safety system.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	<p>Concept of business law and legal sources. Legal entity, breach of legal personality. Business entities, status symbols. Establishment, acts, registration. Assets, business name and other attributes. Representation of the company. Companies of persons. Partnership. Limited partnership. Characteristics, establishment, management. Capital companies. Limited liability company. Characteristics, establishment, management. Society capital. Joint-stock company. Features, establishment management. Liquidation and bankruptcy of the company. Termination of an insolvent company. Protection of industrial property, competition, and consumers. Inventive right. The right of distinctive signs. Competition law. Consumer right. Contracts in the economy. Basic contractual principles. Negotiations. Conclusion of the contract. Legal effects of the contract. Special contracts. Foreign investments, free zones. Specialized companies. Banks and other financial organizations. Insurance companies. Stock exchanges. Central registry. Investment funds. Broker-dealer companies. Insurance contract. Concept and properties. Types of insurance. Obligations of the insurer. Insurance policy. Reinsurance. Banking operations. Legal and institutional framework. The copper secret and the bank's responsibility. Current account. Credit agreement. Deposit operations. Factoring. Forfeiting. Financial leasing. Stock exchanges and the capital market. Legal and institutional framework. Primary and secondary market. Domestic and foreign stock exchanges. Brokers and dealers. Investment funds. Investment advisors. Protection of small shareholders. Corporate governance standards. Letter of credit and bank guarantee. Letter of credit. Bank guarantee. Securities. General characteristics. Stocks and bonds. Draft and check. Promissory note.</p>
Aim of studying	<p>The primary goal of the course is to acquire basic and general knowledge in the field of business law, with an emphasis on status and contractual company law. Acquaintance of students with concepts, categories, institutes, and institutions related to economic entities (company law), legal affairs of economic entities (contracts in the economy), payment instruments used by economic entities and payment security (banking and securities).</p>
Outcomes of the studying	<p>It is expected that the acquired knowledge in this area will enable students to understand the organizational structure of business entities (status company law), as well as the legal relationships they enter into (contracts in the economy), to understand the legal significance of banking transactions and securities and their application. In practice, the basis of industrial property rights, copyright, and other related rights.</p>
Skills	<p>It is expected that by mastering the course program, the student can successfully: properly understands the legal position of different forms of business companies and clearly identifies the corpus of legal regulations that are of indirect or of immediate importance for different legal forms of business companies; master the skills that will enable them to apply the acquired theoretical knowledge in practice; properly identifies the corpus of legal regulations that regulate the areas of contracts for goods traffic, banking operations and securities and identifies them and understands the specifics of goods traffic contracts; they should master the skills that will enable them to draw up certain forms of trade contracts on his own; master the skills that will enable them to independently fill out specific commodity and monetary securities.</p>

BLC.018**Management of finance**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Science of finance and division of finance. Management of company finances. Financial function of the company. Financial policy and principles of financial policy. Concept and rules of financing. Financial planning and control. Optimal capital structure of the company. Financing and borrowing of companies. Financial analysis. Analysis of the company's financial and profitability position. Business, financial, and overall risk in the company. Management of capital fixed and working assets. Management of company obligations.
Aim of studying	Getting to know and mastering basic terms from financial theory and practice, as well as their content and financial flows in the company. Mastering different methods of managing company finances.
Outcomes of the studying	Understanding of financial issues and the ability to manage the company's finances.
Skills	The ability to conduct financial analysis, the results of which are the basis for making correct operational, strategic and financial decisions in the management of the company. Ability to independently manage funds, liabilities and capital of the company. Making financial decisions.

BLC.019**Protection of the environment**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Air protection (Purification of waste gases, Parameters Processes of separation of particles of solid materials, Dry separators, Wet separators, Electro filters, Parameters of the gas purification process, Parameters of the gas purification process: Absorption method, Chemisorption method, Catalytic method). Water protection (The recipient, Wastewater – categorization, Wastewater treatment, Purification from mechanical impurities). Land protection (Land classification, Amount of soil pollution, Rational use and protection of land and vegetation, Application of mineral raw materials, Land quality control, Processing technology of excavated rock masses, Technical and biological reclamation, Analyzes of ash and slag, Classification, design, exploitation, liquidation, and re-cultivation of landfills). Protection against noise, vibration, and infrasound (Methods of acoustic calculations, Protection against noise, vibrations and infrasound, Control of noise, vibration and infrasound levels, Devices for measuring noise, vibrations and infrasound, Protection measures against noise, vibration and infrasound).
Aim of studying	Objectives of studying the subject: acquisition of basic knowledge in the field of environmental protection, study of basic terms and principles of environmental protection, legal regulations in the field of environmental protection in our country and in the world and acquiring general knowledge about environmental protection policy.
Outcomes of the studying	Theoretical, practical and applied knowledge and skills are the outcome of the study program in the function of acquiring theoretical and practical knowledge and skills in basic studies as a prerequisite for the implementation of the study program.
Skills	Implementation of professional knowledge.

BLC.020**Methodology of scientific research**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Science: definitions and understanding, object and language of science. General scientific research methods Special scientific research methods. Individual scientific research methods: techniques and procedures; Interview and survey. Forms of writing in social sciences; Essay writing - descriptive and argumentative essay, topic selection, essay organization. Archimedes' spiral of discovery. Essay writing - developing analysis, arguments and examples, establishing the balance of the essay; Editing students' essays - feedback technique: constructive criticism. Basic knowledge factors; Hypotheses. Research: basic roles and research methods; Methodological starting points in research; Search for documentation - bibliography. Characteristics of written works; Characteristics of acceptable research work. Methodology of preparation of seminar and diploma work. Revision.
Aim of studying	By studying this subject, the student gets to know the principles of scientific and research methodology and the elements of scientific research practice. Students are trained to understand the scientific system, the basics of methodology, the relationship between methodology and scientific strategy, as well as to master the skills of empirical scientific research. The main purpose of studying the course is the acquisition and application of knowledge in the field of research methodology.
Outcomes of the studying	Upon completion of the course, students will be able to use basic knowledge from the fields of philosophy and logic in order to understand scientific research, then effectively evaluate information resources, as well as to independently apply the appropriate methods of producing scientific papers or research reports. Students will be able to independently conduct scientific research, process and present results and solve certain research tasks and problems.
Skills	Understanding and knowledge of scientific research methods.

BLC.021**Information systems**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Basic concepts, modeling. Information systems development models: information systems life cycle, Prototype development. System analysis - Structural system analysis. Data modeling: Object models - links, Relational model. RIS, Applied modeling. Standardization in the field of software engineering, CASE tools: Concept, types. Implementation of information systems. Use and maintenance of information systems. Analytical processing: information systems for decision support. Intelligent information systems: Definition, components, types. Basics of electronic business. Information systems security and control. Ethical, social and global aspects of information systems. Information systems development strategy and trends.
Aim of studying	Mastering the basic terms in the field of information systems. Mastering the IS development process. Acquiring knowledge about how to use IT in the company, in order to improve its quality, dynamics and competitiveness.
Outcomes of the studying	Mastering the subject material, complementation of exercises, independently completed and defended project work, the student is educated to design IS independently or in a team, and optimally applies the acquired knowledge in practice.
Skills	Students acquire skills through lectures and exercises, independent preparation of assignments, study, consultations and seminar work. Teaching is carried out through lectures accompanied by slides and presentations. The most important teaching areas have "CASE STUDY" on a characteristic example.

BLC.022**Labor law**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Concept, subject, and development of labor law. Sources of labor law. The right to work, work relations and forms of work outside the work relationship. Unemployment and the rights of the unemployed. Recruitment and regulation of employment. Deployment of employees. Professional training of employees. Working hours. Vacations and absences. Dormant employment relationship. Attitude towards work and responsibility of employees (material, misdemeanor, and criminal). Termination of employment. Realization and protection of employee rights. Collective rights of employees and settlement of collective labor disputes. Collective rights of employers. Special regime of labor relations.
Aim of studying	The goal of the course is to prepare students for specific business tasks that they will encounter in the regulation, realization and protection of individual and collective labor relations, realization of social rights from pension and disability insurance and health insurance, monitoring of regulations and court practice. The goal is for students to become familiar with certain topics that are significant for their later work in practice, which is why the emphasis is placed on the analysis of specific cases and the practical application of the theory covered in lectures in specific situations.
Outcomes of the studying	Learning outcomes indicate the knowledge, skills, and competences that the student acquired by fulfilling obligations and passing the exam in the subject Labor law. The student becomes familiar with the basic concepts and logic of labor law. Agreed therefore, students will get to know the basic legal norms governing employment contracts, labor relations, and the rights and obligations of workers and employers.
Skills	Recognize and apply legal sources and basic principles of labor law. Connect institutes and concepts of individual labor law, apply regulations. Connect institutes and concepts of collective labor law, apply regulations. Analyze cases from practice, practical application of labor law theory.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	What is management? What are the functions of management? Which is the most important function of management? What do managers do? What does it take for someone to be a manager? Types of managers? Why management is important? What is a tactic and what is a strategy? What is communication management? What is leadership? Why does every business need a strategy? What is operational management? What is organizational change? What is organizational innovation? What are the organizational challenges of innovation? What are the domains of digital transformation? How to manage client networks? How to turn data into an advantage? In what way did the Internet influence the digital transformation of business? Which sources helped you the most to master the subject of digital business transformation?
Aim of studying	For students to acquire business knowledge in the digital economy and the application of digital strategies in digital business and digital transformations of the company.
Outcomes of the studying	The acquired knowledge is applicable in practice and students can apply it already during the student internship.
Skills	Students acquire skills on how to use digital tools and digital platforms in the application of digital business strategies in practice.

BLC.024**Business analyses**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Methods and techniques of business analysis. Controlling. Financial statements as a subject of analysis. Horizontal and vertical analysis. Analysis using financial indicators: liquidity indicators, business activity indicators, financial structure indicators, profitability indicators, market value indicators. DuPont analysis system. Usability and limitations of analysis using indicators. Compilation of cash flow statements using the direct and indirect method. Cash Flow analysis. Analysis of net working capital. Risk analysis (business, financial and overall).
Aim of studying	Understanding the importance of financial analysis and mastering financial analysis tools. Mastering the financial indicators that are used when analyzing the company's operations.
Outcomes of the studying	Knowledge of financial instruments and indicators that are used to analyze the company's operations and its financial statements. After the analysis, the entire problem of the company's operations can be viewed and the manager's interest in the new logic of financial thinking can be awakened.
Skills	Independent analysis of the company's operations, analysis of the company's financial statements using financial indicators.

BLC.025**Business intelligence**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Introduction to business intelligence. Basics of decision-making using business intelligence systems. Connection of information technology, economic theory, and business strategy. Business intelligence systems and software support. The structure of an effective business intelligence system. Connection with data storage, network system and artificial intelligence methods. Technologies for constructing business intelligence systems. On-line analytical processing. Business analysis of warehouse data. ABC analysis, ranking, trend. Data mining and business intelligence. Learning from Past Data - Neural Networks for Prediction, Classification and Pattern.
Aim of studying	Introducing students to the concepts of business intelligence. The course should present the student with a range of tools and techniques for business intelligence. The student should acquire practical knowledge and skills that enable them to effectively use business data with the aim of making quality business decisions.
Outcomes of the studying	Enabling students to learn to make timely decisions in conditions when it is necessary to analyze a large amount of data, when decision-making time is limited and when it is necessary to make the right decision.
Skills	Students acquire skills through lectures and exercises, independent preparation of assignments, study, consultations, and seminar work.

BLC.026**Logistics**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	Basic concepts from the field of logistics. Logistic principles. Place and role of logistics in industry, trade and service activities. Logistics subsystems. Order fulfillment system. Packaging system. Storage system. Inventory management. Transportation system. Procurement logistics. Production logistics. Distribution logistics. Logistics of return materials.
Aim of studying	The main goal of the course is for students to become familiar with logistics as a science and business philosophy, to see the place and role of logistics in various economic and social systems and to become familiar with the basic subsystems of logistics, processes and procedures for planning and shaping logistics jobs and tasks.
Outcomes of the studying	Students will be able to properly recognize logistical problems in various social and economic areas and to receive the basic principles, approaches, and methods of solving those problems.
Skills	Application of logistic solutions in various economic and social areas. Using different methods and principles when solving logistical problems.

BLC.027**Basics of programming**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Introduction to the C programming language - program parts and lexicon. Creating the basic structure of the program. Identification of basic data types and data structures. Variables and literals. Representation of data and operations on it. Standard libraries. Arithmetic and logical operations. Program flow control. If-then-else and switch-case statements. Loops - while, do-while and for loops. Working with strings. Functions (subplots). Working with pointers.
Aim of studying	The aim of the course is to introduce students to the basics of computer programming through an introduction to basic programming languages and through understanding the functioning of computer programs, as well as the acquisition of practical knowledge in the field of programming in the C programming language.
Outcomes of the studying	Upon completion of the course, students will be able to: understand the concepts of variables and data types, scope of variables, to use control structures, loops and subroutines in solving problems and to independently create applications.
Skills	Within this course, students will acquire the following skills: writing programs independently using the C programming language in the Visual Studio development environment, writing programs that use different control structures of conditional statements <i>if</i> , <i>else</i> , <i>switch-case</i> , then loops for, while and do-while, writing various functions using the C programming language and using pointers in the C programming language.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	The term matrix. Operations with matrices. Determinants. Laplace's rule. Sarus rule. System of linear equations with three unknowns (addition method). System of linear equations with three unknowns (determinant method). Combinatorics. Permutations without repetition. Permutations with repetition. Variations without repetition. Variations with repetition. Combinations.
Aim of studying	By studying this subject, students become familiar with basic mathematical disciplines. The subject includes matrices, determinants and combinatorics.
Outcomes of the studying	Acquiring new knowledge.
Skills	Skills: elementary matrix transformations; regular and singular matrices; application of rules in solving systems of linear equations with three unknowns; recognition and application of formulas in solving combinatorics tasks.

