

CURRICULUM – MANAGEMENT, BUSINESS AND BUSINESS ECONOMICS

FIELD: BUSINESS ECONOMICS - 240 ECTS

DEGREE: GRADUATED ECONOMIST

FIRST YEAR											
No.	SUBJECT	CODE	STATUS	TEACHING WORKLOAD		COEFFICIENT	STUDENT LOAD		TOTAL	ECTS	PROFESSOR'S FIRST NAME, LAST NAME
				L	E		L	E			
FIRST SEMESTER											
1.	Management	BLC-001	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Svetlana Dušanić-Gačić
2.	Informatics	BLC-002	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Nikola Novaković
3.	Microeconomics	BLC-003	Obligatory	30	30	2	60	60	180	6	Prof. dr Branka Savić
4.	Mathematics 1	BLC-004	Obligatory	45	30	2	90	60	225	7	Prof. dr Negovan Stamenković
5.	Elective subject 1 (choose 1 subject)										
	English language 1	BLC-005	Elective	30	15	2	60	30	135	5	Prof. MA Vesna Đurović
	Foreign Language 1	BLC-006		-							
Total I semester				165	135	-	330	270	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
II SEMESTER											
6.	Statistics	BLC-007	Obligatory	45	30	2	90	60	225	7	Prof. Dr. Zorana Agić
7.	Macroeconomics	BLC-008	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Svetlana Dušanić-Gačić
8.	Accounting	BLC-009	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Zorana Agić
9.	Labor Law	BLC-010	Obligatory	30	30	2	60	60	180	6	doc. dr. Željko Petrović
10.	Elective subject 2 (choose 1 subject)										
	English language 2	BLC-011	Elective	30	15	2	60	30	135	5	Prof. MA Vesna Đurović
	Foreign language 2	BLC-012		-							
Total II semester				165	135	-	330	270	900	30	
				300			600				
				900 = 30 ECTS x 30 Classes							
TOTAL FIRST YEAR				1800 = 60 ECTS x 30 Classes					1800	60	

SECOND YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING WORKLOAD		COEFFICIENT	STUDENT LOAD		TOTAL	ECTS	PROFESSOR'S FIRST NAME, LAST NAME
				P	V		P	V			
III SEMESTER											
11.	Public Relations	BLC-013	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Mladen Miroslavljević
12.	Digital Business Strategies	BLC-014	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Mladen Miroslavljević
13.	Economics and Organization of Enterprises	BLC-015	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Zorana Agić
14.	Artificial Intelligence	BLC-016	Obligatory	45	30	2	90	60	225	7	Doc. Dr. Davor Radivojević
15.	Elective subject 3 (choose 1 subject)										
	English Language 3	BLC-017	Elective	30	15	2	60	30	135	5	Prof. MA Vesna Đurović
	Foreign language 3	BLC-018									-
Total III semester				165	135	-	330	270	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
IV SEMESTER											
16.	Marketing	BLC-019	Obligatory	30	30	2	60	60	180	6	Prof. Dr. Mirjana Milovanović
17.	Human Resource Management	BLC-020	Obligatory	30	30	2	60	60	180	6	Prof. dr Svetlana Dušanić-Gačić
18.	Entrepreneurship	BLC-021	Obligatory	45	30	2	90	60	225	7	Prof. dr Svetlana Dušanić-Gačić
19.	Elective subject 4 (choose 1 subject)										
	Media literacy	BLC-022	Elective	30	30	2	60	60	180	6	Prof. Dr. Slavica Išaretović
	Financial literacy	BLC-023									Prof. Dr. Zorana Agić
20.	Elective teaching subject 5 (choose 1 subject)										
	English language 4	BLC-024	Elective	30	15	2	60	30	135	5	Prof. MA Vesna Đurović
	Foreign language 4	BLC-025									-
Total IV semester				165	135	-	330	270	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL SECOND YEAR				1800 = 60 ECTS x 30 classes					1800	60	

THIRD YEAR											
No.	SUBJECT	CODE	STATUS	TEACHING WORKLOAD		COEFFICIENT	STUDENT LOAD		TOTAL	ECTS	PROFESSOR'S FIRST NAME, LAST NAME
				P	V		P	V			
V SEMESTER											
21.	Business Finance	BLC-028	Obligatory	60	15	2	120	30	225	8	Prof. dr Zorana Agić
22.	Business Operations Analysis	BLC-029	Obligatory	45	30	2	90	60	225	7	Prof. dr Zorana Agić
23.	Elective Subject 6 (choose one subject)										
	Business Law	BLC-026	Elective	60	15	2	120	30	225	8	doc. dr. Željko Petrović
	Trade Management	BLC-027									Prof. dr. Mladen Miroslavljević
24.	Elective subject 7 (choose 1 subject)										
	Environmental Protection	BLC-030	Elective	45	30	2	90	60	225	7	Prof. dr. Ljiljana Stojanović Bjelić
	Environmental Engineering	BLC-031									
Total V semester				210	90	-	420	180	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
VI SEMESTER											
25.	Insurance Management	BLC-032	Obligatory	60	15	2	120	30	225	8	Prof. Dr. Mirjana Milovanović
26.	Investments	BLC-033	Obligatory	60	15	2	120	30	225	8	Prof. Dr. Zorana Agić
27.	Elective subject 8 (choose 1 subject)										
	Logistics	BLC-034	Elective	45	30	2	90	60	225	7	Prof. Dr. Velibor Peulić
	Foreign Trade Business	BLC-035									Prof. Dr. Mirjana Milovanović
28.	Elective subject 9 (choose 1 subject)										
	Basics of Protection Systems	BLC-036	Elective	45	30	2	90	60	225	7	Prof. Dr. Ljiljana Stojanović Bjelić
	Information Systems	BLC-037									Prof. Dr. Nikola Novaković
Total VI semester				210	90	-	420	180	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL THIRD YEAR				1800 = 60 ECTS x 30 classes					1800	60	

FOURTH YEAR												
NO.	SUBJECT	CODE	STATUS	TEACHING WORKLOAD		COEFFICIENT	STUDENT LOAD		TOTAL	ECTS	TEACHER'S SURNAME	NAME AND
				P	V		P	V				
SEVENTH SEMESTER												
29.	Business Ethics	BLC-038	Obligatory	60	30	2	120	60	270	9	Prof. Dr. Svetlana Dušanić-Gačić	
30.	Business Economics	BLC-039	Obligatory	60	30	2	120	60	270	9	Prof. Dr. Svetlana Dušanić-Gačić	
31.	Elective Subject 10 (choose 1 subject)											
	Digital Marketing	BLC-040	Elective	45	30	2	90	60	225	7	Prof. dr Mirjana Milovanović	
	Digital content and tools	BLC-041									Doc. dr Aleksandar Babić	
32.	Elective subject 11 (choose 1 subject)											
	English language 5	BLC-042	Elective	30	15	2	60	30	135	5	Prof. mr Vesna Đurović	
	Foreign language 5	BLC-043									-	
Total VII semester				195	105	-	390	210	900	30		
				300			600					
				900 = 30 ECTS x 30 classes								
VIII SEMESTER												
33.	Methodology of scientific research	BLC-044	Obligatory	30	30	2	60	60	180	6	Prof. dr Nenad Novaković	
34.	Revision	BLC-045	Obligatory	60	30	2	120	60	270	9	Prof. Dr. Branka Savić	
35.	Student Practice 1	BLC-098	-	-	60	2	-	120	180	6	-	
36.	Final paper	BLC-100	-	-	90	2	-	180	270	9	-	
Total VIII semester				90	210	-	180	420	900	30		
				300			600					
				900 = 30 ECTS x 30 classes								
TOTAL FOURTH YEAR				1800 = 60 ECTS x 30 classes					1800	60		

In the study program Management, Business and Business Economics, direction Business Economics, the student enrolls and passes 23 Obligatory subjects (total 158 ECTS), 1 elective of 8 ECTS (total 8 ECTS), 4 elective subjects of 7 ECTS (total 28 ECTS), 1 elective subject of 6 ECTS (total 6 ECTS) and 5 elective subjects of 5 ECTS (total 25 ECTS). Upon enrollment, the student chooses a foreign language to attend and take exams — BLC organizes classes in English, and according to interests in German or Russian language. After completing 225 ECTS through passing exams and 6 ECTS for completing student practice, the student proceeds to write the thesis (final) paper which is valued at 9 ECTS, totaling 240 ECTS in this direction, and after the public defense of the thesis, the title obtained is: Bachelor of Economics.

Syllabi of subjects that are implemented in accordance with the curriculum and program

- Business Economics (240 ECTS) -

	HIGHER EDUCATION INSTITUTION "BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	MANAGEMENT				
Subject code	BLC-001	Status Subject	Obligatory	ECTS	6
Prerequisites for the Subject	-				
Subject professor(s)	Prof. Dr. Svetlana Dušanić – Gačić				
Class Classes / teaching load (weekly)		Individual student load (per semester)		Coefficient student Load	
L	E	L	E	So	
2	2	60	60	2	
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120			
Total Subject load (teaching + student): 60 + 120 = 180					
Learning objectives	The objectives of the Subject are to acquire basic knowledge in the field of management, especially in business organizations, and to study the theory and development of organizations from the perspective of business functions that will later be studied through other subjects. The goal is for students to master basic concepts (leader, manager, and entrepreneur) and management methods in a way that corresponds to the changes they will face in their work. The Subject will only present the fundamental and enduring principles of management and entrepreneurship.				
Learning outcomes	The student will be able to apply knowledge in the areas of planning, human resource management, and control in creating and managing a business after passing this subject, calculate and interpret indicators of dynamics in business analysis, make a diagnosis of the situation and present it (SWAT, PEST analysis). Students will be able to design a mission and vision, shape a marketing strategy for the entrepreneurial idea, and write a business plan or entrepreneurial project from which relevant answers to questions related to planning, launching, financing, organizing, leading, developing, and supervising (teamwork) can be read. Students will be able to express critical reflections on topics and settings in the field of management.				
Teaching methods	Lectures, exercises, and consultations (K + O), colloquia, case studies, final exam				
Content of the subject by weeks	1. The nature of management 2. The development of management theory 3. Changes in the management environment 4. Quality management 5. Social and ethical responsibility of management 6. Planning - the primary managerial function 7. First colloquium 8. Strategic management: planning for long-term success 9. Human resource management 10. Communication in the computer era 11. Group dynamics and teamwork 12. The impact of processes and leadership 13. Second colloquium 14. International management 15. Managing production and service operations				
Literature					
Obligatory literature					
Zrnić, M., Šušnjar, V.: <i>Organizational behavior – fundamentals of creative management, Besjeda, Banja Luka, 2008.</i>					
Supplementary literature					
Stabović-Bulajić, Z.: <i>Drucker's view on management, Adizes, Novi Sad, 2003.</i>					
Rupčić, N.: <i>Modern management – theory and practice (e-edition), Faculty of Economics, University of Rijeka, 2018.</i>					
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquia	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / preparation of independent tasks	5	5%	5	5%
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL	100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	INFORMATICS					
Subject code	BLC-002	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Nikola Novaković					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The goal of studying the subject is to provide students with theoretical knowledge and practical skills in the field of computer science and information technology, develop their ability to use modern software tools in an academic and professional context, encourage critical thinking about security and ethics in the digital environment, and prepare them to understand and assess the impact of modern information and communication technologies and the processes of digital transformation on society and the labor market.					
Learning outcomes	The student will be able to define and explain the basic concepts of computer science, computer and operating systems, and information technologies after passing this subject, to independently apply software tools such as MS Word, Excel, PowerPoint, and Access in document creation, data processing, and content presentation, to analyze and assess security risks and data protection methods in accordance with the principles of information literacy and digital ethics, to connect and compare different information technologies and their applications in contemporary social and business contexts, as well as to critically evaluate and assess the impact of digital transformation, automation, and artificial intelligence on the future of work and the development of new competencies.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquia, seminar papers, final exam					
Subject content by weeks	1. Introduction to computer science – basic concepts, development of computer science and information technologies 2. Computer systems – hardware, software, types of computers, and peripheral units 3. Operating systems – roles, functions, and basic operations in Windows/Linux environments 4. File and process management – directories, files, and working with commands 5. MS Word – working environment, formatting, inserting content, and document creation 6. MS Excel – working with tables, basic formulas, and charts 7. First colloquium 8. MS Excel – advanced functions, data analysis and processing 9. MS PowerPoint – principles of multimedia presentation and slide creation 10. MS Access – introduction to databases, creating tables and relationships 11. Information literacy and security – data protection and privacy 12. Ethics and social aspects of informatics – digital ethics, copyright and the impact of IT on society 13. Second colloquium 14. Modern ICT technologies – cloud, IoT, AI, 5G and computer networks 15. Digital transformation and the future of work – automation, artificial intelligence and new skills					
Literature						
Obligatory literature						
Tepšić, M., Radivojević, M.: Information Technologies, Banja Luka College and Besjeda, Banja Luka, 2012.						