BLC.029**Basics of law**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	The state as a legal and political organization. The relationship between the state and law. Functions of the state legal order. State official, authority body, authority. Monarchy, republic. Unitary state. Centralization and decentralization. Form of state organization of Bosnia and Herzegovina. Autocracy. Democracy. Unity of power and division of power. Concept of rights. Legal norm (concept and types). Elements of a legal norm. Legal act. Sources of law. Material sources of law. Conceptual sources of law. Formal sources of law. Legal relations. Elements of legal relations. Subjects of law. Objects of law. Interpretation of law. Forms of interpretation of law.
Aim of studying	Acquaintance of students with the basic elements of the state as an organization and with the specificities of states in relation to other organizations. Students study the internal organization of the state, state bodies and state activities. The forms of the state, that is, how it can be organized, are also studied. The concept of law and its foundations, as well as its connection with the state, are also studied.
Outcomes of the studying	Understanding the concept, elements, functions, tasks, and organization of the state and distinguishing the state from other types of government and other social organizations and creations and the relationship of the state with them. Knowledge of the basics of theoretical and scientific thinking about the state. Understanding the legal organization of the state, the state as a legal entity, the legal functions of the state, distinguishing the types of state bodies, their functions, and mutual relations. Recognition of different forms of the state and the possibility of an independent critical assessment of the value of individual forms of state.
Skills	The subject represents basic, introductory, and general legal science. By studying this science, students acquire basic, introductory, and general knowledge about the state and law in general, which enables them to adequately follow other legal disciplines that are studied as part of their studies.

BLC.030**Media literacy**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	Defining the term and types of media, nature of media, Traditional media versus new media, similarities and differences, and converged media. Harmful media content and its impact on the audience (violence in traditional and new media). Media stereotypes, prejudices and advertisements and their influence on the audience. The digital age and the new communication paradigm. Media and youth, citizen journalism. The concept, origin, and goals of media literacy. Development of the concept of media literacy (surrounding countries, European and American experiences). International conventions and recommendations for the introduction of media literacy in the environment and the world. Development of information, audiovisual and digital literacy (Literacy of the new age). Media ethics and ethics in new media. Structure and indicators of media literacy. Strategies for increasing media literacy. Analysis of printed and audio-visual material. Analysis of online materials from websites to social networks and platforms for uploading and reproducing information.
Aim of studying	The goal is to introduce students to the term, structure, and concept of media literacy, and to develop technical, critical and practical competencies for using, understanding and participating in the media. Also, familiarize them with legal acts and regulations related to this area. One of the goals is to make them aware of their dependence on the media and through familiarization with the basics of the concept of media literacy and mass communication, teach them to navigate safely and successfully in the media environment, as consumers, and not just as consumers of media content.
Outcomes of the studying	After taking this course, students should master the basic concepts and objectives related to media literacy. To learn the application of the five main issues of media literacy in the everyday media environment, to critically analyze and evaluate various media content, with special reference to the harmful content that abounds in the media blizzard they live in. Learn the structure of media literacy and master the legal regulations in this area.
Skills	Knowledge to understand the contemporary media and communication environment and develop a critical attitude and attitude towards it.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	<p>Web design - concept, history, tools and techniques, multimedia, idea, intention, message, target groups, aesthetics. Elements and principles of web design; examples of different design solutions, analysis. Elements of design: color, volume and space, line and texture, shape and form, letters/typography. Design principles: simplicity and uniformity/harmony. Design: dominance/emphasis, similarity/contrast, proportion and hierarchy, balance, movement and rhythm, repetition, pattern, and gradation. Installation of the server package required to run the web service. Introduction and installation of open-source platforms, introduction and installation of software packages. Work in FrontEnd programming languages HTML/XHTML, CSS (Cascading Style Sheets), basics of JavaScript language, script language. Cascading style sheets, selector types, HTML element selectors, class selectors, attribute selectors. JavaScript, language syntax, page event processing, access to HTML document elements, HTML HOME. Protocols on the web: HTTP, HTTPS protocols, methods, headers, URIs, requests and responses. CSS Basics. Linking to HTML. CSS selectors. CSS pseudo-class selectors. Basics of the JavaScript scripting language. Linking HTML pages with JavaScript. JavaScript events. HTML form validation using JavaScript. Web server principles, CGI interface. Java web programming, servlets and servlet containers. PHP language, syntax, variables, strings, page generation, regular expressions, sessions. Access to databases from web applications. XML, structure, applications. Basics of the JQuery scripting language. Creating segments through the CMS WordPress platform.</p>
Aim of studying	<p>The aim of the theoretical part of the course is for students to become familiar with the basic elements and principles of design, through numerous examples from art, design in general and web design. The goal of the course is to prepare students for the creation of complex web applications using popular technologies. Getting to know the basics of web application design and development through mastering the "FrontEnd" programming languages HTML, CSS and PHP as well as scripting languages (JavaScript, JQuery).</p>
Outcomes of the studying	<p>A student who successfully completes the course will have the following competencies: - Ability to create an interactive website. Designing a website with various scripting languages. Understanding of server programming concepts and technologies. Web application development with server programming with database support.</p>
Skills	<p>Through the lectures, skills and abilities are acquired for website development, respecting the content and purpose of the site, the target group, and the quality aesthetic audio-visual requirements of this area. Through the practical part of the course, the student is introduced to the development and use of HTML, XHTML, CSS, PHP and JavaScript languages, Internet applications, open-source platforms as well as certain graphic tools. The purpose of introducing students to the language script and style is to gain practical experience necessary for quality planning, design, creation, evaluation, and maintenance of web pages. Through the subject, the student acquires skills for creating and working in Web open-source systems, as well as the best design techniques that he immediately and practically applies.</p>

BLC.032**English language 1**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	15	0,5
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	As introduction to learning a foreign language, English language 1 focuses on the basic language and grammar structure. Students are encouraged to use communicative methods of learning using examples both from the teaching corpus, as well as additional literature, video-auditory materials, everyday life situations and language. Nice to Meet You-Introduce yourself; Helping People to Learn-Present simple tense, learning styles; Have a Good Weekend -Small talk, present continuous; North and South-daily routine, habits; Health care – public or private -argumentative essay and discussion; Down Town Barcelona-description of travel destinations; Changing Workplace -workplace communication; The A Team-description of a person; I Love Chicago-festivals, tourism in festivals; Eating around the world-food vocabulary; Nice work-business communication; Do you salsa-free time activities; Chanel-impressive personality from the past, past simple tense; Medicins Sans Frontiers-human actions, charity work; Trekking in Nepal-outdoor activities, cultural diversity.
Aim of studying	Acquiring knowledge of English language and culture. Mastering basics of everyday conversation in English language. Students should be able to present themselves, define key goals in research, and understand everyday conversations.
Outcomes of the studying	Basic communication in target language. Overcoming language barriers and fear of using English language. Understanding other people and their culture.
Skills	Speaking, writing, listening, conversation and understanding basics of English language as a foreign language.

BLC.033

English language 2

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	15	0,5
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	English language 2 focuses on developing basics of English language that students acquired mastering English language 1. On this course students should develop their knowledge of vocabulary, grammar, language structures and pieces of language. Besides everyday topics, some business, IT and Graphic design themes are discussed.
Aim of studying	<p>Acquiring knowledge of English language and culture. Mastering basics and lower intermediate level of everyday conversation in English language. Student should be able to present themselves, define key goals in research, understand everyday conversations, basics business English as well as IT English and graphic design English.</p> <p>Project Stockholm-project vocabulary, present continuous for the future actions; Workplace Communication-communication on workplace; Slow Food-food vocabulary; Living in Hong Kong-cultural diversity; Online-future jobs, online off line life; Beirut Intercontinental-cultural diversity in business of hospitality; Working for Rolls Royce-business profile of the company; Start up-starting a new business; I Buy Money-free time vocabulary upgrade; Driving to Romania-charity work; Out of Order-past simple and hospitality vocabulary; Teaching T'ai Chi-stress management, cultural diversity; Perfect Planning-present perfect tense, current and past projects; A Changing World-expressing the future, plans and expectations for the future, future forms; Jets and Pets-interesting business ideas and startups.</p>
Outcomes of the studying	<p>Basic communication in target language. Overcoming language barriers and fear of using English language. Understanding other people and their culture.</p> <p>Development of speaking skills, writing skills, grammar, and vocabulary, both in academic English and English for specific purposes.</p>
Skills	Speaking, writing, listening, conversation and understanding lower intermediate level of English language as a foreign language.

BLC.034

English language 3

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	15	0,5
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	English language 3 focuses on developing basics of English language that students acquired mastering English language 2. On this course students should develop their knowledge of vocabulary, grammar, language structures and pieces of language. Besides everyday topics, business, IT and Graphic design themes are discussed in more detail developing their understanding of both theme itself, as well as the language used. Grammar is on a more advanced level, as well as vocabulary.
Aim of studying	Acquiring knowledge of English language and culture. Development of language structures, grammar structures, vocabulary and all four language skills incorporating the acquired knowledge into both academic language and language for specific purposes. Working internationally-international career, cultural understanding; Power for Life-business vocabulary, negotiation; Edinburgh – the festival city- art vocabulary, conversation on different arts; Changing direction-life change experience, past simple vs. past continuous; Job swap-making a business change, jobs and personal development; Tourist attraction-tourist attraction and accommodation, hospitality management; From Mexico to Germany-cultural understanding; Globalization- trade and economy vocabulary, formal and informal writing style; Here is the News-vocabulary on media literacy and news in media; Executive search-finding the right people, job interview; Making money-finance vocabulary; Ecotourism-environmental problems, conversation; Changing culture-future forms, discussing the future plans; The customer is always right-customer service, vocabulary; An interesting place to live-houses and homes, social events vocabulary.
Outcomes of the studying	Development of speaking skills, writing skills, grammar, and vocabulary, both in academic English and English for specific purposes. Upgrading of four language skills as well as development of user experience.
Skills	Speaking, writing, listening, conversation and understanding intermediate level of English language as a foreign language. Language usage in both professional and private environments.

BLC.035

English language 4

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	15	0,5
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	English language 4 focuses on developing usage of English language that students acquired mastering previous courses. On this course students should develop their knowledge of grammar, vocabulary, speaking and listening skills in both academic English and English for specific purposes. Students are advised to use not only basic literature but to read and study available materials in professional literature. Special attention is paid to public speaking and professional presentation.
Aim of studying	Upgrading of the previously acquired knowledge on previous courses. Development of four language skills to the level of intermediate level.
Outcomes of the studying	Development of speaking skills, writing skills, grammar, and vocabulary in both English for specific purposes and academic English. Upgrading of four language skills as well as development of vocabulary for specific purposes. Mastering the skill of public presentation in professional English.
Skills	Speaking, writing, listening, conversation and understanding intermediate level of English language as a foreign language. Language usage in both professional and private environments. Public presentation in academic English. Taiwan – still a tiger- quantifiers, vocabulary on quantities; RoboDog- technology vocabulary, handling customer enquiries; Learning styles- different learning styles; Britain at Work in 2010- future forms, future plans; How the rich travel- sales and selling vocabulary; Great cinema-cinema and movie vocabulary, description of a movie or a show; Your professional brand image- branding vocabulary; Managing people-management, social interaction in management ; Social issues-discussion of social issues, conversation; The coffee business-business plans and business strategies (Conditional sentences); Intelligent skys-description of the product (copywriting); You are what you eat-food vocabulary (food and cooking); That's entertainment!-passive voice ; Life coaching- changes and trends, vocabulary on trends; Work or Lifestyle?- discussing work and lifestyle.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	15	0,5
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	<p>English language 5 focuses on developing usage of English language that students acquired mastering previous courses. Key feature of this course is English for specific purposes. On this course students should develop their knowledge of vocabulary for specific purposes, and Professional Vocabulary, as well as other language structures. The focus of this language course is the language of the professions. Students are advised to use not only basic literature but to read and study available materials in professional literature. Special attention is paid to public speaking and professional presentation.</p> <p>Jobs- vocabulary on jobs description, creation of a job application, People and Places-cultural understanding in business; Production-production vocabulary, phases of production; Marketing-marketing vocabulary; Money- negotiation and finance vocabulary; Finance and the Economy- finance vocabulary, micro and macro economy; Doing the right thing- business ethics, corruption and wrongdoing vocabulary; Personal skills- skills vocabulary, presentation of one's skills and knowledge; Culture-understanding different cultures in business terms; Telephone- business communication on telephone, Fax and Email- offer, invoice, complaint, order vocabulary; Business skills-negotiation, presentation, selling vocabulary; Graphic design- basic terms for graphic design; Language of colors- understanding the deeper meaning of colors in graphic design and business; IT English-vocabulary for IT English; Programming- vocabulary of programming; Programming languages-presentation of different programming languages, comparison to foreign language learning. Presentation of the student-s projects.</p>
Aim of studying	<p>Acquiring knowledge of English language for specific purposes. Mastering vocabulary and incorporating it in both professional usage and academic usage. Development of language structures, grammar structures, vocabulary and all four language skills incorporating the acquired knowledge into both academic language and language for specific purposes. Upgrading of the previously acquired knowledge on previous courses.</p>
Outcomes of the studying	<p>Development of speaking skills, writing skills, grammar, and vocabulary in English for specific purposes. Upgrading of four language skills as well as development of vocabulary for specific purposes. Mastering the skill of public presentation in professional English.</p>
Skills	<p>Speaking, writing, listening, conversation and understanding advanced level of English language as a foreign language. Language usage in both professional and private environments. Public presentation in English for specific purposes.</p>

BLC.037**Banking**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Banks as financial actors. Banking systems in developed market economies and the domicile banking system. Deposit potential of banks. Credit placements of the bank. Loan price and interest mechanism. Means of security. Bank balance management. Bank's capital and capital management. Principles of banking operations. Analysis of the bank's performance. Payment transactions and payment transaction instruments. Risks and risk management in banks. Electronic banking. Mobile banking. Modern banking operations and products.
Aim of studying	Getting to know the basic concepts of the monetary and banking system, the organization and work of banks, and traditional and modern banking products and services.
Outcomes of the studying	Understanding of banking issues and the ability to perform traditional and modern banking tasks.
Skills	Processing the loan application, creating an annuity plan, and making a decision on loan approval. Calculation of interest on deposits and loans. Businesses and instruments of domestic and international payment transactions. Risk management in banking.

BLC.038**Internet marketing**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	The concept of the Internet. Development of teams and types of websites. Social media and social networking sites. Blogs (types, benefits, disadvantages). Video on the Internet. Product and site branding. Planning and development of the site. Electronic commerce, CRM. Traffic analysis and measuring the success of the Internet campaign. Loyalty programs. SEO site. Optimization. Security aspects of Internet sites, impact on Internet marketing.
Aim of studying	Student acquires theoretical and practical knowledge needed for the independent implementation of a marketing campaign on the Internet. Get acquainted with the key technologies of the Internet and its most popular services from the aspect of using them for marketing purposes.
Outcomes of the studying	By studying this subject, students will acquire several general and professional competencies, and they will also acquire the latest knowledge in internet marketing, as a specialized marketing discipline.
Skills	Students will acquire practical skills for the application of internet marketing techniques (promotion and advertising of various contents on social networks, basics of web site programming, creation and promotion of private label with marketing and business plan).

BLC.039**Ecology engineering**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Basics of ecotoxicology. Concept of "healthy" and damaged ecosystem. Assessment of exposure of organisms to harmful and toxic substances. Assessment of the effects of pollutants on ecosystems and human health. Environmental risk assessment and risk management. Work environment. Impact of tractors and mobile equipment on soil, water and air. Impact of other means and activities on soil, water and air. Facilities - the influence of the type of facilities for housing animals. The ergonomic characteristics of tractors and working machines are important for the workload of the tractor driver and the conditions of working correctness. Impact on workers. Legal regulations in the field of environmental and working environment protection in our country.
Aim of studying	The subject should enable the student to acquire knowledge / understanding of the description of ecotoxicology and ecosystem pollution, as well as work organization and legality of safe exploitation of machines and devices, measures of hygienic-technical protection during operation and maintenance of machines and devices.
Outcomes of the studying	Acquiring the skills of proper selection and efficient organization and economical exploitation of machines, devices, apparatus, tools and equipment, adequate adjustment of machines, tools, apparatus based on biological, technological and exploitation parameters of production.
Skills	Effective organization and system management.

BLC.040**Foreign trade business**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	The concept of foreign trade and the principles of foreign trade operations. Theories of foreign trade. Subjects of foreign trade business. Foreign trade policy instruments. Political economy of foreign trade policy. International negotiations and foreign trade policy. Specific international markets as an instrument of foreign trade. Foreign trade policy in developing countries. Foreign trade policy of the European Union. Intellectual property in foreign trade operations and its protection. Organizing foreign trade operations; Classic and complex foreign trade deals. Foreign trade network of Bosnia and Herzegovina. Disputed issues in foreign trade policy.
Aim of studying	Upon completion of the course, students will acquire basic knowledge about the instruments of foreign trade policy, then about the types of foreign trade deals, the ways of their implementation, and get to know the risks that foreign trade deals entail. Students will familiarize themselves with the documents necessary in foreign trade transactions, as well as with the techniques and phases of performing complete foreign trade business.
Outcomes of the studying	Through studying this subject, students will acquire several general and professional competencies, will be familiar with the basic principles of foreign trade operations and will understand the role and importance of foreign trade for the national economy. Students will also be thoroughly acquainted with the subjects of foreign trade policy and multilateral institutions of international trade, as well as with the political economy of foreign trade policy, i.e. the importance of international negotiations and other ways of trade liberalization.
Skills	Also, students will acquire practical skills for the application of foreign trade policy instruments, as well as the organization of foreign trade operations, such as classic import and export of goods, as well as international exchange of services, capital, and intellectual property.

BLC.041**Insurance management**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	<p>Concept of insurance. Significance, principles, subjects of insurance. Elements of insurance. Insurance premium. Insurance funds. The concept of risk. Risk functions as an element of insurance. Definition of risk. Risk management. Division of insurance. Life and non-life insurance. Business liability insurance. Types of insurance. Car insurance. Auto liability insurance. Transport insurance. Types of insurance. Credit insurance (Domestic credit insurance. Consumer credit insurance. Housing loan insurance. Insurance of other types of domestic credit insurance). Credit insurance (Agreement on credit insurance. Subject of insurance). Duration of insurance. Participation of the insured in damages. Insurance techniques. Insurance policy. Insurance certificate. Payment of damages. Insurance market.</p>
Aim of studying	<p>Within this course, students acquire theoretical and institutional knowledge in the field of insurance, while realizing the role and importance of insurance for the individual, society, and the economy. In addition, students are introduced to various aspects of insurance and the organization of insurance in Republic of Srpska, Bosnia and Herzegovina and the surrounding area.</p>
Outcomes of the studying	<p>After taking the course, students will: acquire fundamental knowledge of the theory, principles, and techniques of insurance management; identify the stages of origin, development and future of the insurance industry; be able to evaluate the importance of insurance in economic theory and practice.</p>
Skills	<p>Students will acquire theoretical and practical knowledge in the field of insurance management and will be able to evaluate the functions of insurance management in the modern economy. They will be able to independently research, process and present the acquired knowledge.</p>

BLC.042**Investments**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Concept, types and basic characteristics of investments. Investment management. Management of investment projects. Investment financing. Investment project cash flows and discount account. Financial assessment of investment projects. Concept, types, and management of project risks. Participants in the financial markets. Financial markets and instruments. Securities markets. Investors and investments. Investment objects. Investment policy.
Aim of studying	Acquiring knowledge in the field of managing the investment process and mastering the basic methodologies, methods and techniques used in the field of investment issues.
Outcomes of the studying	Knowledge of the preparation and assessment of investment projects in real estate and investing in securities. Knowledge of the investment management process and determining the economic and financial justification of investments.
Skills	Preparation and creation of investment studies, determination of economic and financial justification of investments, management of the investment process. Investing in securities.

BLC.043**Auditing**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Defining the place, role and importance of the term audit: Terms: audit, auditor, company and financial information, the term audit and auditor, audit-related services, audit purpose, audit objectives, International Accounting Standards, International Audit Standards, types of auditors, external (independent), internal auditors, audit firms. Ethics for professional accountants: Defining ethics; The need for ethics; Basic principles and guidelines for professional accountants and parts of the code, (Code of professional ethics), concepts of professional ethics (rules of conduct, standards of conduct, interpretation of rules of conduct, application of the code). Global audit process: Defining the general objective of the audit; Defining audit objectives based on management statements; Risk and significance in the audit procedure; Usual audit procedure. Concept and function of internal audit. Concept, functions, and types of external audit. System of internal control and internal audit - terms, similarities, differences. Concepts of auditing, risk, materiality, and evidence in auditing. Audit planning and analytical procedures: Audit engagement planning procedure; Analytical procedures; Material planning (significance); Risk assessment of the audit engagement; Audit risk model. Audit reporting: Methods of presentation, giving recommendations, monitoring the execution of recommendations.
Aim of studying	Theoretical-analytical and applied knowledge in the field of contracting, planning, and auditing with familiarization with all relevant methods, techniques, and procedures for successful auditing in modern conditions.
Outcomes of the studying	It is expected that students master the knowledge of the basics of auditing, types of auditing, the auditing process itself, up to audit reporting, as well as the practical auditing process itself.
Skills	Students should be trained to work according to audit standards and to be trained to create an audit report themselves.

BLC.044**Electrotechnics and electronics**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Electrostatics. Kuhl's law. Electric field. Gauss's law. Electrostatic induction. Capacitors. Electric current. Direct currents. Electric circuits. Kirchhoff's first and second laws. Electric circuits with capacitors. Magnetic field. Electromagnetism. Ampere's law. Bio-Savard's law. Magnetic circuits. Faredey's law. Inductance. RLC circuits. Basics of electronics. Boosters. Basic electronic components. Microprocessor systems.
Aim of studying	The aim of the course is to present students with the basic concepts of electromagnetism. Getting to know the basic concepts and methods of analysis of electrostatic fields, electric circuits and electromagnetic induction. Introduction to concepts, methods of analysis and design of electrical circuits and microprocessor components.
Outcomes of the studying	Students gain knowledge about functionality, construction and maintenance of electrical circuits, design and engineering of basic electronic components and microprocessor systems.
Skills	Students will be able to state the basic properties of semiconductor materials, explain the working principles of basic electronic elements, and know how to calculate the basic parameters of semiconductor materials and electronic elements. Know the concepts, methods of analysis and design of electrical circuits and microprocessor components.

BLC.045**Trade management**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Defining trade and trade management. Defining the customer. Key players in trade - suppliers and sellers. Defining both. Types of trading companies. Is marketing or trade more important? What is the relationship between marketing and sales? Defining brand management. What is trade marketing? What is merchandising? What does procurement management mean? What is the function of the supplier? What do disruptions mean in the procurement world? What is category management? How is the negotiation in the procurement process going? What does the warehousing of goods mean in its management? Types of sales. What is logistics and why is it important in trade? Digital economy. Trade in the digital economy.
Aim of studying	Introduce students to traditional and modern trade, especially the digital economy and trade in it.
Outcomes of the studying	Acquisition of theoretical knowledge, familiarization with case studies and training of students for practical work in the store.
Skills	Acquisition of skills for application through student practice of learned theoretical knowledge and application in work in the store.

BLC.046**Business ethics**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Ethics and Business, Moral Reasoning in Business, Judicial Economic System, American Capitalism, Corporations and Morality, Safety, Risk and Environmental Protection, Reporting, Marketing, Truth and Advertising, Intellectual Property Protection, Information Technology, Ethics and Business, Discrimination, Ethical investing, International companies, multinational morality, Corrupt environment, cultural diversity and international business, Hunger, natural resources and ethics, New imperative in business.
Aim of studying	The main goal of the course is to adopt the concept of morality and ethics in modern business, to expand their influence on working relationships and relationships with stakeholders. The goal of applying business ethics is to familiarize students with practical problems and how to solve them.
Outcomes of the studying	By mastering this subject, the student will be able to: engage in effective and ethical communication through the analysis and application of the basic principles of communication related to the purpose and context, the use of valid information and sound arguments, as well as an adequate form of listening, in order to achieve the goal of communication and respond to effective manner, understands verbal and non-verbal communication, uses the skills of negotiation and conducting business meetings.
Skills	Students acquire basic knowledge and attitudes in the field of interpersonal relations and human rights, respect for professional and business relations, protection of human rights, protection of copyright and intellectual property.

BLC.047**Business economy**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Economic categories, Application of micro and macroeconomics, Schools of the marginality direction of economic thought, Contemporary post-Marshallian microanalysis; Choice of consumers and producers, Supply, demand and market balance of goods and services, Supply and demand of production factors, Market types and structure; market classification, Macroeconomics, Gross domestic product (GDP), Gross national product (GNP), Keynesian macroeconomic analysis, Multiplier principle, Monetarism, monetary policy, theoretical foundations of monetarism, Regulatory functions of the state in modern economic systems.
Aim of studying	Mastering the techniques and rules of the market business economy. The goal of studying the subject is to enable students to master basic terms and categories in the field of business forecasting, i.e. examining the effects of internal and external factors that affect the future business of a company, with the use of various forecasting instruments and methods. Business forecasting involves analyzing the risks and probabilities of projected events. The aim of the course is for students to master the basic quantitative and qualitative methods of business forecasting.
Outcomes of the studying	After passing the exam, students will be able to explain business predictions and how important they are for the achieved business result of the company. They will master the basic principles of the business forecasting process, theoretically and practically. After completing the course, they will be able to apply quantitative and qualitative methods of business forecasting and determine the probability of realization of projected business scenarios (pessimistic, most likely, optimistic scenario).
Skills	Students have the knowledge and skills necessary for employment and further education in the field of economics.

BLC.048**Transport**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Organization of transport. Cargo handling units. Classical transport technologies. Technologies of intermodal transport. Sunday off. Container transport systems. Organization and technology of land transport. Organization and technology of water and air transport. Goods terminals and transshipment systems in goods and transport flows. Storage systems. Transportation of hazardous materials. Management of transport systems in different types of traffic.
Aim of studying	The main goal of the course is to familiarize students with the basic principles, technologies and procedures of organization and management of transport processes.
Outcomes of the studying	Organization and technologies of transport and transport systems. Management of transport processes.
Skills	Management of the transport process in the country and abroad.

BLC.049**Forward freight and agency operations**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	International terms of delivery of goods - Incoterms 2000. Marketing, supply, and sales of logistics services. Pricing of logistics services. Intarsia in forwarding. Contracting and organization of work in forwarding. Organization of import and export commodity flows. Organization of transit goods flows and application of TIR carnets. Collective transport of goods and consolidation of goods flows. ATA carnet and temporary importation of goods. Customs mediation and customs procedures. Transport insurance of goods.
Aim of studying	The main goal of the course is for students to become familiar with the basic functions and tasks of forwarding and to train them for tasks related to the design, organization and realization of international import, export, and transit goods flows.
Outcomes of the studying	The ability to perform basic tasks related to the design, organization and implementation of import, export, and transit commodity flows. Ability to perform freight forwarding operations.
Skills	Carrying out freight forwarding operations in import, export, and transport of various types of goods.