Miroslavljević, M., Veinović, M., Grubor, G.: Introduction to Information Technologies, Singidunum University, Belgrade, 2017.						
Supplementary literature						
Radosav, D.: Information Technologies, Mihajlo Pupin Technical Faculty, Zrenjanin, 2006.						
Obligations, forms of knowledge assessment, and grading	Type of student work evaluation		Regular students		External students	
			Points	Percentage	Points	Percentage
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting				1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	MICROECONOMICS					
Subject code	BLC-003	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Branka Savić					
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The aim of the subject is to provide students with a fundamental understanding of economic problems, systems, and institutions, as well as consumer and business behavior patterns. Special emphasis is placed on the application of the laws of supply and demand, analysis of market structures, and price formation. The Subject aims to develop the ability to interpret externalities of public goods, as well as a critical view of economic decisions under conditions of risk and uncertainty.					
Learning outcomes	The student will be able to explain basic economic problems, systems, and institutions after passing this subject, and to analyze the behavior of consumers and businesses through the application of theoretical models. They will be able to apply the law of supply and demand and the concepts of elasticity in the analysis of market phenomena and price formation processes, as well as to assess the impact of market structures on efficiency and price determination. The student will also be able to interpret the significance of externalities, public goods, and common resources in resource allocation and to critically evaluate the decisions of economic agents under conditions of risk and uncertainty.					
Teaching methods	Lectures, exercises and consultations (K + O), quizzes, independent assignments, final exam					
Content of the subject by weeks	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. Introduction to economics and microeconomics: economic problems, systems, and institutions Theory of consumer behavior Market demand: demand theory, demand curve, elasticity of demand Supply, demand, and market mechanism Enterprise: concept, goals, and types of enterprises Economic laws of production First colloquium Theory and analysis of costs Market structures: perfect competition, monopoly, monopolistic competition, oligopoly Pricing strategies and determination in the enterprise Price regulation and consumer behavior Business behavior under conditions of risk and uncertainty Second colloquium Environmental economics – externalities: definition and description, market and allocative efficiency Public goods and common resources					
Literature						
Obligatory literature						
Savić, B.: Microeconomics (reader), Besjeda, Banja Luka, 2014.						
Supplementary literature						
Gregory Mankiw, N.: Principles of Economics, Faculty of Economics, Belgrade, 2013.						
Samuelson, P., Nordhaus, W.: Economics, Mate, Zagreb, 2011.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate session			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION "BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	MATHEMATICS 1					
Subject code	BLC-004	Status Of the Subject	Obligatory	ECTS	7	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Negovan Stamenković					
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
3	2	90	60	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	The aim of the Subject is to provide students with a fundamental understanding of the structure of real numbers, algebraic operations, and systems of linear equations, and to equip them with the ability to apply basic mathematical concepts and methods in problem-solving. Special emphasis is placed on developing the ability to work with functions, including their definition, flow analysis, and zeros of the function, as well as understanding and applying trigonometric functions. The Subject aims to introduce students to the concepts of limits, derivatives, and integrals, and to develop their skills in applying differential and integral calculus.					
Learning outcomes	The student will be able to explain the basic properties of real numbers and apply algebraic operations in solving problems after passing this subject. They will be capable of formulating and solving systems of linear equations and analyzing different types of functions, including trigonometric ones, as well as determining their flow and zeros. The student will be able to apply the concepts of limits, derivatives, and integrals in function analysis and optimization. Additionally, they will be trained to connect acquired knowledge and develop logical and analytical thinking in solving mathematical and economic problems.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquia, independent assignments, final exam					
Content of the subject by weeks	1. Field of real numbers 2. Ring in the field of real numbers 3. Body and field in the set of real numbers 4. System of linear equations with two unknowns 5. Exponentiation 6. Root extraction 7. First colloquium 8. Functions, assignment and types of functions 9. Function flow and zero function 10. Trigonometric functions 11. Limit value of a function 12. Derivatives of functions 13. Second colloquium 14. Integrals 15. Calculating integrals					
Literature						
Obligatory literature						
Kovačević, P.: Mathematics 1, Independent University of Banja Luka, Banja Luka, 2010.						
Laban, M.: Modern Algebra, Scientific Book, Belgrade, 1990.						
Supplementary literature						
Splaničar, I.: Mathematics 1, Kartular, Split, 2018.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		External students		
		Points	Percentage	Points	Percentage	
	Pre-exam obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquia		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	ENGLISH LANGUAGE 1				
Subject code	BLC-005	Status Of the Subject	Elective	ECTS	5
Prerequisites for the subject	-				
Subject professor(s)	MA Vesna Đurović				
Class load / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The objectives of the subject are focused on acquiring knowledge and skills in the areas of grammar, vocabulary, and communication in English. Students will develop the ability to understand and distinguish between the Present Simple and Present Continuous tenses, as well as other grammatical structures outlined in the curriculum, and their application in everyday conversations. Special emphasis is placed on acquiring vocabulary related to food, festivals, and travel, with practical application through speaking and writing exercises. The goal is to enable students to create oral and written descriptions of people, places, and events, using correct grammatical structures.				
Learning outcomes	The student will be trained to understand and correctly apply the basic grammatical structures of the English language, with a special emphasis on the Present Simple and Present Continuous tenses, in the context of everyday communication. They will use vocabulary related to food, festivals, travel, and leisure activities through various forms of spoken and written interaction. They will develop the ability to formulate a clear and reasoned stance on social issues, such as healthcare, business, and humanitarian work, using appropriate language patterns in oral and written expression. The student will be able to create descriptive and presentation texts about people, places, and events, using rich vocabulary and grammatically correct expression.				
Teaching methods	Lectures, exercises and consultations (K + O), quizzes, discussions, role-playing, essays, final exam				
Subject content by weeks	1. Nice to Meet You – Introduce yourself 2. Helping People to Learn – Present Simple Tense, Learning Styles 3. North and South – Daily Routine, Habits 4. Have a Good Weekend – Small Talk, Present Continuous 5. Down Town Barcelona – Description of Travel Destinations 6. I Love Chicago – Festivals, Tourism in Festivals; Eating Around the World – Food Vocabulary 7. First colloquium 8. The A Team – Description of a Person 9. Do you Salsa – Free Time Activities; Chanel – Impressive Personality from the Past 10. Health Care – Public or Private 11. Changing Workplace – Workplace Communication 12. Nice Work – Business Communication 13. Second colloquium 14. Doctors Without Borders – Human Actions, Charity Work 15. Trekking in Nepal – Outdoor Activities, Cultural Diversity				
Literature					
Obligatory literature					
Dignen, B., Flinders, S., Sweeny, S.: <i>English 365 1, Student's Book 1.</i> , Cambridge University Press, 2004.					
Alexander, L. G.: <i>Longman English Grammar Practice for intermediate students</i> , Pearson Education Limited, 1999.					
Supplementary literature					
Hollett, V., Whitby, N.: <i>Lifestyle, English for work, socializing and travel, pre-intermediate Subject book: Pearson, 2012.</i>					
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquia	20 + 20	40%	20	20%
	Seminar paper / essay	5	5%	5	5%
	Case study / independent task preparation	-	-	-	-
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	FOREIGN LANGUAGE 1–GERMAN LANGUAGE 1				
Subject code	BLC-006	Status Of the Subject	Elective	ECTS	5
Prerequisites for the subject	-				
Subject professor(s)	-				
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The aim of the subject is for students to acquire basic knowledge and develop fundamental communication skills necessary for elementary navigation in everyday situations in the German language. Through thematic and grammatical units, students are introduced to the process of understanding, applying, and connecting basic language structures, while encouraging the development of language competence, intercultural awareness, and independence in learning.				
Learning outcomes	After passing the Subject, students will be able to recognize and explain basic language structures and rules, apply them correctly in speaking and writing in simple communication situations, and connect vocabulary and grammatical forms to form meaningful and coherent messages. Students will be capable of using the German language for the purpose of presentation, expressing basic needs, conducting simple interactions, and understanding short written and oral messages, as well as independently composing shorter texts such as emails or personal messages. In this way, they will demonstrate basic communication competence in accordance with the A1.1 standard of the Common European Framework of Reference for Languages.				
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, essay, final exam				
Subject content by week	1. Introductory lecture in German language 2. Greeting, well-being: saying goodbye, countries, alphabet, verb conjugation singular, W-questions 3. Personal information, professions: personal speaking, professions, marital status, numbers 1-100, negation 4. Family: script excerpt, family, yes/no questions, yes – no – indeed, verbs with vowel change 5. Shopping, furniture: offering help, numbers 100 – 1,000,000, furniture, adjectives, articles der/das/die 6. Objects, products: product information, indefinite article ein/ein/eine, negative article 7. First colloquium 8. Office & Technology: Telephone conversations, Singular – Plural, Accusative 9. Leisure, Compliments: Giving compliments, Modal verb can, Sentence bracket 10. Leisure, Appointments: Invitation/Cancellation, Verb position in the sentence temporal prepositions at, around 11. Food, Invitation at home: Food and dishes, Conjugation like, "would like 12. Travel, Means of transport: Announcements, Means of transport, Traveling, separable verbs 13. Second colloquium 14. Daily routine, Past: Schedule, E-Mail, Daily activities, Perfect with have, temporal prepositions from ... to, from 15. Festivals, Past: Interviews, Perfect with be, temporal preposition in				
Literature					
Obligatory literature					
Evans, S., Pude, A., Specht, F.: Menschen – Deutsch als Fremdsprache Kursbuch A 1.1., Hueber Verlag, 2018.					
Supplementary literature					
Helbig, G., Buscha, J.: Guide to German Grammar Langenscheidt, 2000.					
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Prerequisite obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	5	5%	5	5%
	Case study / independent task preparation	-	-	-	-
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	FOREIGN LANGUAGE 1–RUSSIAN LANGUAGE 1				
Subject code	BLC-006	Status Of the Subject	Elective	ECTS	5
Prerequisites for the subject	-				
Subject professor(s)	-				
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, semester) 2*15 + 1*15 = 30 + 15 = 45		Total student load (in Classes, semester) 2*15*2 + 1*15*2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The goal of the Subject is to develop basic language competencies through mastering phonetics, morphology, and basic syntactic structures. Special emphasis is placed on understanding and correct use of the basic lexical fond in everyday communication situations, on enabling students for simple oral and written expression, and on acquiring skills for understanding and translating shorter written and oral texts.				
Learning outcomes	Upon completion of the Subject, the student will be able to recognize and correctly use the Russian alphabet and basic grammatical categories in simple sentences, apply personal and possessive pronouns, verb conjugations, and tenses in speech and writing, formulate short oral and written statements in accordance with everyday communication situations, understand and interpret simple texts such as dialogues, letters, and fairy tales, and independently create shorter contents applying learned language and stylistic patterns.				
Teaching methods	Lectures, exercises and consultations (K + O), quizzes, essay, final exam				
Subject content by weeks	1. Russian alphabet, gender of nouns 2. Greetings, possessive pronouns 3. Occupations, personal pronouns (nominative and accusative) 4. Nouns, nominative plural 5. Present tense, I and II conjugation 6. Manner adverbs 7. First colloquium 8. Descriptive adjectives 9. Weekly schedule, modal verbs 10. Food, fruits and vegetables, accusative of nouns 11. Locative, present tense, reflexive verbs 12. Body parts, writing a letter, past tense 13. Second colloquium 14. Future tense, constructions with genitive singular and plural 15. Reading and translating a Russian fairy tale				
Literature					
Obligatory literature					
Gapočka, I. K.: I read in Russian, Moscow, 2006.					
Supplementary literature					
Poljanec, R. F.: Overview of Russian grammar, School Book, Zagreb, 1993					
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	5	5%	5	5%
	Case study / preparation of independent tasks	-	-	-	-
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	STATISTICS					
Subject code	BLC-007	Status Subject	Obligatory	ECTS	7	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Zorana Agić					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	S0		
3	2	90	60	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	The aim of the Subject is for students to acquire knowledge and skills for collecting, analyzing, and interpreting data using statistical methods and software tools, in order to make informed research and business decisions.					