BLC.050
Architecture of computer

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	<p>History of computers and computer components. Introduction to computer architecture and organization, bus types, Von Neumann's computer model. Representation of data in the computer, number systems, digital arithmetic, standard and double precision real numbers, display of letters and other characters, ASCII code, UNI code. Different views of the computer, levels of programming languages, Division of computers and commands, set of commands and format of commands. Processor and memory. Architecture of the Intel processor 8085. Instruction types, instruction format, instruction execution, addressing methods, interruptions, control of Intel processor program execution. Architecture of the Intel processor 8086. Simplified models of (micro) processors CISC and RISC, Pentium processors, Microprocessor level. Memory system design, memory system components, organization and size of main memory, RAM and ROM, memory system parameters, hierarchical memory organization. Performances of memory circuits, PROM; EPROM, static RAM, SRAM, dynamic RAM, memory modules, fast memory (Cache), recording in fast memory. I/O subsystems, standardization of I/O circuits, performing I/O operations via interrupt requests, direct memory access (DMA).</p>
Aim of studying	<p>The main goal of the course is to familiarize students with the essential connection between hardware and software, as well as with the balancing (cost/performance tradeoffs) of computer architecture. Concepts of computer organization are defined. Introducing students to the mathematical foundations of computer technology based on the application of the binary number system, with the hardware organization of a PC through the presentation of its most important components.</p>
Outcomes of the studying	<p>Upon completion of the course, students will be able to: understand the structure and way of functioning of the computer system, the way of executing instructions in the processor, explain the way of executing simpler programs written in assembly language and their influence on the events in the processor and the computer, use the literature for further study of these areas.</p>
Skills	<p>Upon completion of the course, students acquire the following skills: Work with data provided in various, numerous systems. Data conversion. Assembler Programming Language Basics for the 8085 Microprocessor, Assembler Programming Language Basics for the Microprocessor Family Based on the 8086 Microprocessor. Recognizing the basic machine instructions of microprocessors of different generations.</p>

BLC.051**Database 1**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Introduction to databases. Development of databases. Basics of database modeling, conceptual and physical design. Getting to know the MS Access environment and creating the first databases. MS Access database objects. Frequently used data types, arithmetic, and logical operators. Primary key and composite primary key. An Introduction to Anomalies - Redundancy and Its Impact on Database Design. Masks and lookup fields in MS Access database. Foreign key and relationship. Working with queries, creating simple queries using the wizard and in design mode, creating join queries (JOIN), and creating queries with data grouping. Working with forms, creating simple forms and forms with sub forms. Working with reports. Creating macros.
Aim of studying	The aim of the course is to familiarize students with the basic principles of database operation and to acquire practical knowledge in the field of handling databases, their creation, and main applications in everyday work.
Outcomes of the studying	Upon completion of the course, students will be able to: build and optimize a database using appropriate data organization strategies, and create a relational database and elementary application using Access SUBP.
Skills	Database creation using SUBP MS Access. Designing and creating tables and links using SUBP MS Access. Creating queries in an interactive way and the basics of creating queries using SQL. Advanced concepts: creating forms, forms with sub forms, and reports. Creation of control panel, command buttons and macros.

BLC.052**Programming**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Basic elements of computer programming, introduction to the Java programming language. Basic elements of the Java language, syntax of the Java language. Expressions, statement block and branch statements, repetition statements. Methods. Introduction to object-oriented programming, introduction to classes. Java classes, constructors, working with objects, methods. Encapsulation, overlapping method names. Inheritance, polymorphism. Abstract classes. Error removal. Interfaces. Generic types, templates. Collections.
Aim of studying	The course introduces students to the basic concepts of programming from an object-oriented perspective. Using the Java programming language, students master the principles of object-oriented programming. Students gain basic knowledge about the basics of the object-oriented (OO) approach to programming, such as the use of classes and objects and inheritance. Students also get initial knowledge about the basic concepts and principles of designing OO applications.
Outcomes of the studying	Upon completion of the course, the student will be able to: understand the basics of the object-oriented paradigm, apply the concepts of abstraction, data encapsulation, inheritance, and polymorphism to program development; uses the object-oriented Java programming language for program development; tests and removes errors using modern development environments.
Skills	In this course, students will acquire the following skills: writing programs independently using the Java programming language in the Eclipse development environment, writing programs that use different concepts of object-oriented programming in the framework of the Java programming language.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Introduction to Queue Theory. Numerical lines. Functional lines. Taylor's Rows. Approximation of functions using rows. Introduction to probability theory. Statistical and logical probability. The law of large numbers. A random variable. Basic attitudes about random variables. Basics of mathematical modeling. Mathematical induction.
Aim of studying	By studying this subject, students become familiar with basic mathematical disciplines. The subject includes numerical sequences and sequences and mathematical algorithms.
Outcomes of the studying	Acquiring new knowledge.
Skills	Skills: the application of the Kosi criterion; calculation of the limit value of the convergence of the numerical sequence; distinguishing between convergent and divergent series; calculation of the approximate value of the real function at the given point; distinguish between dependent and independent random variable.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Introduction to data structures. Data structure, algorithm. Data type, abstract type. Implementation. Asymptotic analysis. Abstract data types: List, Stack, queue, set, dictionary, priority queue, ordered and binary tree. Overview and implementation of different data structures: Linked list, hash table, binary search tree, heap, graph. Algorithms for performing basic operations on structures: Inserting and removing data, searching, traversal, printing content, etc. Application of the described structures in more complex algorithms: Sorting and summarizing data strings, calculation of arithmetic expressions, various recursive procedures. Techniques (strategies) for the construction of algorithms: "Divide and rule", dynamic programming, "greedy" approach, "backtracking", local search.
Aim of studying	Acquaintance of students with the concept of data structures, their efficient realization on the computer and algorithms for manipulating them. Understanding the algorithmic way of solving problems and tasks.
Outcomes of the studying	Students will be able to solve problems in practice, analyze, choose, and successfully apply data structures and algorithms that are most suitable for solving a given problem.
Skills	Students will be trained to implement the described data structures (linked list, hash table, binary search tree, heap, and graph) in the Java programming language. Students will be trained to implement the described algorithms in the Java programming language (inserting and removing data, searching, traversing, sorting, calculating arithmetic expressions, recursive procedures).

BLC.055**Introduction to operating systems**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	The subject covers the following areas: Integrated Circuits, History of Miniaturization, Technological Basics of Chips, Chip Manufacturing Technology, and Mathematical Basics of Computers. Introduction to Operating Systems: Historical Development, Definitions of "Operating Systems", Characteristics of Operating Systems, Functions of Operating Systems, Operating System Core, Interrupt Concept, Memory Management, Processor Allocation, Parallel Processes, Chipsets, Data Processing, Index Sequential Files. Protection of information systems, how to protect information systems. Basics of computer networks, connecting devices, protocols, and ports. Data management. Stagnation and its removal. Distributed systems. Entry and exit management.
Aim of studying	Willingness to identify and eliminate problems of practical importance in the field of operating systems. Knowledge of the specifics of individual operating systems, installation, and administration of the operating system. Acquiring the skills needed to manage hardware resources such as: CPU, input/output devices, memory, etc. Ability to manage data. Familiarize yourself with the types and types as well as the way modern operating systems work.
Outcomes of the studying	The student is expected to master the following elements: Installing and configuring different operating systems Testing, evaluating and solving technical problems and malfunctions in the operating system. Manage device and network security. System data backup. Analysis of compatibility of operating systems for various computer applications and software. System recovery methods.
Skills	Students acquire skills through lectures and exercises, independent preparation of tasks, learning, consultations and practical and theoretical seminar work. The lectures cover theoretical content and provide conceptual explanations of concepts and certain information technologies. Within the exercises, emphasis is placed on the development of abilities and skills in the application of certain information technologies as support for intellectual work. Students acquire basic knowledge about the operation of individual parts of the operating system. Necessary skills needed to understand the state and trends of modern operating systems and assess their applicability to meet the needs of organizations and individuals. Through seminar work, the ability to apply certain information technologies and software tools is additionally developed with the aim of their integrated use in solving problems on a given topic.

BLC.056**Computer networks**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Introduction. Basic terms. Historical development of computer networks. Types of data transfer. Topologies. Protocols. OSI model. TCP/IP model. Internet. Application and transport layer. Transport and network layer. IP addressing. IPV4, IPV6. Neural networks. Wireless communication. Development of mobile networks. 5G and 6G mobile networks. Local wireless networks.
Aim of studying	Acquiring knowledge related to the basic concepts of modern computer networks and communication protocols. Acquisition of practical knowledge and skills necessary for planning, installation, use and maintenance of computer networks.
Outcomes of the studying	Students gain knowledge about the functioning of computer networks from the physical to the application layer. Willingness to identify and eliminate problems in practical situations in the field of computer networks.
Skills	After successfully passing the exam, students will be able to: Explain the basic communication protocols and services by layers of the reference OSI model. Apply subnetting techniques to a given network topology. Implement traffic routing mechanisms in the network in accordance with requirements. Know new technologies in computer networks.

BLC.057**Protection of information systems**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Security and protection of information systems - introduction to the subject. Norms, standards and documentation of protection of information systems. Principles, methodologies, models of protection of information systems. Development of programs, policies and protection plans. Concepts of protection of information systems. Threats and risks for information systems. Services and protection mechanisms of information systems. Protection technologies for computer systems and computer networks. Crypto protection. Information systems protection management. Risk management and the concept of protection controls. Implementation of the information system protection program. Computer crime.
Aim of studying	Students should acquire basic knowledge in the field of security and protection of information systems, especially in the environment of the application of information and communication technologies.
Outcomes of the studying	Students will receive theoretical and practical knowledge that will be supplemented and checked through seminar papers and exercises, and through analysis of the application of the protection system they can apply the acquired knowledge.
Skills	Students acquire skills through lectures and exercises, independent preparation for assignments, studying, consultations and seminar work.

BLC.058**Video games**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Games and gaming, concept of video games, history, research and theories, platforms. Classification of video games - purpose, difficulty, and complexity. Motives and motivations for playing, differences between players - individual, cultural, age, social, racial, gender. Personality structure as a factor in playing. Elements of traditional media in video games and their specifics – story and scenario, storyboard, design and simulated lighting, sound. Game-specific elements. Genres. Discussion of students' final works - ideas, target groups, aesthetics, levels. Marketing and distribution of video games.
Aim of studying	The goal of the video game course is a detailed introduction to the theory of video games, starting with the theory of games and gameplay, motivation, and target groups, relying on the latest psychological and social research in this field.
Outcomes of the studying	Students acquired the necessary professional, artistic and technical knowledge, and skills. They are trained to independently conceive a game, develop a conceptual solution, and design all visual elements and program interactivity in accordance with current trends in the given genre.
Skills	In the practical segment of the course, students have the opportunity to acquire and expand the knowledge and skills of using programs for generating video games, without mandatory knowledge of programming and programming languages, through the creation of a simple video game.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Introduction to the relational model. Relations and relational variables. The structure of the relational model. Relation Domains, Relation Keys, Relational Database Schema and Relational Database. Relational algebra. Normal forms – designing relations by normalization. Introduction to SQL. SQL Data Types. Queries to create, list, delete and modify tables. Arithmetic and logical operators used in queries. Queries to join tables: inner and outer joins. Functions: logical and conditional functions, functions for working with strings, functions for date and time, functions for encoding, encryption, and sums. The purpose and method of creating a view (View). The purpose and method of creating a trigger (Trigger). The purpose and method of creating nested procedures (stored procedures).
Aim of studying	Acquisition of general information and knowledge about designing relational databases. Development of abilities and skills in the application of databases in solving business and management problems; Professional training for successful acceptance, monitoring, and application of existing and new systems for designing database management systems.
Outcomes of the studying	Students will be able to review data requirements, design a database, understand the architecture and components of the database, that is, to independently create a database, as well as to manage records in the database using the SQL query language to access database data.
Skills	Working with SUBP MySQL, which includes creating and modifying tables using only SQL statements, creating keys (primary and external), writing different types of queries, creating views, stored procedures, and functions.

BLC.060**Software engineering**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Basics of software systems. Software as a product. Computer logic. Code and coding. Software life cycle. Software engineering methodologies. Syntax and semantics. Choice of language and modeling diagrams. Analysis in software development. Models and modeling. Syntax and semantics of modeling. Software architecture. Software modularity. Software design. Agile methods of software development. Development based on testing. Documenting software development. Looking into the future, quantum computers.
Aim of studying	The goal of the course is to familiarize with the discipline of software engineering through the process of gathering requirements, design, development, management, and documentation of software, applying computer science technologies, project management techniques, engineering, design, and other disciplines. Understanding the role and responsibility of the client, user and participant in the software development process.
Outcomes of the studying	Students acquire knowledge related to software engineering methodologies, software development, conceptual and logical models of software development.
Skills	Students acquire skills related to software engineering methodologies, software development, conceptual and logical models of software development.

BLC.061**Internet programming**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Basics of the PHP programming language. PHP language syntax, operators. Flow control structures. Loops. More advanced techniques of the PHP programming language. Cookies and sessions. Connecting to the database. An example of a PHP application that communicates with a database. AJAX technology. An example of a mini CMS system that was implemented using learned technologies. Reminder of the HTML language. Basics of the JavaScript programming language. Basics of the CSS language. Connecting back-end and front-end part.
Aim of studying	The goal of this course is to train students to design and write modern Internet applications using the basic elements of the PHP programming language. Students should master the basics of server (back-end) programming, as well as connecting the PHP programming language with different databases, executing queries in the database and managing errors resulting from queries. In addition to the above, students should gain practice in the realization of complex client websites.
Outcomes of the studying	At the end of the course, students will be trained to develop commercial Internet applications with the help of a modern development environment. Students will be able to create applications for updating and displaying database data, as well as creating the front-end part of the application. They will be competent to design a three-tier Internet application and deploy it on the Internet.
Skills	In this course, students acquire the following skills: using the PHP programming language within the NetBeans development environment when creating a server-side application, connecting the server-side application to SUBP MySql and other SUBPs, creating a client-side application using HTML, CSS and JavaScript programming languages, connecting the server-side application side and client-side applications, setting up the application on the Apache server within the XAMPP environment.

BLC.062**Wireless networks**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Introduction to wireless networks. Basic concepts of wireless communication, standards. Evolution of mobile networks: 1G, 2G, 3G, 4G networks. 5G mobile networks. 6G mobile networks. Wireless computer networks. Security of wireless networks. Technologies that develop with the emergence of wireless networks. Electronic business. Blockchain technologies. Sensors. Sensor networks. Internet of Things.
Aim of studying	Acquiring knowledge in the field of wireless networking. Getting to know the principles of wireless communication, the basics of wireless network security. Acquiring knowledge related to new technologies that appear with the development of wireless networks.
Outcomes of the studying	Students acquire knowledge about the functionality, construction, and maintenance of wireless networks. Willingness to identify and eliminate problems of practical importance in the field of wireless networks.
Skills	Students acquire skills in designing and maintaining wireless networks. Knowledge and skills in the field of sensor networks and the Internet of Things, as well as all technologies that arise and develop with the emergence of wireless networking.

BLC.063**Contemporary software architecture**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	What is software architecture and why is it important. Understanding software quality. Software Attributes. Virtualization. Cloud computing and distribution systems. Mobile systems. Designing architecture. Assessments of designed architectures. Documentation. Software architecture management. Types of architecture – Layered architecture, pipeline architecture. Types of architecture - architecture based on services. The role of the architect in the project.
Aim of studying	Acquiring knowledge in the field of software architecture. Acquaintance with the principles of designing and executing software projects from the point of view of software architects... Acquiring knowledge related to new technologies and software architectures.
Outcomes of the studying	Students gain knowledge about the basic concepts of software design through practical examples and methods for creating and analyzing software architecture.
Skills	Students acquire skills in designing and planning software solutions. Software architecture management and the role of the architect in the project.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	<p>Concept of media, multimedia, brief history of concepts. Linearity and non-linearity of multimedia. Types of multimedia. The role of digital media and the Internet. Text as multimedia - hypertext – hypermedia. Static image as multimedia – drawing, image, photograph, virtual image. Review of classic concepts related to static image - composition, value, contrast, color, message, and image communicability. Static image – digital drawing, picture. Comics as multimedia and as a form of communication. A story through a picture. Idea, plan, synopsis, scenario. Video and film as multimedia – analog and digital video and film, similarities, and differences. Video (film) segments – idea, synopsis, script, scenography, costume, light, camera, sound, editing. Image quality. Aesthetics. The dominance of the idea and the message in relation to the visual effect. Sound as multimedia – Concept and definitions. Analog and digital sound. Digital sound processing. Samples and instruments. Music. The role of sound and music in multimedia work. Sound – sound processing programs, Cubase, Sound forge... MIDI and samples. Animation – classic animation and types, digital animation, and types. Principles of animation. Animation - animation programs - Flash, After Effects, Maya 3D, 3D Studio max, Motion builder, Poser... Video game engines, sample sheets. Interactivity - non-linear medium. Examples of interactive multimedia - websites, digital television, digital encyclopedias, social networks, simulators, presentations, interactive films. Interactivity - presentations. Purpose, meaning, form. Interactivity – video games. A brief history. Genres. Target groups. Industry. Abuse. Interactivity – video games. Video games as a form of learning. Exam preparation.</p>
Aim of studying	<p>The aim of studying the course is for students to get to know in detail, through theoretical lectures, all forms of multimedia, as well as all segments within them, such as text, image, video, sound, animation, and interactivity.</p>
Outcomes of the studying	<p>During the exercises, the methods of technical production of works in all the media that are studied in theoretical classes are studied, so that in the end, and through the final paper, the student has a solid theoretical and practical knowledge of multimedia practice.</p>
Skills	<p>Students will have the opportunity to see the complexity of multimedia displays and acquire basic knowledge and skills for creating a complete multimedia work.</p>

BLC.065**Introduction in media and communication**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	Students acquire basic knowledge in the field of journalism, primarily by defining the term journalism. The subject of journalism (what journalists do). Contexts; selection of events worthy of media attention; sources of information. Principles of modern journalism. Types of journalism in the context of the type of media (informative, entertainment, commercial, infotainment, infomercial, and investigative journalism). Features of certain types of media (agencies, press, radio, television, and new media). Types of media in the context of financing (state-centric, market-centric, public service, civil sector media). Media types in audience context. Media sector. The internal organization of the media. Power, freedom, and limitations of journalists and journalism. Mapping of the media offer (informational and political press; specialized publications: weeklies; "kiosk for women", "kiosk for men", tabloids). Mapping of media offers: radio/tv stations of national, regional, and local frequencies, Internet media. Mapping the media supply: media of marginalized groups. Creating a media plan for information sources for a simulated event. Comparative analysis of media products of informative journalism, commercial journalism, infotainment journalism, informative journalism, and entertainment journalism.
Aim of studying	Getting to know the basic terms, general characteristics, and types of journalism and the specifics of all types of media, as well as the functioning of the media sector.
Outcomes of the studying	Mastering media terminology and acquiring basic knowledge about the profession, the media, and the functioning of the media sector.
Skills	Fundamental knowledge of the media world, development of professionalism and self-confidence, as well as persistence and discipline, as irreplaceable elements characteristic of a future journalist.

BLC.066**Communication theories**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Defining the basic concepts of the communication process and the basic elements of the communication process. Early theoretical concepts of communication (Greece, Rome, Middle Ages). Biological-mechanistic SR theory and theory of interaction in primary groups. Socio-cultural model of communication and dramaturgical model of communication Semiotic and hermeneutic approach to communication. The theory of communication as a symbolic interaction and the theory of a covert experiment in communication. Mathematical theory and model of communication as well as theoretical models of mass communication research. The theory of the two-stage flow of communication and the theory of gatekeepers in mass communication. Agenda theory in mass communication and neo-Marxist theories. A postmodernist approach to mass communication and hierarchical model of influence on media content.
Aim of studying	The goal is to acquire theoretical knowledge about the previous theories of communication and everything that has been studied throughout the history of communication.
Outcomes of the studying	Students' conclusions and reasoning about the differences between theories, models, theoretical paradigms in the research and reflection of communication as a process that is first suitable for the human race and which is the basis of every reasonable process.
Skills	Developed skills for analyzing the communication process. And all its elements.

BLC.067**Journal genres**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Theoretical teaching takes place through lectures and deals with the typological division of journalistic genres. The concept and definition of news. News composition. Writing news according to the inverted pyramid principle. Writing news according to the principle of delayed effect. Rule 5W and H. Lid and Types of Lids. Citation of the source of the information. News background (background). Principles of event monitoring. Writing news in a row. Quotes and types of quotes in the news. Differences when writing news for print and electronic media. The concept and definition of reports and the structure of reports, as well as types. Interview, article, reportage, and cartoon. Practical teaching is carried out through exercises to recognize journalistic genres. Mastering the techniques of gathering material for news writing. Exercises in assessing the importance of facts for writing a summarizing lead of journalistic news. Exercises to evaluate the importance and place of each of the questions contained in the 5W. Exercises in writing special leads. News writing exercises, based on the principle of delayed action. Writing about the background of the news. Exercises of citing sources and writing quotations in the news. Report writing exercises: standard, reporter, and commentary. Exercises in writing news and reports for print and electronic media and conducting interviews.
Aim of studying	An acquaintance of students with the basic characteristics of journalistic genres.
Outcomes of the studying	Understanding and mastering the skills of writing for the media, through learning all journalistic genres encountered. Starting with news as a significant and fundamental journalistic genre, through reports with and without quotes, interviews, articles, and some of the fiction genres.
Skills	Mastering the methods and ways of editing journalistic genres, regardless of the medium they work on, as well as respecting ethical standards in the process.

BLC.068**Printing media**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Print media as representatives of traditional media. Development and history of the press in the world and in our country. Journalistic genres in print media. Analytical genres, news, report, and interview. The inverted pyramid is the most important segment of news writing in newspapers. Writing news in print media, as information from yesterday, lid news. Report without and with quotes, when it is used, and in which situations. Parliamentary reporting, reporting in emergency situations, sports reporting. Interview in print media, ethical and correct attitude towards the interlocutor and the statements he makes. Interview in online magazines, way of working in online newsrooms of print media. Commentary, types, and approach, what distinguishes it from a column. Article, types, and ways of working on research stories. Organization of work in the desk and editorial office, division of responsibilities and obligations. Headings, preparation, and break of text for printing. Ethical rights, the responsibility of journalists and media.
Aim of studying	Acquiring practical knowledge for working in print media (daily and periodical). Acquiring knowledge on the way from following events to the finished text in the newspaper, through all the processes that this path entails. First, work in the field, rules of conduct, relations in the newsroom and outside it; adoption of ethical standards; proper use of sources; taking a critical stance; the importance of the market factor; developing the responsibility of the journalist himself and the media company he works for. Mastering the writing technique for a daily, weekly, or another periodical. Mastering the technique and practice of editing, proofreading, and technical preparation of journalistic texts.
Outcomes of the studying	Students master above all the theoretical and practical prerequisites for professional work in print media, from daily to periodicals to specialized magazines. In addition to learning different journalistic genres, the emphasis is on analytical types, primarily news, reports, and interviews in printed media.
Skills	The student should be taught to write a journalistic text in the previously mentioned genres, choose an interesting and effective title, be familiar with the process of breaking text and newspapers, and monitor the publication process and possible feedback on the published text.

BLC.069**Radio**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	30	1
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	<p>Theoretical teaching takes place through mastering the basic features of radio as a medium and means of expression of radio. Media genres on the radio: short news; a report without citations and with citations; radio interviews; surveys, and statements; audio chronicle and radio package; a live broadcast of events; documentary reportage and feature radio drama; inclusion of listeners in the program, contact broadcasts. Special attention is paid to the formatting and programming of radio (public service, commercial broadcaster, media of the civil sector), and radio shows, program blocks, and identification on the radio: check-out points, jingles, and interludes. Radio presenter - central man on the radio, one-man show. The future of radio (internet radio; internet radio, podcast; cable, and satellite radio). The practical part is done on College Radio and includes short news, writing, selecting, and processing agency news for radio broadcasting, writing reports, editing, directing, and recording in the studio. Survey: shooting, editing, directing. Interview: simulation of an interview in the studio. Radio package: topic selection, field recording, editing, studio recording, And radio identification: analysis of pre-recorded radio identifications. The following practical exercises are also done Simulation: digital editing, reporting from the field live in the program. Radio interview in the studio, simulation: leading the morning program, simulation: preparation and broadcasting of short news, simulation: contact program. Field recording of the material for the test radio package and assembly of the test radio package.</p>
Aim of studying	Getting to know the basic features and rules of radio and the basic models of radio presentation of media content.
Outcomes of the studying	Understanding and mastering the skills of radio journalism.
Skills	Working on the radio, creation of radio journalistic genres, working in guided shows in the studio, navigating the contact program with and without guests.

BLC.070**Agency journalism**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Through the theoretical part of the class, students learn to define the concept of agency journalism. The emergence of news agencies, their activities, and the subject of agency reporting. Form and style of agency reporting and genre forms in agency journalism. Rules for writing agency news and types of agency news. Agency report and types of agency reports. Statements and interviews in agency journalism. Announcement as an agency product. Teamwork in agency journalism and organization of news agency editorial offices. Types of agency services and distribution of agency products. Through practical classes, students learn to master the techniques of collecting material for writing agency articles and the techniques of writing agency articles: news, reports, statements, interviews, articles, and reportages. Critical evaluation and editing of agency articles, as well as furnishing of agency articles, work exercises in the news agency desk, and editing of web pages.
Aim of studying	Acquiring knowledge about the organization and structure of news agencies and the role of agency journalism in public information, mastering genre forms of agency journalism.
Outcomes of the studying	Knowledge and understanding of the role of agencies in journalism and the ability to apply that knowledge in practice.
Skills	Mastering the genre forms of agency journalism, and initial training for working in an agency.