Learning outcomes	After this Subject, students will be able to define and explain basic statistical concepts, methods, and principles, as well as conduct statistical research through the collection, organization, and visual presentation of data. They will apply statistical analysis techniques, including indicators of structural and time series, correlation and regression analysis, statistical inference, and hypothesis testing. They will analyze statistical data using software tools, interpret results, and evaluate their application in research and business processes.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, independent assignments, final exam					
Subject content by weeks	1. Introductory lecture on statistics and statistical literacy 2. Concept, subject, and significance of statistics 3. Preparation and implementation of statistical research 4. Organization and grouping of statistical data 5. Presentation of statistical data 6. Basics of business statistics 7. First colloquium 8. Descriptive statistical measures – measures of central tendency 9. Descriptive statistical measures – measures of variation 10. Indicators of structural series 11. Indicators of dynamics of time series 12. Correlation and regression analysis 13. Second colloquium 14. Application of statistics using software tools 15. Application of artificial intelligence in statistical research					
Literature						
Obligatory literature						
Vuković, N., Spasić, S.: Statistics with a Practicum, Singidunum University, Belgrade, 2022.						
Kostić Kovačević, I.: Probability and Statistics with a Collection of Exercises, Singidunum University, Belgrade, 2022.						
Supplementary literature						
Vuković, N., Spasić, S.: Statistics for Engineers, Singidunum University, Belgrade, 2020.						
Šekarić, M.: Statistical Methods with a Collection of Exercises, Singidunum University, Belgrade, 2010.						
Obligations, forms of knowledge assessment and grading	Type of evaluation of student work	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquia		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	MACROECONOMICS					
Subject code	BLC- 008	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites of the subject	-					
Subject professor(s)	Prof.dr Svetlana Dušanić – Gačić					
Fund of classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, per semester) 2*15 + 2* 15 = 30 + 30 = 60		Total student load (in Classes, per semester) 2*15*2 + 2*15* 2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The aim of this Subject is to contribute to the development of basic knowledge in macroeconomics. Acquiring macroeconomic knowledge is essential for economists in finance and general business orientation, in order to understand and interpret basic macroeconomic categories, trends, and forecasts. The goal of studying this subject is for students to become familiar with the most important macroeconomic aggregates, their interrelationships in the use and distribution of social product. Basic macroeconomic models and macroeconomic policies are covered, especially in the context of the global economy. Students will be introduced to topics such as the independence of the central bank, the choice of monetary regime, and the specifics of the macroeconomic model for an emerging market economy.					
Learning outcomes	The student will be able to understand a comprehensive analysis of contemporary macroeconomic issues and problems after passing the subject, the significance of which is greater today than ever before. The student will acquire detailed knowledge of basic economic laws, the functioning of the economy, basic economic policies and their impact on achieving fundamental macroeconomic goals, and explain GDP, measuring economic activity and sources of economic growth, and critically evaluate them. Interpret and explain concepts and relationships in the macroeconomic environment, analyze and interpret economic policies aimed at achieving optimal macroeconomic results, and acquire skills to apply macroeconomic analyses and develop economic intuition and logic that are indispensable in understanding the material and applying macroeconomic knowledge.					
Teaching methods	Lectures, exercises, and consultations (K + O), preparation of independent tasks, colloquia, and final exam.					
Content of the subject by weeks	1. Basic concepts of macroeconomics 2. National specificities of economies 3. Basic macroeconomic phenomena and analytical instruments 4. Market and state in the modern economy 5. Gross social product and gross domestic product 6. Consumption and investments 7. First colloquium 8. Economic growth, privatization 9. Budget and fiscal policy 10. Money in modern economy 11. Monetary policy 12. Unemployment 13. Second colloquium 14. Financial institutions 15. International financial institutions and trade					
Literature						
Obligatory literature						
Gregory Mankiw N.: Principles of Economics, Faculty of Economics in Belgrade, 2006.						
Supplementary literature						
Blanchard, O.: Macroeconomics, Mate, Zagreb, 2005						
Krueger, D.: <i>Macroeconomic Theory</i> , University of Pennsylvania, 2012.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject name	ACCOUNTING				
Subject code	BLC-009	Status Of the Subject	Obligatory	ECTS	6
Prerequisites for the subject	-				
Subject professor(s)	Prof. Dr. Zorana Agić				
Classes / teaching load (weekly)		Individual student load (per semester)		Coefficient student's Load	
L	E	L	E	So	
2	2	60	60	2	
Total teaching load (in Classes, per semester) 2*15 + 2* 15 = 30 + 30 = 60		Total student load (in Classes, per semester) 2*15*2 + 2*15* 2 = 60 + 60 = 120			
Total Subject load (teaching + student): 60 + 120 = 180					
Learning objectives	The goal of studying the subject is for students to acquire theoretical and practical knowledge about accounting principles, methods of recording business changes, and preparing financial statements, in order to analyze the financial position of enterprises and critically assess accounting information for making business decisions.				
Learning outcomes	After this Subject, students will be able to define and explain basic accounting concepts, principles of proper bookkeeping, and rules of posting in accordance with the chart of accounts. They will apply methods for recording business changes, analyze the financial position of the company through the structure of assets, liabilities, income, and expenses, calculate financial results, and prepare financial statements, while through critical data analysis they will assess the accuracy, compliance, and usability of accounting information for business decision-making.				
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, independent assignments, final exam				
Subject content by weeks	1. Introductory lecture on accounting 2. Basics and principles of the double-entry accounting system; Accounting principles 3. The impact of economic changes on the company's assets 4. Breaking down the balance sheet into accounts; Global procedure in accounting 5. Principles of proper bookkeeping; Errors in accounting; Chart of accounts and account plan 6. Acquisition of company funds – own and borrowed capital 7. First colloquium 8. Acquisition of company assets – fixed assets 9. Acquisition of company assets – materials and goods 10. Calculation and coverage of costs and expenses 11. Concept, classification, and recording of income 12. Pre-closing entries; Closing of books 13. Second colloquium 14. Calculation of periodic results 15. Accounting planning; Accounting control; Accounting analysis				
Literature					
Obligatory literature					
Petrović, Z., Vičentijević, K., Stanišić, N.: Accounting, Singidunum University, Belgrade, 2022.					
Vilendečić, S.: Applied Accounting, Banja Luka College and Besjeda, Banja Luka, 2014.					
Supplementary literature					
Radovanović, R., Škarić Jovanović, K.: Financial Accounting, Faculty of Economics, Belgrade, 2006.					
Gray, S. J., Needles, B. E.: Financial Accounting, Association of Accountants and Auditors of the Republic of Srpska, Banja Luka, 2002.					
Obligations, forms of knowledge assessment and evaluation	Type of evaluation of student work	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / preparation of independent tasks	5	5%	5	5%
	Practical work	-	-	-	-
Final exam	50	50%	70	70%	
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	LABOR LAW					
Subject code	BLC-010	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites for the Subject	-					
Subject professor(s)	doc.dr Željko Petrović					
Number of Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, per semester) 2*15 + 2* 15 = 30 + 30 = 60		Total student load (in Classes, per semester) 2*15*2 + 2*15* 2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The objectives of the Subject are to acquire basic knowledge in the field of labor law. The goal is for students to master the basic concepts and legal norms of labor and social law.					
Learning outcomes	The student will learn the rights from labor relations in the Republic of Srpska and Bosnia and Herzegovina after passing this subject, and will be able to demonstrate and explain the legal provisions and norms necessary for the application of relevant institutes of labor and social law. After completing the learning process, students will be able to apply the acquired knowledge in labor law and social law situations. In addition to the above, the student will be able to apply the acquired knowledge about the basics of administrative procedure to individual issues from social procedural law and labor law.					
Teaching methods	Lectures, exercises and consultations (K + O), seminar paper, colloquiums and final exam					
Content of the subject by weeks	1. Development and regulation of labor relations 2. Conditions for establishing a labor relationship 3. Procedure for establishing a labor relation; Right to work, labor relations and forms of work outside of labor relations 4. Working Classes, breaks and absences, salaries, compensations 5. Occupational safety 6. Termination of the labor relation and employee responsibility 7. First colloquium 8. Employment and protection of the unemployed 9. Law on gender equality and its application in the Republic of Srpska 10. Individual and collective rights of employees and employers 11. Collective agreements 12. Resolving collective labor disputes 13. Second colloquium 14. Special regime of labor relations 15. Law on civil servants					
Literature						
Obligatory literature						
Mirjanić Ž: Labor Law, Faculty of Law University of Banja Luka, Banja Luka, 2004.						
Supplementary literature						
Brajčić, V.: Labor Law, Contemporary Administration, Belgrade, 2001.						
Obligations, forms of knowledge assessment, and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025. 2.			

	HIGHER EDUCATION INSTITUTION "BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	ENGLISH LANGUAGE 2					
Subject code	BLC-011	Status Of the Subject	Elective	ECTS	5	
Prerequisites for the subject	Passed the Subject English Language 1					
Subject professor(s)	MA Vesna Đurović					
Class load / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
L	E	L	E	So		
2	1	60	30	2		
Total teaching load (in Classes, semester) 2*15 + 1*15 = 30 + 15 = 45		Total student load (in Classes, semester) 2*15*2 + 1*15*2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the subject is to develop students' abilities in understanding and applying language in the context of work, culture, and everyday life. The student will acquire and use vocabulary related to work, food, leisure, and cultural diversity, as well as grammatical structures including present continuous for future actions, past simple, present perfect, and future tenses in various communication situations. The subject develops business communication skills and work in an international environment, explores the concept of cultural diversity and cultural differences, and enables them to analyze and create ideas for business projects, startups, and innovative business profiles.					
Learning outcomes	After this subject, the student will be able to understand and use vocabulary related to food, work, leisure, and cultural diversity in various communication situations. They will be able to apply grammatical structures (present continuous, past simple, present perfect, future tenses) in writing and speaking, especially in planning, reporting, and presenting projects. Students will be able to analyze cultural differences in business and social environments, recognizing and explaining different practical examples. They will be able to design and present their own projects or business ideas using appropriate vocabulary, grammatical structures, and communication strategies and develop communication skills in the workplace and in an international business environment.					
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, discussion, role-playing, essay, final exam					
Subject content by week	1. Project Stockholm – Project Vocabulary, Present Continuous for Future Actions 2. Workplace Communication – Communication in the Workplace 3. Slow Food – Food Vocabulary; Living in Hong Kong – Cultural Diversity 4. Online – Future Jobs, Online/Offline Life 5. Beirut Intercontinental – Cultural Diversity in the Hospitality Business 6. Working for Rolls Royce – Business Profile of the Company 7. First colloquium 8. Start Up – Starting a New Business 9. I Buy Money – Free Time Vocabulary Upgrade 10. Driving to Romania – Charity Work 11. Out of Order – Past Simple and Hospitality Vocabulary 12. Teaching T'ai Chi – Stress Management, Cultural Diversity; Perfect Planning – Present Perfect Tense, Current and Past Projects 13. Second Colloquium 14. A Changing World – Expressing the Future, Plans and Expectations for the Future 15. Jets and Pets – Interesting Business Ideas and Startups					
Literature						
Obligatory literature						
Dignen, B., Flinders, S., Sweeny, S.: <i>English 365 I, Student's Book I.</i> , Cambridge University Press, 2004.						
Alexander, L. G.: <i>Longman English Grammar Practice for intermediate students</i> Pearson Education Limited, 1999.						
Supplementary literature						
Hollett, V., Whitby, N.: <i>Lifestyle, English for work, socializing and travel, pre-intermediate Subject book: Pearson</i> , 2012.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks		-	-	-	-
	practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION "BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject name	FOREIGN LANGUAGE 2–GERMAN LANGUAGE 2				
Subject code	BLC-012	Status Subject	Elective	ECTS	5
Prerequisites for the subject	Passed subject German Language 1				
Subject professor(s)	-				
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load	
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The aim of the Subject is for students to expand the basic knowledge they acquired in German Language 1 and to develop the ability to navigate everyday situations through the application of advanced grammatical structures and a richer vocabulary. Special emphasis is placed on expressing needs, plans, and desires, describing people and events, and developing intercultural awareness and independent language use.				
Learning outcomes	Upon completion of the Subject, students will be able to recognize and explain basic grammatical structures such as prepositions with dative and accusative, possessive pronouns, imperatives, modal verbs, perfect tense and past tense of basic verbs, as well as comparisons of adjectives, and apply them in speaking and writing in everyday contexts. They will be able to form meaningful messages, describe people, events, and situations, express plans, wishes, and obligations, participate in simple conversations, and write short texts such as emails or messages, demonstrating basic communication competence at level A1.2.				
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, seminar papers, final exam				
Subject content by weeks	1. Introductory lecture in German language 2. Describing ways: directions, local prepositions + dative 3. Living: apartments and houses, possessive article sein – ihr, genitive with proper names 4. In the city: facilities and places in the city, verbs with dative 5. Appointments: offering help, in the hotel, temporal prepositions before, after, in, for 6. Plans and wishes: newspaper text, prepositions with/without, modal verb sollen 7. First colloquium 8. Health and illness: Guide, body parts, imperative (you), modal verb should 9. Appearance and character: Small talk, past tense was, had, perfect non-separable verbs 10. In the household: Activities in the household, imperative (you), personal pronouns in the accusative 11. Rules: Rules in traffic and environment, modal verbs may, must 12. Clothing: Comparison, comparisons 13. Second colloquium 14. Weather: Weather, cardinal directions, word formation -less, conjunction because 15. Festivals and celebrations: Festivals, subjunctive II would, ordinal numbers				
Literature					
Obligatory literature					
Evans, S., Pude, A., Specht, F.: Menschen – Deutsch als Fremdsprache Kursbuch A 1.2., Hueber Verlag, 2018.					
Supplementary literature					
Helbig, G., Buscha, J.: Guide to German Grammar Langenscheidt, 2000.					
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-exam obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / completion of independent tasks	5	5%	5	5%
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FOREIGN LANGUAGE 2–RUSSIAN LANGUAGE 2					
Subject code	BLC-012	Status Subject	Elective	ECTS	5	
Subject prerequisites	Passed the Subject Russian Language 1					
Subject professor(s)	-					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
L	E	L	E	So		
2	1	60	30	2		
Total teaching load (in Classes, semester) 2*15 + 1*15 = 30 + 15 = 45		Total student load (in Classes, semester) 2*15*2 + 1*15*2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The objective of the Subject is to deepen the language competencies acquired in the Russian Language 1 Subject through systematic mastery of the phonetics and phonology of the Russian language in comparison with Serbian, the adoption of more complex grammatical structures, and the expansion of the lexical fund. Special emphasis is placed on developing the ability to distinguish and correctly use verb forms, nouns, and adjectives in different genders, numbers, and cases, on preparing students to participate in everyday and formal communication situations, as well as on building a foundation for the functional use of the Russian language in oral and written expression.					
Learning outcomes	Upon completion of the Subject, the student will distinguish and apply the phonetic and phonological features of the Russian language in comparison to Serbian, correctly use the present tense of verbs of the I and II groups, the verbal aspect and perfect tense, and distinguish and use the basic forms of the future tense. Furthermore, the student is capable of using pronouns and adjectives in accordance with the gender and number of nouns, forming grammatically correct statements using the declension of nouns and adjectives, conducting short dialogues in everyday communication situations, including telephone conversations, and recognizing and applying basic patterns of motion verbs in various contexts.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, essay, final exam					
Subject content by week	1. Phonetics and phonology of the Russian language in comparison to the Serbian language 2. Present tense of verbs of the I group 3. Present tense of verbs of the II group 4. Gender of nouns, absence of auxiliary verb 5. Days of the week, gender of adjectives and pronouns какой, этот and тот 6. Family, personal and possessive pronouns мой, твой, наш, ваш, чей, его, ее, и х, 7. First colloquium 8. Masculine gender, plural of masculine and feminine nouns 9. Feminine and neuter gender, plural of nouns and adjectives какой, 10. Verbal aspect, perfect 11. Future tense, system of verb tenses 12. Telephone conversation, declension of nouns ending in –а, –я, verbs with the particle –ся 13. Second colloquium 14. II declension of nouns 15. Verbs of motion					
Literature						
Obligatory literature						
Pirogova, L. I., Preobraženska, M. R.: Textbook of the Russian language, Bard-fin, Romanov, 2013.						
Gapočka, I. K.: I read in Russian, Moscow, 2006.						
Supplementary literature						
Poljanec, R. F.: Overview of Russian grammar, Školska knjiga, Zagreb, 1993						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	PUBLIC RELATIONS					
Subject code	BLC-013	Status Of the Subject	Obligatory	ECTS	6	
Subject prerequisites	-					
Subject professor(s)	Prof. dr. Mladen Miroslavljević					
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	Acquiring basic and advanced knowledge about the importance of public relations in creating a positive image and public opinion, along with understanding key knowledge, skills, and tools that serve this purpose. Understanding the concept and significance of public relations as a profession. Understanding the interdisciplinary of public relations and its interconnection with other sciences such as marketing, psychology, and computer science. Managing various skills and tools necessary for the most successful operation and application in public relations, primarily information tools, social media, and artificial intelligence.					
Learning outcomes	After attending the subject of public relations and connecting with other sciences and subjects, students will learn how to connect academically acquired knowledge with everyday practice using advanced technology and identify key elements that influence the success of creating public relations in practice, as well as analyze trends in the field of public relations and the impact of technological changes on that field. The acquired knowledge will enable them to be equipped to apply theoretical knowledge and practically find the best solutions, and to understand the impact of all changes that affect public relations. The acquired knowledge and skills will allow students to apply them in planning and creating image and public relations strategies. This way, students will be able to effectively manage all activities related to public relations and achieve successful application in practice.					
Teaching methods	Lectures, exercises and consultations (K + O), essay/seminar paper and final exam					
Content of the subject by weeks	1. What are public relations, the role of public relations (PR) for companies, other organizations, and individuals, 2. What is publicity, an example of using publicity in PR; PR, advertising, and publicity 3. What is the role of PR in event creation, 4. The role of media in public relations, 5. What are mass communication media and which are the most influential today, 6. What does a good relationship with the media imply for those engaged in PR, 7. First colloquium 8. How important are new media for public relations? 9. How important are public relations in crisis communication? 10. What is lobbying and examples of lobbying? 11. How important are public relations for individuals engaged in public affairs? 12. How can public relations influence the formation of public opinion? 13. Second colloquium 14. Public relations as a profession 15. Is it better to invest in advertising, publicity, or public relations?					
Literature						
Obligatory literature						
Cutlip, S., Center, A., Broom, G.: Public Relations, MATE, Zagreb, 2003.						
Jugo, D.: Crisis Communication Management, Školska knjiga, Zagreb, 2017.						
Supplementary literature						
Miroslavljević, M.: The Alphabet of Public Relations, Banja Luka College, Banja Luka, 2024.						
Filipović, V., Kostić-Stanković, M.: Public Relations, Author's Edition, Belgrade, 2008.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks					
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	DIGITAL BUSINESS STRATEGIES					
Subject code	BLC-014	Status Subject	Obligatory	ECTS	6	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Mladen Mirosavljević					
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The aim of the Subject is to enable students to understand the key principles of digital business and the strategic options of the organization. The Subject develops the ability to conduct internal and external analysis, identify strategic competencies and opportunities, and apply digital trends and infrastructure in strategy planning. Students will be able to create, evaluate, and implement strategies that generate value and maintain competitive advantage.					
Learning outcomes	After completing the Subject, the student will be able to explain the principles of digital business and the impact of the internet on the strategic decisions of the organization. They will be capable of conducting internal and external analysis, identifying competencies and weaknesses, and assessing trends and the infrastructure of digital business. The student will be able to create and implement strategies to maintain competitive advantage, exploit new market opportunities, and generate value through digital business. Additionally, they will be trained to plan and implement sustainable strategies in interaction with customers and suppliers.					
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, case studies, final exam					
Subject content by week	1. Basics of digital business and management 2. External analysis: the impact of the internet on digital business 3. Trends and infrastructure of digital business 4. Internal analysis: competencies of digital business as a source of advantages and weaknesses 5. Strategic options in the digital business market 6. Maintaining competitive advantage 7. First colloquium 8. Utilizing opportunities in new market spaces of digital business 9. Creating value through digital business strategy 10. Choosing the appropriate strategy for organizing internal strategic activities of digital business 11. Choosing the appropriate strategy for interaction with suppliers 12. Choosing the appropriate strategy for interaction with customers 13. Second colloquium 14. Transitioning to mobile digital business 15. Strategy for implementing and maintaining digital business					
Literature						
Obligatory literature						
Stojanović, M., Vučenović, T.: <i>Digital Communications: Management, Marketing Strategies and Practical Examples</i> , Academic Book, Belgrade, 2024.						
Supplementary literature						
Rodgers, D. L.: <i>A Guide to Digital Transformation</i> , Finesa, 2014.						
Pehrsson, A.: <i>Digital Business Strategy: Content, Context and Cases</i> , Routledge, London, 2023.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business, and Business Economics					
	Study direction: Business Economics					
Subject title	ECONOMICS AND ORGANIZATION OF ENTERPRISES					
Subject code	BLC-015	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Zorana Agić					
Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The goal of the Subject is to enable students to systematically understand the basic concepts, laws, and principles of business and organization of enterprises. The Subject aims to develop the ability to analyze costs, sources, and results of operations, apply economic principle 198s to optimize processes, as well as connect theoretical knowledge with practical aspects of business. Special emphasis is placed on critically examining different models of organization and management and equipping students to make rational and reasoned business decisions.					
Learning outcomes	After this Subject, students will be able to define and explain the basic concepts and relations in economics and business organization, as well as to understand the role and functions of enterprises in the economy. Students will be able to apply economic principles and methods in business analysis, distinguish between types of organizational structures and evaluate their advantages and disadvantages, and assess the effectiveness of business and organizational decisions through relevant economic and organizational criteria. Based on the acquired knowledge, students will be able to formulate proposals for improving business and organization.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquia, case studies, and final exam					
Subject content by weeks	1. Concept, subject, and goal of studying business economics 2. Enterprise as a subject of business 3. Enterprise and market 4. Assets and sources of funds in the enterprise 5. Costs in the enterprise 6. Business results of the enterprise; Record keeping and monitoring of the enterprise's operations 7. First colloquium 8. Economic principles and business optimization 9. Basics of organization and organizing 10. Organizational structure and types of organizational structure 11. Organizational behavior, motivation, and job satisfaction 12. Organizational changes and stress management 13. Second colloquium 14. Organizational culture 15. Communication, conflicts, and negotiation					
Literature						
Obligatory literature						
Isaković, S.: Fundamentals of Organization and Economics of Enterprises, Institute for Economic Engineering, Zenica, 2021.						
Džamić, V.: Organizational Behavior and Corporate Culture, Singidunum University, Belgrade, 2025.						
Supplementary literature						
Nadoveza, B., Pešić, H.: Economics of Enterprises, European University Brčko, Brčko, 2014.						
Robbins, S.P., Timothy, J.A.: Organizational Behavior, Mate, Zagreb, 2010.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	ARTIFICIAL INTELLIGENCE				
Subject code	BLC-016	Status Of the Subject	Obligatory	ECTS	7
Prerequisites for the subject	-				
Subject professor(s)	doc. dr Davor Radivojević				
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	S0	
3	2	90	60	2	
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150			
Total Subject load (teaching + student): 75 + 150 = 225					
Learning objectives	The aim of the Subject is to provide students with a fundamental understanding of the theoretical foundations and modern methods of artificial intelligence, as well as to equip them for the practical application of acquired knowledge in various disciplines. The Subject encourages the development of critical thinking and analytical skills, as well as creativity in devising new ways to use artificial intelligence tools. A special emphasis is placed on interdisciplinary and the connection of different fields. The Subject aims to develop academic and professional responsibility through awareness of the ethical, legal, and social aspects of the application of artificial intelligence.				
Learning outcomes	After completing the Subject, the student will be able to define and explain the basic concepts, ideas, and paradigms of artificial intelligence, as well as analyze the role of data, algorithms, and software tools in the development of intelligent systems. The acquired knowledge will enable them to apply appropriate methods and tools in problem solving, as well as to compare and evaluate different approaches in relation to their capabilities and limitations. The student will be capable of developing and proposing innovative ways of applying it in various contexts and disciplines. In addition, they will be able to recognize, assess, and critically consider the ethical, legal, and social implications of the development and application of artificial intelligence technologies, thereby gaining competencies to operate in academic, business, and social environments.				
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, independent assignments, final exam				
Subject content by weeks	1. Introduction to artificial intelligence and basic concepts 2. Paradigms of artificial intelligence 3. Data and databases as the foundation of artificial intelligence systems 4. Supervised and unsupervised learning – models and methods 5. Reinforcement learning and modern algorithmic approaches 6. Software tools and development platforms for artificial intelligence 7. First colloquium 8. Application of artificial intelligence in economic research and management 9. Artificial intelligence in media, marketing, and creative industries 10. Artificial intelligence in gastronomy and food technologies 11. Artificial intelligence in the social public sector 12. Ethical, legal, and security aspects of artificial intelligence 13. Second colloquium 14. Mobile and integrated artificial intelligence technologies (IoT, cloud, edge AI) 15. Global trends and sustainable development in the context of artificial intelligence				
Literature					
Obligatory literature					
Janičić, P., Nikolić, M.: Artificial Intelligence, Mathematical Faculty of the University of Belgrade, Belgrade, 2025.					
Norvig, P., Russell, S.: Artificial Intelligence: A Modern Approach, Mate, Zagreb, 2024.					
Supplementary literature					
Đedum Čavić, V.: Introduction to Artificial Intelligence, Faculty of Civil Engineering, University of Belgrade, Belgrade, 2023.					