BLC.071**Research journalism**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	The theoretical teaching is reflected in defining the term investigative journalism and recalling the great journalistic investigative feats in media history. The most common topics that require research and the basic methods and techniques of investigative journalism. Law on freedom of access to information and learning about sources of information. Journalist and police and court investigations, as well as case studies, surveys, interviews, insider statements. Impersonation, provocation, secret recording, as well as permissible and illegal journalistic hypotheses and speculations. Legal protection of the media company (risks). Investigative journalism abuses and ethical codes - boundaries of research, protection of sources, and prohibition of harassment. How the results of journalistic research are used. Practical teaching is conducted through exercises in the recognition of media genres in which research is incorporated. Determining the topic that requires research, as well as how to follow the trail of money and persons associated with it and the direction of political interests. Simulation of surveys and research interviews. State and business secrets, verification of information and legal protection with expert consultation. Announcing sensational discoveries. Protection of sources of information and legal protection of the media.
Aim of studying	Getting to know the concept, methods, and techniques of investigative journalism and its ethical boundaries and training for journalistic research and gathering hard-to-find information.
Outcomes of the studying	Understanding and mastering the skills of investigative journalism, all methods, and techniques of research, gathering facts and working on a serious research text.
Skills	Investigative journalist skills, persistence and discipline during research and ethical norms.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	30	1
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	<p>Through the theoretical and practical part of the lecture, students are taught the basic characteristics and differences of electronic media. News in electronic media. Relevance, topicality, interestingness, drama, fun, and picturesqueness of the content. Planning and fact selection strategy. Information sources, contacts, and reporter's tracking. How to make a good story and keep the balance? Distance from political, economic, or influence of pressure groups! News and reports from multiple angles. Selection of information. Balance in the news. Keyword placement. Visual illustrations and current events. Creating a good informative program. Searching for true and exclusive stories. Organizing informative programs. Relationship of local, regional, national, and global! Selection and order of attachments. Broadcast plan or making a synopsis! Reporting on an extraordinary event. Monitoring the work of competitors and timely response. The importance of pictures! Interview and types in electronic media. The goal of the dialogue and what happens when the interlocutor avoids it? Research and analytical interview! Informative interview! Portrait interview! Talk - show programs. Coping and culture of communication. Press conference. Actuality and illustrations. Press release. Management and editing of news programs. The personality of the editor. Good journalistic style and recognition. Using quotations, so-called "clipping"! Controversial statements and their use. Journalistic attitude and suggestiveness. Numbers, abbreviations, and ambiguous words. Live broadcasts and TV shows. Rhythm and tempo. The importance of presenters and editors. The importance of the accuracy of the duration of the show. Completing the program. Contact the audience! Documentary reportage in electronic media. Sound and image synchronization. Authenticity or fabrication? Style and immediacy encourage emotionality. Program formatting and fast response. Educational and scientific program; organization of the newsroom and engagement of all members. Analytical and investigative journalism in electronic media. Question and research for an answer, or attitude and research for a positive conclusion? A combination of work in the field and in the studio. Training in crisis response and reporting while the event is ongoing. Political reporting and objectivity.</p>
Aim of studying	<p>Electronic media are the main drivers of modern societies, so it is important to train students with skills and knowledge that will enable them to master all the functions of new journalism. Speed is in the foreground, news takes on the character of a commodity, and the ability of individuals to independently collect, shape, create, distribute, and archive information in real-time comes to the fore. Through examples of presenting events on television, creative training, and workshops, in a qualitatively different way than before, students will be prepared for the digital revolution that has already begun.</p>
Outcomes of the studying	<p>Understanding the role and importance of television and the responsibility of television journalists. The ability to apply knowledge and understanding in solving problems during emergency situations in work in the TV newsroom. Students will master the specific theoretical and practical skills of various forms of expression on television.</p>
Skills	<p>With multi-genre processing and specific expressiveness of style, they will be prepared for work in modern electronic newsrooms, regardless of editorial orientation. Effective communication skills.</p>

BLC.073**Management in art**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Basics of management – history and trends. Management and art. Artistic and cultural organizations. Planning and decision-making. Organizing and organizational design. Human resources and art. Leadership and group dynamics. Operations and budgeting. Economics and financial management. Marketing, management, and art. Fundraising. Integration of leadership styles and management theories.
Aim of studying	The goal of the course is to provide students with basic knowledge in the field of art management as a way to understand the functioning of a cultural organization. It is necessary to acquire the skills and knowledge required for leadership and management in cultural organizations, as well as abilities for organizational development, strategic planning, planning and decision-making, organizing and organizational design.
Outcomes of the studying	It is necessary to understand the concept of management and contemporary trends in culture and art. The student acquires key knowledge and abilities to help the artistic organization in realizing its vision and implementing its mission. As a manager of a cultural and artistic organization, it is necessary for the student to successfully use the processes of planning, organizing, leading, and controlling in order to optimize the operation of the organization in turbulent circumstances, but also to successfully fulfill the mission of the organization. Also, students develop an awareness of the necessity of strategic thinking, planning, and organizing, and thus acquire knowledge about possible strategies that a cultural organization applies in its development.
Skills	The skills that the student will have been innovation, strategic thinking, management, decision-making, knowledge transfer, constant improvement, and expertise in the field of activity.

BLC.074

Organization and production

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		6

Course content	<p>Organization, organizing. Process organization: production/service, service functions, human factors, management functions. Organization and organizational aspects of media companies with special reference to the nature of the media and its effects. Technical and technological factors as important factors in teamwork in media houses. Entrepreneurial media organization. Basics of film and television production: what is a producer, basics of film production, basics of television production, qualitative and quantitative aspects of the project idea, production and media, coordination of artistic financial aspects of the project, project idea and form, project feasibility study; Production and markets: Historical development of our and the world's film and TV production, market planning, market operations in the media; Financial and legal aspects of production: Financial project plan, project budgeting, business risk, international co-productions, patronage and sponsorship arrangements, forms of financial arrangements in production, export strategy and risk policy, project legal regulation, project insurance; Exercises: Planning, realization and distribution of film and TV projects.</p>
Aim of studying	<p>The aim of the course is to master the knowledge needed for organizing, planning and leading productions in media organizations and film and TV projects.</p>
Outcomes of the studying	<p>Thorough knowledge and understanding of the discipline of organizing media organizations; structuring media companies, getting to know their specifics and differences; connecting knowledge from the organization and their application in the management of media companies. Acquiring competence, knowledge and skills in the field of planning and realization, i.e. managing production in the media sector, as well as artistic projects.</p>
Skills	<p>Skills the student will have been innovation in production, organization of media events and business in the media.</p>

BLC.075

Business and author law

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	<p>Concept of business law and legal sources. Legal entity, breach of legal personality. Business entities, status symbols. Establishment, acts, registration. Assets, business name and other attributes. Representation of the company. Companies of persons. Partnership. Limited partnership. Characteristics, establishment, management. Capital companies. Limited liability company. Characteristics, establishment, management. Society capital. Joint-stock company. Features, establishment management. Liquidation and bankruptcy of the company. Termination of an insolvent company. Protection of industrial property, competition, and consumers. Inventive right. The right of distinctive signs. Competition law. Consumer right. Contracts in the economy. Basic contractual principles. Negotiations. Conclusion of the contract. Legal effects of the contract. Special contracts. Foreign investments, free zones. Specialized companies. Insurance companies. Stock exchanges. Central registry. Investment funds. Broker-dealer companies. Insurance contract. Concept and properties. Types of insurance. Obligations of the insurer. Insurance policy. Reinsurance. Banking operations. Legal and institutional framework. The copper secret and the bank's responsibility. Current account. Credit agreement. Deposit operations. Factoring. Forfeiting. Financial leasing. Stock exchanges and the capital market. Legal and institutional framework. Primary and secondary market. Domestic and foreign stock exchanges. Brokers and dealers. Investment funds. Investment advisors. Protection of small shareholders. Corporate governance standards. Letter of credit and bank guarantee. Letter of credit. Bank guarantee. Securities. General characteristics. Stocks and bonds. Draft and check. Promissory note. Author law.</p>
Aim of studying	<p>The primary goal of the course is to acquire basic and general knowledge in the field of business law, with an emphasis on status and contractual company law. Acquaintance of students with concepts, categories, institutes, and institutions related to economic entities (company law), legal affairs of economic entities (contracts in the economy), payment instruments used by economic entities and payment security (banking and securities).</p>
Outcomes of the studying	<p>It is expected that the acquired knowledge in this area will enable students to understand the organizational structure of business entities (status company law), as well as the legal relationships they enter (contracts in the economy), to understand the legal significance of banking transactions and securities and their application. In practice, the basis of industrial property rights, copyright, and other related rights.</p>
Skills	<p>It is expected that by mastering the course program, the student can successfully: properly understands the legal position of different forms of business companies and clearly identifies the corpus of legal regulations that are of indirect or of immediate importance for different legal forms of business companies; master the skills that will enable them to apply the acquired theoretical knowledge in practice; properly identifies the corpus of legal regulations that regulate the areas of contracts for goods traffic, banking operations and securities and identifies them and understands the specifics of goods traffic contracts; they should master the skills that will enable them to draw up certain forms of trade contracts on his own; master the skills that will enable them to independently fill out specific commodity and monetary securities.</p>

BLC.076

Internet and new media

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	<p>What is the Internet, a platform of all platforms, a medium or...? What is the digital revolution? What are new media and whether and which ones are the most represented and why? What are the key differences between new and old media? What are and what do information technologies represent? What are social networks? Which are the most famous. Which social network would you single out from the others, and why? Which ones do you use and why? What distinguishes social networks from microblogging sites, and these from online gaming communities? Or what is the difference between social networks and other types of intermediaries that use similar content selection algorithms? How our access to content is affected by media companies that claim that they are not and that the content they transmit does not concern them at all, although their algorithms determine whether and in what order we will access them, what and when we will be able to see from what our friends post. And which companies are these? What is the difference between writing for traditional and online media? Are social networks the new critical public? If yes, in what way. Is citizen journalism the future of the media, and if so, why? What awaits us in the future when it comes to online media?</p>
Aim of studying	<p>Students should understand and learn to distinguish between traditional and new media and acquire knowledge for working in new media.</p>
Outcomes of the studying	<p>Students' ability to write and work in new media as well as new media management.</p>
Skills	<p>Acquiring skills for using digital tools and working in new media</p>

BLC.077**Technology of printing and printing forms**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	The place and role of printing, printed products, and graphic engineers. Classification of printing processes. Printing machine systems, basic division, and function. Stages of the printing process. Definition and division of printing forms, classification of production procedures. Copying. Basic characteristics and area of application of the press type. Basic characteristics and field of application of flexo printing. The working principle of the system for color and printing in flexo printing. Printing forms for type and flexo printing. Concept of offset printing and areas of application, construction of offset printing machines. Printing forms for offset printing. CTP systems. Basic characteristics and area of application of gravure printing, construction of gravure printing machines. Printing forms for gravure printing. Basic characteristics and field of application of screen printing. Criteria for selecting the printing process. Certification of the semester and registration of grades. Supplementary classes and remedial exam period.
Aim of studying	Acquisition of basic knowledge in the field of printing technologies and printing forms. Laying the foundations for thinking about the real possibilities of creating an imagined product using the studied printing techniques.
Outcomes of the studying	Students are familiar with the basic concepts of printing technology and printing forms. Students can choose the appropriate printing process for the requested graphic or packaging product.
Skills	Correct choice of printing technique, quality management of graphic reproduction, quality management of production of printing forms.

BLC.078**Photography 1**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	30	1
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Theoretical teaching: discoveries and history of photography; development of classic and digital photography, photography techniques; technology photographs; application of photography; aesthetics of photography. Exercises: Photographic camera; Photo composition; Outdoor photography; Familiarity with processing software photographs.
Aim of studying	To master the theory, technology and technique of photography, train students to independently create and apply photography in traditional and new media. Recognition of the interesting motif for photography until archiving of the completed photo, including overcoming basics knowledge in optics, handling the camera, and accompanying technical devices.
Outcomes of the studying	Students master the skills that develop the ability to understand the technological, mental (aesthetic) and creative processes of the creation and effect of artistic and media contents of photography.
Skills	Handling of cameras. Adjusting the camera for proper exposure. Sense of composition and aesthetics of photography. Working with light.

BLC.079**Digital communication**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Defining digital media and communications - digitization (transition from analog to digital technology), programmability, interactivity, hyper textuality, global networking, virtual reality, and simulation. Practical and theoretical knowledge in the fields of: interactive television, Internet and UX/UI design (design of user interface and user experience), digital marketing, and online sales).
Aim of studying	Learning goals include the acquisition of theoretical and practical knowledge in the development of communications on new - digital media. Acquisition of special knowledge, skills, and competences through theoretical and practical teaching in the development of communication design for various digital platforms.
Outcomes of the studying	Students master the skills that develop the ability to understand technological processes within the framework of media convergence and the creation of modern communications. Developing the power of reasoning, theoretical reflection, and analysis of interactive communication models. This course provides an overview of digital communication tools and techniques and, through practical exercises, helps students understand the creation of new media designs.
Skills	Designing the interface and user experience. Creation of digital marketing strategies. Creating online sales. Design of interactive advertisements on television.

Teaching methods	Hours	ECTS
Lectures	40	1,5
Exercises	60	2
Practical work	60	2
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	120	4
ECTS		10

Course content	<p>Theoretical teaching: History of the art of the Antient world (art of Prehistory, art of Egypt, art of Greece, art of Rome); Art history of the Middle age (Romanesque period, Gothic period); History of the Renaissance art); History of baroque art (Term of the baroque, ideology and poetics of the baroque art); Directions in modern art (Impressionism, Postimpressionism, Fauvism, Expressionism, Futurism, Cubism); Directions in the modern art (Dadaism, Surrealism, Objectless painting, pop-art, op-art).</p> <p>Practical teaching: Study by the model; Research of the classical drawing techniques: drawing pen, graphit pencil, washed douche technique; Concept of the drawing and crac drawing; Colour and colorite of the drawing; Visual analyses of the shape – character and proportions; Light and shadow, Principles of the drawing from the whole to the detail.</p>
Aim of studying	<p>Enabling students to build a visual relationship with reality, adopt artistic content and gain artistic experience as a condition for creative thinking in shaping graphic forms. Comprehension of composition plans and illusiveness of space in the medium of drawing and two-dimensional representation. Mastering the fundamental principles of composing through the symbolism of the vertical, horizontal, and diagonal. Research on the importance of art in contemporary visual art and design.</p>
Outcomes of the studying	<p>Students use different art techniques (pencil, charcoal, chalk, Rapido graph) in the realization of art tasks. According to the given art problem, they creatively organize the motif by observing it on the surface. Observing the human body and respecting anatomical proportions, they express themselves through drawing and painting. They actively participate in the cultural life of the community by organizing exhibitions and visiting them.</p>
Skills	<p>Observational skills and the ability to creatively explore, experiment and design. Knowledge of different art forms, techniques, and media.</p>

Teaching methods	Hours	ECTS
Lectures	40	1,5
Exercises	60	2
Practical work	30	1
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	120	4
ECTS		10

Course content	<p>Introduction (concept of graphics, historical development). Workshop, dies, paper, paint, tools (workplace, rules behavior; wooden boards of longitudinal section; types of paper and characteristics; types of printing inks; chisels, knives, sharpening stones, rollers). The line in the function of starting the space - rhythm (organization of the surface into a simple composition with several lines - creation of templates). Line value - line of the same value (compositions with motifs of simple shapes, templates and cutting). Line and volume (linear description of a concrete motif - an object of emphasized volume; examples of different line systems/hatches - templates, cutting, printing and analysis of the results). Line value - line in several different values (simple composition with a richer scale of linear values - templates, cutting, and printing). Texture (remnants of cutting marks in the white surface introduce the possibility of materialization in the medium; finding means to achieve different textures - templates, cutting, printing, analysis). Surface - black-white ratio (composing exclusively with surfaces, in full contrast of black and white surfaces without lines - templates, cutting). Line and surface - construction of surfaces with different light values (the density of the hatch determines the light value of the surface - templates, cutting, printing, analysis). Camafeu - two-tone engraving (introduction of linoleum as a material for making a matrix of its characteristics - templates, cutting, printing, analysis). Color (organization of the image using two complementary colors, made with black and white from the base - templates, cutting of two plates). Color (organization of the image using two complementary colors, made with black and white from the base - templates, cutting of two plates). Color and complex graphic organization (use of all three basic colors and their overlapping - templates, cutting of three plates).</p>
Aim of studying	<p>Through lectures, exercises and practical work, the subject concept, phenomenon, and historical development of graphic disciplines are interpreted. Students master the technical - technological requirements of working in graphic materials - matrices for letterpress printing, tools for making matrices, print carriers, tools and inks for printing. Norms of workshop behavior, rules of collective work, standard marking and signing of prints and editions are adopted. Sensitivity to elements of graphic organization of space is systematically developed. Through a series of tasks, students get to know the function, value and meaning of the line in simple organizations of the surface, then in more complex organizations in which resources are multiplied. The surface is included in its black and white relations, as a combination of line and surface.</p>
Outcomes of the studying	<p>Students use letterpress printing in the linocut (woodcut) technique. Observing the world around them, they find different artistic solutions that they realize through sketches, carving and printing on a graphic press. They actively participate in the cultural life of the community by organizing exhibitions and visiting them. They obtain the skills of observation and ability of creative expression, experimenting and shaping, and recognizing of different artistic forms, techniques, and media.</p>
Skills	<p>Observational skills and the ability to creatively explore, experiment and design. Knowledge of different art forms, techniques, and media.</p>

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	30	1
Seminar paper	0	0
Consultation	0	0
Student's individual work	120	4
ECTS		8

Course content	Introduction to graphic design; The term history of graphic design. Universal and communication values of signs; Methodology, stylization of the conceptual sketch. Design as a process; Basic signs of visual perception. Solving spatial (surface) organization. Artistic elements and composition. Typographic elements, typographic sensibility; The genesis of the letter – the letter as a logo. Transformation: drawing – pictogram – sign (drawing – sign – symbol). Sign - logo - visual identity. Book of standards, brand, trademark. Universal and referential function of the sign. Figurative and abstract signs. An icon in contemporary graphic design. The role of context in shaping. Visual interpretation of the message.
Aim of studying	Acquisition of special knowledge, skills and competences through theoretical and practical teaching (exercises) for professional and high-quality, independent or team solving of problems and tasks, as well as for monitoring and realization of ideas in the field of graphic design.
Outcomes of the studying	Possession of theoretical and practical knowledge, necessary for professional, creative and innovative work in the field of graphic design, as a multi and interdisciplinary contemporary, very present medium.
Skills	The skills of a graphic designer are: Artistic ability, Communication skills, Computer skills, Creativity, Analytical skills.

BLC.083**Graphic design**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Color; Systems for color description; Color measurement, Recommendation for increasing of the reliability in realization of color and design. Bit map and raster reproduction; Basics characteristics of the print quality; Soft proofing and hard proofing, Basics of color management; Skanning, Creation of excess data with description of the page; History of the letter; Anatomy of typographic letters; Classification of the letters, term of cut, accord and accidance; Work on text, Book equipment; Refraction of the newspaper and magazines; Package shaping.
Aim of studying	Introduction of the students with basics terms connected to the work on design of the graphic products and print preparation.
Outcomes of the studying	Students are introduced to basic terms connected to the work of graphic products design and print preparation.
Skills	Color management, color measurement, color correction, newspaper, and magazine layout.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Getting to know the hardware equipment needed for computer graphics. Getting to know programs for creating computer graphics - Adobe Photoshop, Adobe Illustrator, Adobe Aftereffects, CorelDraw, Corel Painter, Art Rage, Adobe Flash, Adobe After effects, Adobe XD, Maya 3D, 3D Studio Max... Getting to know the principles of vector graphics - creating work in a vector image processing program on a given topic (static image) - Adobe Illustrator or similar. Getting to know the principles of raster graphics - photo processing in the program for processing raster images Adobe Photoshop. Getting to know the basic principles of animation. Introduction to animation - creating a simple animation in Adobe After Effects. An introduction to creating special effects and animations in Adobe After Effects. Introduction to 3D animation, basics, tools and principles (text animation...). Introduction to 3D modeling. UV mapping and texturing. Creating a prototype of a mobile application or website in the Adobe XD program. Exporting and compression of prepared graphic elements.
Aim of studying	The goal of the computer graphics course is to familiarize with the most used programs for vector and raster images, as well as the basic principles of working in a 3D environment, such as Adobe Illustrator, Adobe Flash, Adobe Photoshop, Adobe AfterEffects, Adobe XD, etc., through the creation of practical tasks within each of these areas. In this way, students have the opportunity to understand and master the basic aspects of digital graphics, as well as to acquire a theoretical background in the field of aesthetics and artistic approach to tasks.
Outcomes of the studying	Application and principles of interactive 2D and 3D graphics as well as computer animation. Using the latest software solutions for creating 2D and 3D graphics and computer animation. Designing and making realistic 2D and 3D objects. Creating a complex prototype of a mobile application or website by combining 2D, 3D objects, vector and raster graphics and computer animation.
Skills	Students acquire skills through lectures and exercises, independent preparation of tasks, learning, consultations and practical and theoretical seminar work. The lectures cover theoretical content and provide conceptual explanations of concepts and individual parts in computer graphics. Within the exercises, emphasis is placed on the development of abilities and skills in the application of individual parts of computer, vector and bitmap graphics. Working and navigating the tools and commands in Adobe Illustrator and Photoshop, AfterEffects and Adobe XD. Ability to use the tools and commands of Adobe Illustrator and Photoshop, AfterEffects and Adobe XD applications to create vector and bitmap graphics. The skill to distinguish and connect the possibilities of applying individual graphic tools in the realization of digital graphic solutions. Through seminar work, the ability to apply certain scientific knowledge and the application and work in software tools are additionally developed with the aim of their integrated use in solving problems on a given topic.

BLC.085**Visual communication**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	The concept of communication; Theoretical aspects of Visual communication; Design of artistic experience; Media in the function of visual communications; Film and film art; Television and principles of functioning; Use of visual communications in marketing communications; Visual communication and application of graphic design in digital media; Multimedia, internet and virtual reality; Visual communications and packaging design.
Aim of studying	Acquisition of special knowledge, skills and competencies through theoretical and practical teaching (exercises) for professional and high-quality, independent or team solving of problems and tasks, as well as for monitoring and realization of ideas in the field of graphic design.
Outcomes of the studying	The goal of studying the subject of Visual Communication is to provide practical knowledge and critical skills, necessary for a purposeful understanding of visual communication as an important and inevitable component of modern communication and graphic design. Developing the ability or power of reasoning, theoretical reflection, and perception of artistic, media work as well as media event based on visual cognition and visual experience. This course provides an overview of many tools and techniques that include typography, layout, color, design, branding, packaging design, illustration, photography, graphics, film and movement. This course will provide an overview of visual communication tools and techniques and, through practical exercises, help students understand how to use them effectively.
Skills	Creation of complex graphic solutions within the packaging design process. Advanced level of work in Adobe Illustrator and Adobe Photoshop. Creating press preparations for various packaging printing techniques. Advanced separation of printing inks. Creation of 3D models of packaging.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Theoretical classes: Introduction to the history, technology and terminology of classic animation; Different approaches and techniques of animated moving images; Stylish language, collective / intimate topics and messages, narration / abstraction; Basic principles of animation (number of images in animation, key images and intersections, pace and speed of movement, acceleration and slowdown, collection and stretching, anticipation and special effects); Animated graphics; Perspective, trajectory traction, tempo / rhythm; Film techniques in animation service (framing, installation, light, sound); Cinematographic phases - Production, production, post-production. Practical classes: Free - hand „Frame by From" (Jump Frog); Free - hand animation "Frame by frame" (cycle of walk in place); Animation of text; Animating inanimate items (bouncing ball). Principle of collection and stretching (basic function of the tool and scene setting, working with the timeline, connection and manipulation of staff); Stop-mousse animation (template: - Forming frame via photography, timeline - Timeline in the program, an animated sequence manipulation, rendering frames of animated material); Character animation - a grabble (template: digital collage, character creation, animation).
Aim of studying	Through lectures, students get acquainted with the rich heritage of a variety of topics, content, techniques and artistic approaches in the field of creation and production of a short and feature animated films. Basic knowledge of techniques and media traditional and computer-generated digital animations are acquired, as a precondition for further improvement in the field of animated graphics. Students are training for critical opinion on animation as a bitential aspect of film and multimedia art and design.
Outcomes of the studying	Students are trained to design and realize short, animated forms in the technique of traditional or computer-generated animation.
Skills	Students have mastered the basic principles of the animation of typography, graphic facilities individually created by Karakers. They learned to observe animation in the broader context of digital art, i.e., multimedia design.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	30	1
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	105	3,5
ECTS		8

Course content	Introduction (graphics, historical development); Workshop, matrices, paper, color, tools (workplace, rules of behavior, wooden plates of the vertical cut, types of paper and characteristics, types of colors for printing, chisels, knives, grinding stones, rollers); Color (organization of the painting using the achromatic colors, black and grey matrices, their overlapping and whiteness of the foundation paper); Color (organization of the painting using two complementary colors, performed black and white from the foundation - patterns, cutting the two boards), Color and complex graphic organization (usage of all three basic colors and their overlapping – patterns, cutting of three and more boards); Color and complex graphic organization (usage of the free choice of the colors - patterns, cutting three and more boards); Color and complex graphic organization (technique of the deep printing, linocut – patterns, cutting of one board).
Aim of studying	Through lectures, exercises and practical work, the subject concept, phenomenon and historical development of graphic disciplines are interpreted. Students master the technical - technological requirements of working in graphic materials - matrices for letterpress printing, tools for making matrices, print carriers, tools and inks for printing. Norms of workshop behavior, rules of collective work, standard marking and signing of prints and editions are adopted. Sensitivity to elements of graphic organization of space is systematically developed. Through a series of tasks, students get to know the function, value and meaning of the line in simple organizations of the surface, then in complex organizations in which resources are multiplied. The surface is included in its black and white relations as a combination of line and surface.
Outcomes of the studying	Students use letterpress printing in the linocut (woodcut) technique. Observing the world around them, they find different artistic solutions that they realize through sketches, carving and printing on a graphic press. They actively participate in the cultural life of the community by organizing exhibitions, as well as visiting them. They acquire observational skills and the ability to creatively express, experiment and shape, and to know different art forms, techniques, and media.
Skills	Complete training is achieved in recognizing and using materials and reaching a free relationship in creating one's own artistic expression based on an exhaustive knowledge of the chosen medium.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	Definition of organization. Modification of the classic hierarchical theory. Functional theory of organization. Organizational structure. Functional organizational structure. Divisional organizational structure. Matrix organizational structure. Organization of the commercial service. Organization of the marketing service. Organization of transport. Organization of general services
Aim of studying	Acquisition of basic knowledge in the field of organization and management. Setting the foundations for the implementation of standards in the area of quality management. Acquiring knowledge in standardization, organizational action, strategies, motivational theories and definition of organizing theory. Basic terms: organization, legality, forms of work organization, structure strategy, norms, motivation, responsibilities, and powers.
Outcomes of the studying	Focusing on understanding the advantages and disadvantages of certain organizational theories for the design of different management structures.
Skills	Management of a department, organization, or company. Management of documentation.

BLC.089**Illustration**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	135	4,5
ECTS		8

Course content	<p>Introduction – concept and types. History (Cave paintings; Egypt, Ancient Greece and Rome; Middle Ages - book illuminations; Renaissance, Leonardo da Vinci (medical and technical illustration), Hans Holbein, Albrecht Dürer; Discovery of printing - Johann Gutenberg; Eighteenth century - Romanticism: William Blake, Ukiyo-e School in Japan; Nineteenth century- The Golden Age of Illustration: Honore Daumier, Gilles Cheret, Henri de Toulouse Lautrec, John Leech, J. Cruikshank, Edmund Evans, Kate Greenaway, Walter Crane, etc.; Russia- Ivan Bilibin ; Twentieth century - II Golden age of illustration: Artur Rekam, Edmund Dilak, Howard Pyle, Milena Pavlović Barili, Edward Hopper, Norman Rockwell; Propaganda poster; Second half of the 20th century: influences of the music, film and publishing industry; Genre of fiction in popular culture; Manga and Anime; Typography. Techniques – drawing, painting, digital painting, collage, photography, combined techniques. Illustration styles, character development, story flow. Illustration – medical, biological, technical. Book illustration - cover. Book illustration – for adults. Book illustration - for children. Book illustration - for children, picture book. Function of the picture book, influence on the child's development. Poster. More about this source text for additional information about the translation, the source text is required. Send feedback. Side panels.</p>
Aim of studying	<p>The aim of the illustration course is to get acquainted with the basic aspects and techniques of contemporary illustration, with an emphasis on the practical production of different types of illustrations, training in effective understanding of tasks, professional attitude towards the client and the audience, as well as improving the drawing and painting skills required for illustration practice.</p>
Outcomes of the studying	<p>Developing creative abilities and mastering specific practical skills in the field of computer technologies and digital communication technologies in order to create author's illustrations at a high aesthetic and professional level.</p>
Skills	<p>Students are trained to form their own style while respecting the requirements of the market and the client.</p>

BLC.090**Graphic materials and technologies**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Definition and classification of materials. Structure and properties of materials with different chemical bonds. Mechanical properties of materials. Physical properties of materials. Metal materials. Cellulosic materials. Plastics. The graphics hurt. Adhesives. Tire. Textile materials. Glass.
Aim of studying	Acquisition of basic knowledge in the field of use of graphic materials in the graphic industry. Establishing the basis for thinking about the real possibilities of realizing the imagined product with those materials that are used as a standard as well as with alternative materials. Basic concepts: paper, canvas, paints, varnishes, glues, fabrics, foils.
Outcomes of the studying	Focusing on understanding the advantages and disadvantages of individual materials and improving the graphic product by using a wide range of new potential materials.
Skills	Working with graphic materials, creative expression through the use of graphic materials, achieving dimensional stability of the graphic product, selection of graphic materials according to use in the graphic industry.