Nagy, Z.: Basics of Artificial Intelligence and Machine Learning, Computer Library, 2019.					
Obligations, forms of knowledge assessment, and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquia	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / independent task completion	5	5%	5	5%
	Practical work	-	-	-	-
Final exam	50	50%	70	70%	
TOTAL	100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	ENGLISH LANGUAGE 3				
Subject code	BLC-017	Status Subject	Elective	ECTS	5
Prerequisites for the Subject	Passed Subjects English Language 1 and English Language 2				
Subject teacher(s)	MA Vesna Đurović				
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, semester) 2*15 + 1*15 = 30 + 15 = 45		Total student load (in Classes, semester) 2*15*2 + 1*15*2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The aim of the Subject is to develop and expand students' vocabulary in the fields of economics, media, tourism, and art, and to enable the application of past and future grammatical structures in expressing life experiences and plans. The Subject develops communication skills in a business environment, including negotiations, interviews, and business changes, and enables the recognition and analysis of various cultural and social contexts, including globalization, cultural diversity, and ecotourism. Students are provided with the opportunity to design and present ideas and projects related to tourism, art, and sustainable development using appropriate language and style.				
Learning Outcomes	After listening to the subject, the student will be able to identify and explain key vocabulary related to work, finance, media, tourism, art, information and creative industries. Apply past and future tenses in writing and speaking to describe their experiences and future plans. Analyze cultural differences and social phenomena, including globalization, cultural changes, and international cooperation, and communicate these in various business and communication situations. Develop negotiation skills, conducting interviews, and providing services in business and international environments. Design and present ideas and projects related to tourism, art, and sustainable development.				
Teaching Methods	Lectures, exercises and consultations (K + O), quizzes, discussions, role-playing, essays, final exam				
Subject Content by Week	1. Working Internationally – International Career, Cultural Understanding 2. Power for Life – Business Vocabulary, Negotiation 3. Edinburgh – The Festival City – Art Vocabulary, Conversation on Different Arts 4. Changing Direction – Life Change Experience, Past Simple vs. Past Continuous; Job Swap – Making a Business Change, Jobs and Personal Development 5. Tourist Attraction – Tourist Attraction and Accommodation, Hospitality Management 6. From Mexico to Germany – Cultural Understanding; Globalization – Trade and Economy Vocabulary, Formal and Informal Writing Style 7. First colloquium 8. Here is the News – Vocabulary on Media Literacy and News in Media 9. Executive Search – Finding the Right People, Job Interview 10. Making Money – Finance Vocabulary 11. Changing Culture – Future Forms, Discussing Future Plans 12. The Customer is Always Right – Customer Service, Vocabulary 13. Second colloquium 14. Ecotourism – Environmental Problems, Conversation 15. An Interesting Place to Live – Houses and Homes, Social Events Vocabulary				
Literature					
Obligatory literature					
Dignen, B., Flinders, S., Sweeny, S.: <i>English 365 1, Student's Book 2</i> . Cambridge University Press, 2004.					
Alexander, L. G.: <i>Longman English Grammar Practice for Intermediate Students</i> , Pearson Education Limited, 1999.					
Supplementary literature					
Hollett, V., Whitby, N.: <i>Lifestyle, English for Work, Socializing and Travel, Pre-Intermediate Subject Book</i> : Pearson, 2012.					
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / independent task preparation	5	5%	5	5%
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	FOREIGN LANGUAGE 3 – GERMAN LANGUAGE 3				
Subject code	BLC-018	Status Subject	Elective	ECTS	5
Prerequisites for the Subject	Passed subjects German Language 1 and German Language 2				
Subject professor(s)	-				
Subject load / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load	
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The aim of the Subject is for students to expand their communication skills on everyday and professional topics, developing understanding and application of more complex grammatical structures and a richer vocabulary. Special emphasis is placed on expressing opinions, planning activities, describing events and experiences, and on independent use of the language in various contexts, including family, social, and business life.				
Learning outcomes	Upon completion of the Subject, students will be able to recognize and use grammatical structures such as possessive articles (our, your), variable and invariable prepositional constructions with dative and accusative, subjunctive II (could, should), reflexive verbs, different types of adjectives and conjunctions (because, therefore, that, when). They will be able to apply them in speaking and writing to describe family, professions, living situations, tourist and cultural activities, sports, health, work life, and nutrition. Students will be able to form meaningful and coherent messages, participate in conversations, give advice, express possibilities and obligations, describe experiences, and write shorter texts such as emails or reports, demonstrating communication competence at level A2.1.				
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, essay, final exam				
Subject content by weeks	1. Introductory lecture in German 2. Professions and Family: Family, Activities and Events, Possessive Articles our, your 3. Living: Furnishing, Moving, Prepositions of movement with Dative and Accusative 4. Tourism: Nature and Landscapes, Word formation Noun: Verb + -er and Verb + -ung 5. Shopping: Food, Packaging and Weights, Adjective declension after indefinite article 6. City tour: Tourism, Adjective declension after definite article 7. First colloquium 8. Culture: Events, temporal prepositions about, from ... to 9. Sports and Fitness: Sports, subjunctive II: could, should, temporal preposition between 10. Health and Illness: Illness, accident, conjunctions because, therefore 11. Working Life: Working life, adjective declension after indefinite articles 12. In the Restaurant: in the restaurant, conjunction that 13. Second colloquium 14. Company Profile: Household items, reflexive verbs 15. Nutrition: Food, conjunction if				
Literature					
Obligatory literature					
Hebersack, C., Pude, A., Specht, F.: Menschen – Deutsch als Fremdsprache Kursbuch A 2.1., Hueber Verlag, 2017.					
Supplementary literature					
Helbig, G., Buscha, J.: Guide to German Grammar Langenscheidt, 2000.					
Obligations, forms of knowledge assessment, and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	5	5%	5	5%
	Case study / independent task preparation	-	-	-	-
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL	100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FOREIGN LANGUAGE 3–RUSSIAN LANGUAGE 3					
Subject code	BLC-018	Status Of the Subject	Elective	ECTS	5	
Prerequisites for the Subject	Passed Subjects Russian Language 1 and Russian Language 2					
Subject professor(s)	-					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
P	V	P	V	So		
2	1	60	30	2		
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15*2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the Subject is to develop students' functional language competence through mastering more complex grammatical structures and an expanded vocabulary, as well as through the use of language in communication contexts relevant to everyday and cultural life. Special emphasis is placed on the correct use of pronouns, verb forms, and adjectives, on training for understanding and producing written and oral texts, and on developing the ability to compare the language systems of Russian and the native language.					
Learning outcomes	Upon completion of the Subject, the student acquires the competencies to correctly apply the questions where and to where with certain verbs and the use of prepositions in and on with locative and accusative. The student is capable of using personal and reflexive pronouns, forming imperative sentences, and distinguishing basic verb groups, including motion verbs and verbs with the particle -ся. The student can decline nouns and adjectives in all genders and numbers, use expressions of everyday communication (What is your name?, How old are you?, I have/don't have) and correctly construct impersonal sentences. The student gains the ability to use the comparative of adjectives and to understand and create short texts and dialogues.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, essay, final exam					
Subject content by week	1. Letter from Yugoslavia – the use of the questions where and to where with certain verbs; the use of prepositions in and on with locative and accusative 2. Letter to Leningrad – change of personal pronouns I, you, yourself; third group verbs 3. Meeting at the station – imperative; fourth group verbs 4. Inquiries about friends – change of pronouns he, she, it; expressions What is your name? and How old are you? 5. At the hotel – change of pronouns we and you; expressions I have / I don't have 6. In the restaurant – change of the pronoun they 7. First colloquium 8. In the stores – declension of nouns in plural 9. Vera got sick – impersonal sentences, Post, telegraph – impersonal sentences 10. In the theater – change of adjectives and possessive pronouns of masculine and neuter gender 11. Tretyakov Gallery – change of adjectives and possessive pronouns of feminine gender 12. In Red Square – third declension 13. Second colloquium 14. At the stadium – comparative, In the southwest – change of adjectives and possessive pronouns in plural 15. Nikolic family is going to Leningrad – potential					
Literature						
Obligatory literature						
Pirogova, L. I., Preobraženska, M. R.: Textbook of the Russian Language, Bard-fin, Romanov, 2013.						
Gapočka, I. K.: I Read in Russian, Moscow, 2006.						
Supplementary literature						
Poljanec, R. F.: Overview of Russian Grammar, Školska knjiga, Zagreb, 1993.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject name	MARKETING				
Subject code	BLC-019	Status Of the Subject	Obligatory	ECTS	6
Prerequisites for the Subject	-				
Subject professor(s)	Prof. Dr. Mirjana Milovanović				
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	So	
2	2	60	60	2	
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15* 2 = 60 + 60 = 120			
Total Subject load (teaching + student): 60 + 120 = 180					
Learning objectives	Acquiring basic and advanced knowledge about the market orientation of business and marketing, along with an understanding of the key instruments on which marketing is based. Understanding the dimensions and methods of psychological market research, marketing strategies, and market segmentation, as well as the role of individual elements of the extended marketing mix. Managing marketing activities in various sectors such as trade, transportation, agriculture, banking, tourism, and sports. Developing the ability to make strategic marketing decisions and create effective market strategies. Enhancing knowledge about international marketing, market selection, and adapting marketing strategies to the specifics of the global business environment.				
Learning outcomes	By studying this Subject, students will learn how to connect theoretical knowledge with practical aspects of market analysis and strategic decision-making in marketing. Through a research and analytical approach, students will identify key factors that influence the success of marketing strategies, and analyze trends and consumer behavior to create effective business decisions. The acquired knowledge will enable them to be equipped to make strategic decisions in marketing and to effectively understand the impact of market changes on business processes. The skills gained will allow students to apply them in planning, developing, and controlling marketing strategies, using modern methods and digital tools. In this way, students will be able to effectively manage marketing activities and optimize business results through strategic planning and innovative approaches to marketing.				
Teaching methods	Lectures, exercises and consultations (K + O), quizzes, independent assignments, and final exam				
Subject content by weeks	1. The concept of marketing 2. Marketing as a science and as an art 3. Marketing through the lens of time and the integration of AI into modern marketing strategies 4. The evolution of marketing in the context of technological advancement 5. Six key phases of the evolution of marketing 6. Marketing 1.0 (M 1.0) – Product-oriented 7. First colloquium 8. Phases in the process of developing a new product 9. Product life cycle, 4P marketing mix, 7P extended marketing mix 10. Marketing 2.0 (M 2.0) – Customer-oriented 11. Marketing 3.0 (M 3.0) – Human-oriented 12. Marketing 4.0 (M 4.0) – Traditional and digital marketing 13. Second colloquium 14. Marketing 5.0 (M 5.0) – Technology in the service of humanity 15. Marketing 6.0 (M 6.0) – Creating immersive experiences				
Literature					
Obligatory literature					
Mirjana, M., Novaković, V.: <i>Creating an entrepreneurial venture: Modern approaches to marketing</i> , Apeiron University, 2025.					
Kotler, P., Kartajaya,H., Setiawa, I.: <i>Marketing 6.0: The Future is Immersive</i> , New Jersey: John Wiley & Sons, 2023.					
Supplementary literature					
Milisavljević, M., Maričić, B., Gligorijević, M.: <i>Basics of Marketing</i> , Faculty of Economics, Belgrade, 2012.					
Obligations, forms of knowledge assessment and evaluation	Type of evaluation of student work	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / independent task preparation	5	5%	5	5%
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business, and Business Economics					
	Study direction: Business Economics					
Subject title	HUMAN RESOURCES MANAGEMENT					
Subject code	BLC-020	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Svetlana Dušanić – Gačić					
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The goal of studying the subject is for students to gain a deep understanding of the significance, role, and application of human resource management and knowledge management in modern organizations. The subject enables students to understand the philosophy of human resource development, the roles of managers and employees in organizational processes, and the importance of creative thinking and responsible behavior. Through the subject, students develop the ability to understand comprehensively human resource management, using various managerial tools, techniques, and concepts, as well as competencies for knowledge management and support for organizational learning. The acquired knowledge can be applied in analyzing practical problems and making decisions in HRM, thus preparing them for effective and responsible management of human resources in a real business environment.					
Learning outcomes	The student will be able to interpret the basic theoretical knowledge about the concept, significance, goals, activities, and position of HR in the company after passing the subject, evaluate the importance of strategic HR management, and analyze the basic systemic approaches and challenges of HR in the global business environment. Students will interpret theoretical knowledge about training and development of human resources, and evaluate methods for monitoring and assessing employee performance, motivation, and reward systems. They will analyze the needs for education and professional development of employees, improve working relations, and evaluate factual knowledge in the field of human resource management in independent work. Students will be able to apply theoretical and practical knowledge to solve specific problems in human resource management and contribute to making quality decisions in the organization.					