BLC.091**Photography 2**

Teaching methods	Hours	ECTS
Lectures	40	1,5
Exercises	60	2
Practical work	60	2
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	120	4
ECTS		10

Course content	<p>Practical and theoretical teaching: digital photography, digital cameras, exterior and interior photography, software for photo processing, digital image and resolution, studio photography, people photography, commercial photography products, photo post-production.</p> <p>Exercises: Handling a digital camera, recording and entering a picture into the computer; During the exercises, students get acquainted with the basics of working in the Adobe Photoshop program, i.e. with digital photo processing. Training and working in programs Adobe Photoshop and Adobe Lightroom; Studio photography; Photo post-production.</p>
Aim of studying	Acquiring knowledge about the principles of functioning of digital photography, photographic resolution, and post-production photography. Training students to handle mirrorless and DSLR cameras, understand the technical features of digital photography and successfully use the computer in photo post-production.
Outcomes of the studying	Students become qualified to produce professional digital photography in exterior and interior, get to know the characteristics of good photography.
Skills	Handling of digital cameras. Work within a photography studio. Light modeling. Work in Adobe Lightroom and Adobe Photoshop programs.

Teaching methods	Hours	ECTS
Lectures	40	1,5
Exercises	60	2
Practical work	60	2
Seminar paper	0	0
Consultation	15	0,5
Student's individual work	120	4
ECTS		10

Course content	Semantic, semi logical, syntactic, and morphological elements. Advertising (ad, poster, and billboard). Structure and typology of posters. Publications (books, magazines, catalogs). Packaging design and packaging aesthetics. Computer programs in graphic design (computers, scanners, printers, plotters, cutters). Printing - graphic techniques; technologies for the realization of conceptual solutions. Digital photography in graphic design. Materials in graphic design. Concept and history of illustration (types and applications); Contemporary illustration. Psycho-sociological factors of target groups in graphic design. Design and ecology today. Design and kitsch, design and lapidarist. Design in the function of marketing. Design and post-industrial society.
Aim of studying	Acquisition of special knowledge, skills, and competences through theoretical and practical teaching (exercises) for professional and high-quality, independent or team solving of problems and tasks, as well as for monitoring and realization of ideas in the field of graphic design.
Outcomes of the studying	Possession of theoretical and practical knowledge, necessary for professional, creative and innovative work in the field of graphic design, as a multi and interdisciplinary modern, very present medium.
Skills	The skills of a graphic designer are: Artistic ability. Communication skills. Computer skills. Creativity. Analytical skills.

BLC.093**Student practice**

Teaching methods	Hours	ECTS
Lectures	0	0
Exercises	0	0
Practical work	160	5,5
Seminar paper	60	2
Consultation	15	0,5
Student's individual work	120	4
ECTS		12

Course content	Student practice is in accordance with the study program that the student is attending. Student practice is carried out with the aim of familiarizing the student with the working environment, work processes and with the aim of acquiring practical knowledge.
Aim of studying	Using teamwork in all life situations. Argument based discussion about various subjects from the domain of business life. Expressing views, negotiations and allowing others to express their views. Understanding processes which are important for the totality of conducting business.
Outcomes of the studying	It is expected that after the obligations defined by the curriculum are fulfilled the student will be able to: recognize the basic processes of the working environment and understand the basic elements of teamwork.
Skills	It provides the candidate with insight into processes of actual working environment, and it trains him/her for teamwork.

BLC.094**Diploma Thesis**

Teaching methods	Hours	ECTS
Lectures	0	0
Exercises	0	0
Practical work	0	0
Seminar paper	0	0
Consultation	30	1
Student's individual work	270	9
ECTS		10

Course content	Based on the assignment, detailed study of the technology state, suggest the optimal solution and practically verify it. Develop a thesis of approximately 50 pages.
Aim of studying	To prepare the student to independently create complex projects.
Outcomes of the studying	Independently study a given topic, quote the literature, periodically present the achievements to date, elaborate dedicated issue, perform practical verification and draw conclusions.
Skills	Trains the student to independently research literature, design solutions, perform practical verification and present the problem.

BLC.095**Basics of gastronomy**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Introduction to gastronomy; Position and role among nutrition sciences; Contemporary trends in nutrition; Sanitary measures and protection at work in the hotel kitchen; Means of work; Menues; Personnel and their arrangement; Procurement and storage of food and beverages; Preparation activities in the kitchen (shaping vegetables and fruits, sauces, marinades, spices, stocks; Sauces, soups and broths; Garnishes, cold appetizers and salads; Fish dishes; Ready meals and baking; Dishes to order; Festive meals (cocktail parties, banquets, cold-hot buffets); Pairing food with wine; Calculation of food prices; Organization of measures to prevent food poisoning; Standard in the kitchen.
Aim of studying	The aim of the course is for students to realize the place, role and importance of gastronomy in the modern hospitality sector through lectures, exercises and practical work.
Outcomes of the studying	After successfully completing the course, students acquire theoretical and practical knowledge about the organization and technology of food production and learn the basic rules for creating menus, calculations, and price lists.
Skills	Application of the acquired theoretical knowledge about sanitary measures and work protection in kitchens, application of theoretical knowledge about the organization and technology of food production and participation in the creation of menus, calculations, and price lists.

BLC.096**Gastronomic products**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	The concept of gastronomy. Gastronomy as an interdisciplinary science. The development of gastronomy from necessity to science and art. Gastronomic products - concept, origin, definition, classification and application in tourism and hotel industry. Entities in the development of gastro-products. The emergence of gastro-products, food products. Definition of gastro-products, conditions that gastro-products must meet. Gastro-product quality. Technique of sensor tests. Classification of gastro-products according to standardization: Cold appetizers and dishes, soups, stews, pottage, consommé, hot appetizers. Gastronomic products such as ready meals from mollusks, crabs, shellfish, seafood. Gastronomic products such as ready meals from meat, livestock, poultry, game. Baking. Gastronomic vegetable products, Salads. Confectionery. Gastronomic products were created under the influence of famous personalities who contributed to the development of gastronomy. Gastronomic products in the means of offer. Gastronomic offer in rural-village tourism. National gastronomic products. International gastronomic products.
Aim of studying	The goal of the course is for students to become familiar with food products and acquire the necessary knowledge about nutrition and its importance.
Outcomes of the studying	After successfully completing the course, students will be able to recognize the importance of proper nutrition, the consequences of improper nutrition and the impact of certain types of food on the human body.
Skills	Application of the acquired theoretical knowledge about the production of gastronomic products, participate in the production of gastronomic products.

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Nutrition; Importance of nutrition; Proper nutrition; Improper nutrition, Foods of animal and plant origin, Characteristics of food; Composition of food; Energy and physiological value of food; Proteins, fats and carbohydrates, water, minerals and vitamins; The participation of individual food components in realizing the energy value of the meal; Products rich in carbohydrates, fats and oils, fruits and vegetables; Meat, fish, milk, eggs and their products; Operations in the preparation of nutrients and food; Spoilage of food; Nutrients of plant origin; Nutrients of animal origin; Strong alcoholic beverages; Non-alcoholic beverages. Types and quality of beverages in circulation. Types of bakery products; Types of confectionery products; Bakery and confectionery semi-products; Evaluation of the quality of finished products; Application of HACCP standards in bakery and confectionery.
Aim of studying	The goal of the course is for students to become familiar with food products and acquire the necessary knowledge about nutrition and its importance.
Outcomes of the studying	After successfully completing the course, students will be able to recognize the importance of proper nutrition, the consequences of improper nutrition and the impact of certain types of food on the human body.
Skills	Use an adequate method for determining nutritional status and dietary habits and recognize special body reactions to food ingredients, as well as nutritional disorders.

BLC.098**Gastronomic culture and tradition**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Gastronomic culture. Gastronomic characteristics of different parts of the world. Diet of people in prehistoric times. Nutrition in the first civilizations. Gastronomy of ancient Greece. Gastronomy of the Roman Empire. Gastronomy in the Middle Ages from 500 to 1300 AD. Medieval gastronomy in Asia, Europe, America since 1500, Changes in diet due to Columbian exchanges and Protestant reforms in the 16th century. Gastronomy in Europe and America in the 17th century. Diet in America and France in the 18th century. Diet in Europe, Asia, and Africa during the 19th century. Diet in America during the 19th century. Changes in cuisines during the 20th century. Nutrition within religions. Revolutions in cuisines and cultures. Contemporary trends in gastronomy.
Aim of studying	The goal of the course is for students to master the basic characteristics of gastronomic culture and tradition.
Outcomes of the studying	After successfully completing the course, students will know the development of gastronomy in the country and all over the world, and will be able to follow all contemporary gastronomic trends.
Skills	Use theoretically acquired knowledge in the study of nutrition and gastronomy throughout history, study nutrition within different religions and the application of contemporary trends in gastronomy.

BLC.211**Risk in catering**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	90	3
ECTS		6

Course content	Introductory lecture on risks in catering; Concept and magnitude of risk; Risk classification; Concept and function of risk management; Objectives of risk management; The place of the risk management function within the organization of the hospitality company; Phases of the risk management process; Methods for analysis, identification, assessment and management of risks; Risk management in financial business; The impact of globalization and climate change on the state of risk; Risk modeling approach; Business, financial and complex risk in hospitality companies; Analysis of specific risks and methods for their assessment.
Aim of studying	Introducing students with the problem of risk and uncertainty related to the business of hospitality companies. The ultimate goal is mastering the different risk management methods that can occur in the organization.
Outcomes of the studying	The student will be able to manage different types of risks to which hospitality companies are exposed, as well as to make concrete decisions about risk management, which are in accordance with the set goals of the company.
Skills	The student will be able to identify risk, measure its size and analyze it. After that, the student will be able to independently choose an adequate method for risk management, in order to minimize the negative consequences of his actions.

BLC.212**Creative gastronomy**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	60	2
Practical work	0	0
Seminar paper	15	0,5
Consultation	15	0,5
Student's individual work	120	4
ECTS		8

Course content	Concept, origin, and development of gastronomy; National gastronomy; Gastronomic terminology; Meals in tourism and their offer; Offer for formal receptions; Gastronomic offer in rural tourism; Thermal methods of food processing; Nutrients of animal origin; Fish; Nutrients of vegetable origin; Spices and dill; Hot and cold kitchen funds; Gastronomic products; Classification of gastronomic products; National gastronomic products of the world.
Aim of studying	The goal of the course is for students to acquire the necessary knowledge of gastronomy through theoretical and practical teaching and to see the role and importance of creative gastronomy in the modern hospitality industry and meeting tourist needs.
Outcomes of the studying	After successfully mastering the subject, the student acquires the necessary theoretical knowledge, as well as the ability to practically apply principles in gastronomy and observe contemporary trends in gastronomic supply and demand.
Skills	Application of the acquired theoretical knowledge about the production of modern gastronomic products, participate in the production of modern gastronomic products.

BLC.225**Artificial Intelligence**

Teaching methods	Hours	ECTS
Lectures	30	1
Exercises	30	1
Practical work	0	0
Seminar paper	30	1
Consultation	15	0,5
Student's individual work	75	2,5
ECTS		6

Course content	Introduction to artificial intelligence, how we solve problems, game theory, artificial intelligence algorithms, logical agents, machine learning, deep learning, neural networks, natural language processing (NLP), computer vision, robotics and artificial intelligence, ethics and artificial intelligence, artificial intelligence in business and industry, future of artificial intelligence, project
Aim of studying	The aim is to introduce students with basic concepts, theories and application of the artificial intelligence. The subject will cover a wide spectar of topics, since history of AI, through basic algorithms and learning methods, to the ethical and social implications

	<p>of the technology. Through theoretical classes and practical exercises, students will gain a basic understanding of artificial intelligence, which will enable them to think critically about the potential and challenges that artificial intelligence brings to different spheres of life and work.</p>
<p>Outcomes of the studying</p>	<p>Understanding the basic principles and techniques of AI: Explain the basic concepts of artificial intelligence, including machine learning, deep learning, neural networks, and optimization algorithms. Applying AI knowledge: Demonstrate the ability to apply basic AI techniques to simple problems, using appropriate tools and software libraries. Critical analysis of AI technologies: Critically assess the potential, limitations and social implications of various AI technologies and applications. Understanding Ethical and Social Challenges: Identify and discuss the ethical issues and social challenges associated with the development and application of artificial intelligence. Interdisciplinary approach: Connecting knowledge from artificial intelligence with concepts from other disciplines, such as ethics, philosophy, and sociology, in order to understand the complexity and impact of AI on society. Continuous professional development: Develop a sense of continuous professional development and learning in the field of artificial intelligence, in order to adapt to rapid technological changes.</p>
<p>Skills</p>	<p>Students will develop a foundational understanding of artificial intelligence principles and techniques, such as machine learning, deep learning, neural networks, and optimization algorithms. Additionally, they will learn to apply these techniques to solve simple problems using appropriate tools and software libraries. The course also emphasizes the importance of critically evaluating the potentials, limitations, and societal implications of various AI technologies. Students will learn to identify and discuss ethical and social challenges related to AI development and application, integrate AI knowledge with concepts from other disciplines, and foster a mindset geared towards continuous professional development to adapt to rapid technological changes.</p>