Teaching methods	Lectures, exercises, and consultations (K + O), preparation of independent assignments, colloquiums, and final exam.					
Subject content by weeks	1. Evolution of Strategic Human Resource Management (SHRM) 2. SHRM and organizational structure, strategy, and culture 3. The role of the HR function in organizational performance 4. Talent management and global competitiveness 5. Organizational strategy and human resource planning 6. Recruitment strategies and human resource development programs 7. First colloquium 8. Human resource performance and global competitiveness 9. Knowledge management and diversity management 10. Reward strategies and motivation of human resources 11. Challenges of strategic human resource management 12. Case analysis and application of theory in practice 13. Second colloquium 14. Integration of HR strategies and business results 15. Contemporary trends and innovations in human resource management					
Literature						
Obligatory literature						
Šušnjar Čanković, V., <i>Strategic Human Resource Management, Besjeda</i> , 2013						
Supplementary literature						
Nigel Bassett-Jones, <i>Strategic Human Resource Management: A Systems Approach</i> Routledge, 2024						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	ENTREPRENEURSHIP					
Subject code	BLC-021	Status Of the Subject	Obligatory	ECTS	7	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Svetlana Dušanić-Gačić					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	S0		
3	2	90	60	2		
Total teaching load (in Classes, per semester) 3*15 + 2* 15 = 45 + 30 = 75		Total student workload (in Classes, per semester) 3*15*2 + 2*15*2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	The Subject enables students to understand the importance of entrepreneurship and innovation in organizations and society. Students will learn the basic principles of entrepreneurship in economic theory and practice, and acquire fundamental skills and competencies in creative thinking, proactivity, risk acceptance, planning and seeking opportunities, teamwork, and transforming opportunities and ideas into viable entrepreneurial ventures.					
Learning outcomes	Upon completion of the Subject, the student will be equipped to think, behave, and act entrepreneurially at various levels – from the individual to complex organizational systems in the profit, non-profit, and public sectors. They will acquire fundamental knowledge of the principles, strategies, and concepts of creating business ventures based on innovation, along with a developed ability to manage risks and uncertainty. They will be capable of recognizing and developing innovative solutions in modern business, as well as applying key knowledge from entrepreneurial economics through methods and techniques for making economic decisions, using modern information and communication technologies in the context of entrepreneurial activities.					
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, independent task preparation, and final exam					
Subject content by weeks	1. The role of entrepreneurs and entrepreneurship in the development of national economies 2. Entrepreneur and entrepreneurship: varieties of approaches to definition 3. Entrepreneurs and entrepreneurial managers 4. The global phenomenon of entrepreneurial culture 5. Entrepreneurship and economic development. Globalization, digitalization, and entrepreneurial society: the 4.0 era. 6. Types of entrepreneurship: corporate, social, female, and family entrepreneurship 7. First colloquium 8. Strategies for entering an entrepreneurial venture 9. Creative entrepreneurial process. 10. Startup process - launching a business from scratch 11. Innovative business models: Canvas, Lean startup process, creativity and innovation 12. Business forecasting and digital megatrends of the future, recognizing opportunities 13. Second colloquium 14. Digitalization and innovations in the era 4.0. Entrepreneurial ecosystem – concept and genesis of emergence 15. The role of entrepreneurial education in the development of entrepreneurial culture					
Literature						
Obligatory literature						
Dušanić-Gačić, S.: Managing Innovative Entrepreneurial Ventures, Besjeda, Banja Luka, 2022.						
Supplementary literature						
Gerber, M. E.: The Myth of Entrepreneurship, Magic Book, Belgrade, 2010.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		External students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent assignments		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Business Management and Business Economics					
	Study direction: Business Economics					
Subject title	MEDIA LITERACY					
Subject code	BLC-022	Status Subject	Elective	ECTS	6	
Prerequisites for the Subject	-					
Subject professor(s)	Prof.dr Slavica Išaretović					
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15*2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The aim of studying this subject is media literacy for students. To familiarize students with the concept and structure of media literacy, and to develop technical, critical, and practical competencies for using, understanding, and participating in the media. Also, to introduce them with the legal acts and regulations related to this field. One of the goals is to raise awareness 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 prosumers, not just as consumers of media content.					
Learning outcomes	After studying this subject, the student can independently define and describe the indicators of media literacy, recognize and distinguish the basic concepts of media literacy, use and interpret the five basic questions of media literacy in the social environment. Additionally, the student can independently classify and analyze the concepts of media literacy at the national, regional, and global levels, propose and develop skills to expand the process of media literacy in the community, and recognize all negative and harmful content in their media sphere. They critically relate to the social, political, and economic system in which the concept of media literacy is created and interpret through legal acts and regulations in this area.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, preparation of independent assignments, and final exam					
Content of the subject by weeks	1. Definition of media and types, and the relation of traditional media to new media 2. Harmful media content and its impact on the audience 3. Media disturbances, stereotypes, prejudices, and advertisements and their impact on the audience 4. Digital age and new communication paradigm 5. Media and youth, civic journalism 6. Concept, emergence, and goals of media literacy 7. First colloquium 8. Development of the concept of media literacy. (surrounding countries, European and American experiences) 9. International conventions and recommendations for introducing media literacy in the environment and the world 10. Development of information, audiovisual, and digital literacy (Literacy of the new age) 11. Media ethics and ethics in new media 12. Structure and indicators of media literacy 13. Second colloquium 14. Strategies for increasing media literacy 15. Analysis of online materials from websites to social networks and platforms for posting and reproducing information					
Literature						
Obligatory literature						
Išaretović, S.: Fake news, fake lives, Besjeda, 2023.						
Išaretović, S.: Literacy for a new age, Besjeda, 2017.						
Supplementary literature						
Poter, DŽ.: Media literacy, CLIO, 2011.						
Petković, Z., Zgrabljić, N.: Media literacy and civil society (www.media.ba)						
Obligations, forms of knowledge assessment and grading	Type of evaluation of student work		Regular students		External students	
			Points	Percentage	Points	Percentage
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquia		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FINANCIAL LITERACY					
Subject code	BLC-023	Status Of the Subject	Obligatory	ECTS	6	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Zorana Agić					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
2	2	60	60	2		
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15*2 + 2*15* 2 = 60 + 60 = 120				
Total Subject load (teaching + student): 60 + 120 = 180						
Learning objectives	The aim of the Subject is to enable students to acquire basic and practical knowledge about personal finance, including budgeting, saving, investing, debt management, financial markets, and digital tools, so that they are equipped to make rational and responsible financial decisions in everyday life.					
Learning outcomes	After this Subject, students will be able to define and explain basic financial concepts and the concept of personal budgeting, apply methods for planning income, expenses, savings, and investments in everyday situations, analyze the impact of interest rates, inflation, and debt on personal finances, assess the advantages and risks of financial products, instruments, and digital platforms, as well as develop and create a personal financial plan that includes setting goals, controlling costs, and strategies for achieving financial stability and freedom.					
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, independent assignments, and final exam					
Subject content by week	1. Introduction to financial literacy and the importance of understanding finance 2. Basic concepts of finance and personal budgeting 3. Saving and investing for a stable financial future 4. Debt management and the impact of interest rates 5. Inflation and its impact on the value of money 6. Financial markets, participants, and investment decisions 7. First colloquium 8. Diversification and reduction of investment risks 9. Banking products, investment instruments, and insurance 10. Digital banking, cryptocurrencies, and digital investment platforms 11. Setting financial goals and creating a financial plan 12. Additional income, passive income, and planning for financial security 13. Second colloquium 14. Balance between satisfaction and saving and the path to financial freedom 15. Automation and tracking finances using modern tools					
Literature						
Obligatory literature						
Agić, Z.: <i>Financial literacy –Understanding, planning, and achieving financial freedom</i> , Besjeda, Banja Luka, 2024.						
Supplementary literature						
Warge, D.T.: <i>Economics for Life: Real-World Financial Literacy</i> , North Broad Press, Philadelphia, 2023.						
Madura, J., Casey, M., Roberts, S.J.: <i>Personal financial literacy</i> , Pearson, United States, 2014.						
Obligations, forms of knowledge assessment, and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	ENGLISH LANGUAGE 4					
Subject code	BLC-024	Status Of the Subject	Elective	ECTS	5	
Prerequisites for the Subject	Passed Subjects English Language 1, English Language 2, and English Language 3					
Subject professor(s)	MA Vesna Đurović					
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
L	E	L	E	So		
2	1	60	30	2		
Total teaching load (in Classes, per semester) 2*15 + 1*15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15*2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the Subject is to develop and expand students' vocabulary in the areas of technology, business, sales, branding, management, social issues, and leisure. The student will adopt and apply advanced grammatical structures (quantifiers, future forms, conditional sentences, passive voice) and review verb tenses. The Subject develops communication skills, including sales, business strategies, people management, and customer support. The student will analyze social phenomena, lifestyles, and trends in a global and local context, and design and present creative projects.					
Learning outcomes	After listening to the subject, the student will be able to recognize and use key vocabulary related to technology, business, branding, food, film, and social issues. Apply grammatical structures (quantifiers, future forms, conditionals, passive voice, all tenses) in writing and speaking. Develop professional and business communication in various contexts (sales, management, and customer support). Analyze social phenomena, lifestyles, and work and life trends and connect them with real examples. Evaluate business strategies, marketing approaches, and branding methods in different contexts. Create and present a product description, film review, or business plan using precise terminology and appropriate communication style. Actively participate in discussions, combining grammatical and lexical competencies with presentation and argumentation strategies.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, seminar papers, final exam					
Subject content by week	1. Taiwan – Still a Tiger – Quantifiers, Vocabulary on Quantities 2. RoboDog – Technology Vocabulary, Handling Customer Enquiries, AI; Britain at Work in 2010 – Future Forms, Future Plans 3. Learning Styles – Different Learning Styles 4. How the Rich Travel – Sales and Selling Vocabulary 5. Great Cinema – Cinema and Movie Vocabulary, Description of a Movie or Show 6. Your Professional Brand Image – Branding Vocabulary 7. First colloquium 8. Managing People – Management; Social Issues – Discussion of Social Issues 9. The Coffee Business – Business Plans and Business Strategies (Conditional Sentences) 10. Intelligent Skis – Description of the Product (Copywriting) 11. You Are What You Eat – Food Vocabulary 12. That's Entertainment! – Passive Voice 13. Second colloquium 14. Life Coaching – Changes and Trends, Vocabulary on Trends 15. Work or Lifestyle? – Discussing Work and Lifestyle Balance					
Literature						
Obligatory literature						
Dignen, B., Flinders, S., Sweeny, S.: <i>English 365 1, Student's Book 2.</i> , Cambridge University Press, 2004.						
Supplementary literature						
Hollett, V., Whitby, N.: <i>Lifestyle, English for work, socializing and travel, pre-intermediate Subject book: Pearson, 2012.</i>						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject name	FOREIGN LANGUAGE 4 – GERMAN LANGUAGE 4				
Subject code	BLC-025	Status Of the Subject	Elective	ECTS	5
Prerequisites for the Subject	Passed subjects German Language 1, German Language 2, and German Language 3				
Subject professor(s)	-				
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	So	
2	1	60	30	2	
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90			
Total Subject load (teaching + student): 45 + 90 = 135					
Learning objectives	The aim of the Subject is for students to deepen their ability to understand and apply the language in various every day, professional, and cultural situations, with a focus on more complex grammatical structures and an expanded vocabulary. Special emphasis is placed on developing skills for expressing opinions, asking questions, describing experiences, and using the language in formal and informal contexts.				
Learning outcomes	Upon completion of the Subject, students will be able to recognize and use grammatical structures such as the passive voice in the present tense, subjunctive mood, and modal verbs in the past tense, indirect questions, local and temporal prepositions, reflexive verbs, and relative clauses in the nominative and accusative cases. They will be capable of applying them in speaking and writing to describe everyday life, instructions, travel, weather and cultural events, administrative situations, education, and work abroad. Students will be able to formulate meaningful messages, respond to questions, give instructions and advice, report on past events, and participate in more complex conversations, demonstrating communication competence at level A2.2.				
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, essay, final exam				
Subject content by weeks	1. Introductory lecture in German language 2. Learning Languages: Learning Tips, Conjunction as 3. Post and Telecommunications: Mail, Passive Present - The package is being packed. 4. Avoid: Verbs with Dative and Accusative, Position of Objects 5. In the Hotel: indirect questions: whether, how long, local prepositions: opposite, at ... past, through 6. Travel and Transport: local prepositions: at the sea, to the sea 7. First colloquium 8. Weather and climate: verbs with prepositions: to be interested in, questions and prepositional adverbs: what for 9. Cultural events: local prepositions: where from? – from the 10. Books and press: past tense modal verbs: was allowed, could, ... 11. State and administration: documents, question articles: which-, verb let, this-, the, that, the 12. Mobility and traffic: internet/online registrations, conjunctions until, since (the) 13. Second colloquium 14. Education and profession: school and education, relative pronouns and relative clauses in nominative and accusative 15. Working abroad: mobility, travel, abroad, past tense: came, said, ...				
Literature					
Obligatory literature					
Hebersack, C., Pude, A., Specht, F.: Menschen – Deutsch als Fremdsprache Kursbuch A 2.1., Hueber Verlag, 2017.					
Supplementary literature					
Helbig, G., Buscha, J.: Guide to German Grammar Langenscheidt, 2000.					
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquia	20 + 20	40%	20	20%
	Seminar paper / essay	5	5%	5	5%
	Case study / preparation of independent tasks	-	-	-	-
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FOREIGN LANGUAGE 4–RUSSIAN LANGUAGE 4					
Subject code	BLC-025	Status Subject	Elective	ECTS	5	
Prerequisites for the subject	Passed Subjects Russian Language 1, Russian Language 2, and Russian Language 3					
Subject professor(s)	-					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
L	E	L	E	So		
2	1	60	30	2		
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15*2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the Subject is to deepen students' language competencies through mastering more complex verbal, adjectival, and adverbial structures, as well as through the systematic introduction of passive and active verbal adjectives, perfect and present forms, and comparatives. Special emphasis is placed on the correct use of impersonal, indefinite-personal, and intentional sentences, the development of the ability to analyze and produce more complex oral and written statements, as well as the application of prefixes and suffixes in verbal forms.					
Learning outcomes	At the end of the Subject, the student can distinguish and apply active and passive verbal adjectives in the present and perfect tenses, as well as motion verbs with prefixes с-, раз- and за- in different meanings. The student can correctly form impersonal, indefinite-personal, and intentional sentences, interrogative and declarative constructions, as well as the comparative of adjectives and adverbs. The student is capable of using indefinite pronouns and adverbial constructions with post-fixes –то, –нибудь, –либо, applying the rules of the genitive and locative cases of masculine nouns, and changing possessive adjectives across all genders and numbers.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, essay, final exam					
Subject content by weeks	1. Kolika Lantsev – active verbal adjective of the present tense; motion verbs with the prefix с 2. Snow – impersonal sentences where the predicate is an impersonal verb; impersonal sentences where the predicate is a personal verb in an impersonal meaning 3. Snow (ending) – personal and impersonal sentences where the predicate is a verb without the postfix -ся and with the postfix -ся; impersonal sentences where the predicate is an adverb 4. Fatalist – active verbal adverb of the perfect tense; motion verbs with the prefix раз - 5. Snow White – indefinite-personal sentences; interrogative sentences 6. Children are not to be joked with – shorter form of the passive verbal adjective; active and passive state 7. First colloquium 8. Pepe – simple form of the comparative of adjectives and adverbs 9. Syringa bush – passive verbal adjectives of the present; prefix за - meaning the beginning of an action 10. Syringa bush (ending) – passive state with the subject performing the action; motion verbs with the prefix за - 11. Gogol-mogol – longer form of the passive verbal adjective of the perfect tense 12. – passive state expressed by a verb with the postfix -ся which serves as a predicate; ending –y in the genitive of masculine nouns 13. Second colloquium 14. Buyers – intentional sentences with the conjunction чтобы; declarative sentences with the conjunctions что and чтобы 15. Buyers (ending) – impersonal sentences, use of the pronoun сам and the number один					
Literature						
Obligatory literature						
Pirogova, L. I., Preobraženska, M. R.: Russian Language Textbook, Bard-fin, Romanov, 2013.						
Gapočka, I. K.: I read in Russian, Moscow, 2006.						
Supplementary literature						
Poljanec, R. F.: Overview of Russian Grammar, Školska knjiga, Zagreb, 1993.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks		-	-	-	-
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	BUSINESS FINANCE				
Subject code	BLC-028	Status Subject	Obligatory	ECTS	8
Prerequisites for the Subject	-				
Subject professor(s)	Prof. Dr. Zorana Agić				
Classes / teaching load (weekly)		Individual student load (per semester)		Coefficient student Load	
L	E	L	E	So	
4	1	120	30	2	
Total teaching load (in Classes, per semester) 4*15 + 1* 15 = 60 + 15 = 75		Total student load (in Classes, per semester) 4*15*2 + 1*15* 2 = 120 + 30 = 150			
Total Subject load (teaching + student): 75 + 150 = 225					
Learning objectives	The aim of the Subject is to enable students to systematically acquire knowledge about financial management in a company, principles of financial policy, sources of financing, and financial instruments. The Subject aims to develop the ability to analyze and apply financial methods and tools in decision-making, critically evaluate financial solutions, and create effective financial strategies, including the application of modern innovations and technologies in financial management.				
Learning outcomes	After this subject, students will be able to define and explain the basic concepts and functions of business finance, understand the financial management system and basic financial decisions in a company, as well as apply the principles of financial analysis in the decision-making process. Students will be able to prepare a business plan as a financial decision-making instrument, differentiate and compare sources of financing and assess their effectiveness in relation to the needs of the company, and evaluate the impact of financial policy, taxes, and insurance on business operations. Based on the acquired knowledge, students will be equipped to develop and argue proposals for financial solutions, including the application of the time value of money concept and modern innovations, with special emphasis on the possibilities of using artificial intelligence in financial management.				
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, case studies and final exam				
Content of the subject by weeks	1. Introductory lecture on business finance 2. Financial management system in the company and basic financial decisions 3. Financial function in the company 4. Financial policy and financing rules 5. Financial markets and instruments 6. Financing and sources of financing for companies 7. First colloquium 8. Financial planning 9. Business plan in the function of financial decision-making 10. Financial decisions based on the financial analysis of the company 11. Financial management of working capital 12. Time value of money 13. Second colloquium 14. Preparation and financing of projects; Insurance and taxes 15. Financial innovations and the application of artificial intelligence in corporate finance management				
Literature					
Obligatory literature					
Barjaktarović, L., Jović, Z., Milojević, M.: Business Finance, Singidunum University, Belgrade, 2024.					
Todorović, M., Ivanišević, M.: Business Finance, Center for Research Activities of the Faculty of Economics, Belgrade, 2024.					
Supplementary literature					
Van Horne, C., Wachowicy, J.M.: Fundamentals of Financial Management, Mate, Zagreb, 2014.					
Brealey, R.A., Myers, S.C., Marcus, A.J.: Fundamentals of Corporate Finance, Mate, Zagreb, 2007.					
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / preparation of independent tasks	5	5%	5	5%
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	BUSINESS ANALYSIS OF COMPANIES					
Subject code	BLC-029	Status Of the Subject	Obligatory	ECTS	7	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Zorana Agić					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
3	2	90	60	2		
Total teaching load (in Classes, per semester) 3*15 + 2* 15 = 45 + 30 = 75		Total student load (in Classes, per semester) 3*15*2 + 2*15* 2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	The aim of the Subject is for students to acquire knowledge and skills for assessing the financial position of a company by analyzing financial statements, cash flows, and risks. By applying horizontal, vertical, and ratio analysis, as well as the Du Pont system, they will develop the ability to critically evaluate financial indicators and make strategic decisions.					
Learning outcomes	After this Subject, students will be able to define key concepts of business analysis, explain the purpose of financial statements, and apply methods of horizontal, vertical, and ratio analysis to assess the financial position of a company. They will also analyze cash flows, risks, and leverage, critically evaluate the limitations of financial indicators, and use the Du Pont system for making financial and strategic decisions.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, preparation of independent assignments and final exam					
Subject content by weeks	1. Introductory lecture on business analysis 2. Financial statements as the subject of analysis 3. Horizontal and vertical analysis 4. Analysis using financial indicators – liquidity indicators 5. Analysis using financial indicators – business activity indicators 6. Analysis using financial indicators – financial structure indicators 7. First colloquium 8. Analysis using financial indicators – profitability indicators 9. Analysis using financial indicators – market value indicators 10. Du Pont system of analysis 11. Preparation of cash flow statements 12. Cash flow analysis and analysis of net working capital 13. Second colloquium 14. Risk and leverage analysis 15. Usability and limitations of analysis using financial indicators					
Literature						
Obligatory literature						
Knežević, G., Stanišić, N., Mizdraković, V., Todorović, M.: Analysis of financial statements, Singidunum University, Belgrade, 2024.						
Supplementary literature						
Knežević, S., Mitrović, A., Vujić, M., Grgur, A.: Analysis of financial statements, Independent publication by the authors, Belgrade, 2019.						
Malešević, Đ., Vranković, M.: Business analysis, Faculty of Economics, Subotica, 2007.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	BUSINESS LAW					
Subject code	BLC-026	Status Subject	Elective	ECTS	8	
Prerequisites for the subject	-					
Subject professor(s)	Dr. Željko Petrović					
Fund of classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
L	E	L	E	So		
4	1	120	30	2		
Total teaching load (in Classes, semester) 4*15 + 1*15 = 60+15= 75		Total student load (in Classes, semester) 4*15*2 + 1*15* 2 = 120+30= 150				
Total Subject load (teaching + student): 75 + 150= 225						
Learning objectives	The goal is to develop the student's understanding of business law and its sources and the ability to distinguish the legal forms of companies. Also, the ability to understand the essence of business entities and contractual business law, their classification and organization, and to understand how financial institutions and businesses operate.					
Learning outcomes	After studying this subject, the student can define the concept of business law, distinguish between formal and material sources of law, and explain the significance of business law in the economic system. The student is able to differentiate between general partnerships and limited partnerships and explain the process of establishment and registration, as well as analyze the management methods and responsibilities of members. They compare the methods of establishment and management models and define the concepts of industrial property and unfair competition. They can explain the legal framework for consumer protection and analyze practical examples of violations of consumer rights.					
Teaching methods	Lectures, exercises, and consultations (K + O), preparation of independent assignments, quizzes, and final exam					
Content of the subject by weeks	1. The concept of business law and legal sources 2. Partnerships, general partnership, limited partnership - characteristics, establishment, management 3. Types of companies and their characteristics 4. Liquidation and bankruptcy of a company, cessation of operations of an insolvent company (bankruptcy, insolvency) 5. Protection of industrial property, competition, and consumers, consumer rights 6. Contracts in business and their basic features 7. First colloquium 8. Specialized economic societies: banks and other financial organizations. 9. Insurance contract - characteristics, types of insurance, and obligations of the insured and the insurer 10. Banking operations 11. Legal and institutional framework of stock exchange and capital market operations 12. Letter of credit and bank guarantee - concept, characteristics, significance, types, real relationships 13. Second colloquium 14. Securities - general characteristics and classification 15. Stocks, bonds, promissory notes, and checks					
Literature						
Obligatory literature						
Vasiljević, M.: Business Law, Association of Lawyers, Belgrade, 2004.						
Spirović-Jovanović, L.: Business Law, Belgrade Banking Academy, 2005.						
Supplementary literature						
Nikčević, I., Marković V.: Business Law, University of Sindigunum, 2014.						
Obligations, forms of knowledge assessment, and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	MANAGEMENT OF TRADE					
Subject code	BLC-027	Status Of the Subject	Elective	ECTS	8	
Prerequisites of the subject	-					
Subject professor(s)	Prof. Dr. Mladen Miroslavljević					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
4	1	120	30	2		
Total teaching load (in Classes, per semester) 4*15 + 1* 15 = 60+15= 75		Total student load (in Classes, per semester) 4*15*2 + 1* 15*2 = 120+30= 150				
Total Subject load (teaching + student): 75 + 150= 225						
Learning objectives	The aim of the Subject is for students to acquire fundamental knowledge in the field of trade management, understand key business functions and processes in trading organizations, and develop the ability to apply them in a modern business environment, with a special emphasis on digital transformation and innovation.					
Learning outcomes	After completing the Subject, students will be able to identify and explain the basic concepts and functions of management in retail, analyze the organizational structures and business processes of retail enterprises, as well as apply theoretical knowledge to solve practical problems related to procurement, inventory, sales, and distribution. They will also develop the ability to critically evaluate different strategies for managing assortment, pricing, and consumer relationships, create proposals for improving marketing and sales activities, integrate financial, human resources, and logistics aspects into business decision-making, and design and implement innovative solutions in the field of digital transformation and e-commerce.					
Teaching methods	Lectures, exercises, and consultations (K + O), preparation of independent assignments, quizzes, and final exam					
Subject content by week	1. Introduction to retail management – concept, significance, and basic characteristics 2. Retail in the modern economy and development trends 3. Organization and structure of retail enterprises 4. Business functions in retail – procurement, sales, and logistics 5. Managing assortment and pricing policy 6. Inventory management and warehouse operations 7. First colloquium 8. Distribution channels and their optimization 9. Managing the point of sale and merchandising 10. Managing customer relationships (CRM) 11. Marketing in retail and promotional activities 12. Human resource management in retail 13. Second colloquium 14. Financial aspects of retail management 15. Digital transformation and e-commerce					
Literature						
Obligatory literature						
Lovreta, S., Petković, G.: Trade Management, Faculty of Economics University of Belgrade, Belgrade, 2018.						
Bogetić, Z. Product Category Management, Data Status, Belgrade, 2007.						
Supplementary literature						
Berman, B., Evans, J. R.: Retail Management: A Strategic Approach, Pearson, 2012.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-exam obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate session			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject name	ENVIRONMENTAL PROTECTION				
Subject code	BLC-030	Status Of the Subject	Elective	ECTS	7
Prerequisites for the subject	-				
Subject professor(s)	Prof. Dr. Ljiljana Stojanović Bjelić				
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load	
L	E	L	E	So	
3	2	90	60	2	
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150			
Total Subject load (teaching + student): 75 + 150 = 225					
Learning objectives	The aim of the Subject is for students to acquire theoretical and practical knowledge about methods for protecting air, water, and soil, processes for purifying waste gases and water, as well as technologies for reclamation and waste management. Special emphasis is placed on the control and reduction of noise, vibrations, and infrasound, the application of relevant legal regulations and modern technological solutions, as well as the development of the ability to integrate ecological principles into the business decision-making process and sustainable resource management.				
Learning outcomes	After this subject, the student will be able to explain the importance of environmental protection and sustainable industry, identify sources of pollution and classify waste materials, as well as to apply basic methods of air, water, and soil purification. They will be trained to analyze the effectiveness of protection and reclamation technologies, use devices for measuring noise and vibrations, understand legal regulations, and propose sustainable solutions to reduce negative impacts on the environment, as well as plan and implement practical environmental protection activities in industrial and urban environments.				
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, seminar papers, and final exams				
Content of the subject by weeks	1. The importance of environmental protection and sustainable business 2. Air protection – composition and quality of air 3. The concept of emissions 4. Purification of waste gases 5. Parameters of the process of separating solid particles (dry and wet separators, electro filters) 6. Parameters of the process of purifying gaseous materials (absorption, chemisorption, and catalytic method) 7. First colloquium 8. Water protection: recipient, categorization of wastewater and quality of wastewater 9. Wastewater treatment 10. Land protection: classification, amount of pollution and rational use 11. Soil quality control, technology for processing excavated rock masses 12. Classification, design, exploitation, liquidation and reclamation of landfills 13. Second colloquium 14. Protection from noise, vibrations and infrasound; Control of noise, vibration and infrasound levels 15. Devices for measuring noise, vibrations and infrasound and protective measures				
Literature					
Obligatory literature					
Ilić, P., Govedar, Z., Pržulj, N. (editors): Environment, Academy of Sciences and Arts of the Republic of Srpska, Banja Luka, 2023.					
Stojanović Bjelić, Lj., Nešković Markić, D., Ilić, P.: Drinking water, recreation and industry, Paneuropean University Apeiron, Banja Luka, 2024.					
Supplementary literature					
Stojanović Bjelić, Lj., Nešković Markić, D., Ilić, P.: Quality and protection of water, Academy of Sciences and Arts of the Republic of Srpska, Banja Luka, 2023.					
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	5	5%	5	5%
	Case study / independent task preparation	-	-	-	-
	Practical work	-	-	-	-
	Final exam	50	50%	70	70%
TOTAL		100	100%	100	100%
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	ECOLOGICAL ENGINEERING					
Subject code	BLC-031	Status Subject	Elective	ECTS	7	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Ljiljana Stojanović Bjelić					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
P	V	P	V	So		
3	2	90	60	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15* 2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	The aim of the Subject is for students to acquire basic and applicable knowledge about ecotoxicology, risk assessment of pollution, and waste and wastewater treatment methods, as well as the use of renewable energy sources, with an understanding of relevant legal regulations and principles of environmental and workplace protection.					
Learning outcomes	After passing the Subject, the student will be able to explain the principles of ecotoxicology and distinguish between healthy and disturbed ecosystems, identify and assess the exposure of organisms to harmful substances and the impact of pollutants on the environment and human health, apply methods for treating wastewater and waste, including recycling and utilizing waste energy, analyze the effectiveness of physical-chemical processes and environmental protection technologies, interpret relevant legal regulations, and integrate ecological principles into planning and decision-making.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, seminar papers and final exam					
Subject content by weeks	1. Basics of ecotoxicology, the concept of "healthy" and disturbed ecosystem 2. Assessment of organism exposure to harmful and toxic substances 3. Assessment of the effects of pollutants on ecosystems and human health 4. Environmental risk assessment and risk management 5. Working environment 6. Impact of mobile technology and other means on land, water, and air 7. First colloquium 8. Waste energy as a renewable energy source 9. Direct use of thermal energy by burning combustible elements from waste 10. Use of secondary raw materials through recycling and production of new products 11. Formation of wastewater, thermal waters, and global and domestic standards regarding limit values 12. Health and environmental aspects in the management of wastewater treatment 13. Second colloquium 14. Physical-chemical processes for wastewater treatment and devices for their efficient implementation 15. Legal regulations in the field of occupational health and safety					
Literature						
Obligatory literature						
Pavlović, M.: Ecological engineering, Technical Faculty Mihajlo Pupin, Zrenjanin, 2004.						
Nešković Markić, D., Stojanović Bjelić, Lj., Ilić, P.: Sustainable waste management, Pan-European University Apeiron, Banja Luka, 2021.						
Supplementary literature						
Stojanović Bjelić, Lj., Nešković Markić, D., Ilić, P.: Water quality and protection, Academy of Sciences and Arts of the Republic of Srpska, Banja Luka, 2023.						
Jablanović, M., Jakšić, P., Kosanović, K.: Introduction to ecotoxicology, University of Pristina, Kosovska Mitrovica, 2003.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	INSURANCE MANAGEMENT					
Subject code	BLC-032	Status Subject	Obligatory	ECTS	8	
Subject prerequisites	-					
Subject professor(s)	Prof. Dr. Mirjana Milovanović					
Hour fund / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
4	1	120	30	2		
Total teaching load (in Classes, per semester) 4*15 + 1* 15 = 60 + 15 = 75		Total student load (in Classes, per semester) 4*15*2 + 1*15* 2 = 120+30= 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	Acquisition of theoretical and institutional knowledge in the field of insurance along with an understanding of the role and importance of insurance for individuals, society, and the economy. Understanding the significance of various aspects of insurance, as well as processing examples from insurance organizations in the Republic of Srpska, Bosnia and Herzegovina, and the surrounding area. Understanding insurance management as a key factor in effective risk management, strategic decision-making, and improving the operations of insurance organizations in a modern economic environment.					
Learning outcomes	By studying this Subject, students will acquire fundamental knowledge of the theory, principles, and techniques of insurance management, developing competencies for analyzing and applying strategies of insurance organizations in various economic and organizational contexts. Throughout the teaching process, they will identify the stages of the emergence, development, and future of the insurance industry, along with analyzing key factors that influence its growth and stability. They will be trained to critically assess the challenges and opportunities in the insurance sector, particularly through market analysis, regulation, and entrepreneurial initiatives. Additionally, they will be able to evaluate the significance of insurance in economic theory and practice, understanding its role in protecting individuals, businesses, and society, and assess the functions of insurance management in the modern economy, with an emphasis on risk management, financial stability, and strategic decision-making.					
Teaching methods	Lectures, exercises, and consultations (K + O), preparation of independent assignments, colloquia, and final exam					
Subject content by weeks	1. The concept of insurance. Importance, principles, subjects of insurance 2. Elements of insurance. Insurance premium. Insurance funds. 3. The concept of risk. The function of risk as an element of insurance. Definition of risk. Risk management 4. Classification of insurance. Life and non-life insurance. Liability insurance from activities 5. Types of insurance. Comprehensive insurance. Auto liability insurance 6. Transport insurance 7. First colloquium 8. Credit insurance. Classification of credit insurance by type of risk. 9. Commercial risks. Political risks. Catastrophic risks 10. International credit insurance. Export credit insurance 11. Duration of insurance. The insured's participation in the loss 12. Insurance techniques. Insurance policy. Insurance certificate 13. Second colloquium 14. Payment of damages 15. Global insurance market					
Literature						
Obligatory literature						
Milovanović, M.: <i>Insurance Management</i> , BLC, 2024.						
Petrović, E., Stanković, J.: <i>Risk Management in Finance and Insurance - A Challenge for Sustainable Business</i> , University of Niš, 2022.						
Supplementary literature						
Rejda, E.G. McNamara, M.: <i>Principles of Risk Management and Insurance</i> , Pearson, 2013.						
Kozarević, S., Kovač, R.: <i>Economics of Insurance</i> , Offset, 2013.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	INVESTMENTS					
Subject code	BLC-033	Status Of the Subject	Obligatory	ECTS	8	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Zorana Agić					
Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
4	1	120	30	2		
Total teaching load (in Classes, per semester) 4*15 + 1* 15 = 60 + 15 = 75		Total student load (in Classes, per semester) 4*15*2 + 1*15* 2 = 120 + 30 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives	The aim of the Subject is to enable students to understand the basic concepts, types, and characteristics of investments, the principles of managing investment projects and financing investments. The Subject also aims to develop the ability to analyze cash flows, apply methods of financial evaluation of investment projects, manage investment risks, and make rational investment decisions, with a critical view of the role of financial markets, portfolios, ESG principles, and modern technologies, including artificial intelligence.					
Learning outcomes	After this Subject, students will be able to define and explain the types and characteristics of investments, as well as understand the principles of managing investment projects and financing investments. Students will be able to apply methods of cash flow analysis and discounted cash flow in evaluating investment projects, to select and apply appropriate static and dynamic methods of financial evaluation, and to analyze and manage investment risks. Students will be able to assess the impact of financial markets, instruments, portfolios, and diversification on investment decisions, as well as develop and argue proposals for investment strategies taking into account ESG principles and the possibilities of applying artificial intelligence in decision-making.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, independent assignments and final exam					
Subject content by week	1. Introductory lecture on investing in enterprises 2. Concept, types and basic characteristics of investments 3. Investment and investment project management 4. Investment financing 5. Cash flows of investment projects and discounted cash flow 6. Financial evaluation of investment projects – static and dynamic methods 7. First colloquium 8. Concept, types, and management of project risks 9. Participants in financial markets 10. Financial markets and instruments 11. Securities markets 12. Investors, investment portfolio, and diversification 13. Second colloquium 14. ESG investing 15. Application of artificial intelligence in making investment decisions					
Literature						
Obligatory literature						
Stakić, N., Barjaktarović, L.: Investments, Singidunum University, Belgrade, 2024.						
Jeremić, Z., Terzić, I.: Financial Markets and Portfolio Management, Singidunum University, Belgrade, 2019.						
Supplementary literature						
Vukadinović, P., Jović, Z.: Investments, Singidunum University, Belgrade, 2012.						
Bodie, Z., Kane, A., Marcus, A.J.: Fundamentals of Investments, Data Status, Belgrade, 2009.						
Responsibilities, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

		HIGHER EDUCATION INSTITUTION"BANJA LUKA COLLEGE				
		Study program: Management, Business and Business Economics				
		Study direction: Business Economics				
Subject title		LOGISTICS				
Subject code		BLC-034	Status Of the Subject	Elective	ECTS	7
Prerequisites for the Subject		-				
Subject professor(s)		Prof. Dr. Velibor Peulić				
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
P	V	P	V	So		
3	2	90	60	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives		The aim of the Subject is for students to acquire fundamental and applicable knowledge of the basic principles and concepts of logistics, understand the role of logistics in the economy, service, and public sector, master the analysis and decomposition of logistics systems, as well as the practical application of logistics functions in procurement, production, trade, transport, and inventory management, with an understanding of quality, costs, and technologies in logistics chains.				
Learning outcomes		After completing the Subject, the student will be able to explain the basic concepts, principles, and role of logistics in various sectors, analyze and decompose logistics systems, apply procurement, production, trade, and reverse logistics methods, plan and manage ordering, storage, packaging, and transportation processes, assess the efficiency of logistics chain strategies and technologies, critically evaluate the work of logistics providers and service carriers, optimize logistics costs, and develop solutions to improve the quality and functionality of logistics centers and systems in accordance with the principles of sustainability and efficiency.				
Teaching methods		Lectures, exercises, and consultations (K + O), colloquiums, seminar papers, and final exams				
Subject content by weeks		1. Basic concepts, definitions, development, and principles of logistics 2. The place and role of logistics in the economic, service, and public sector 3. Decomposition of logistics systems 4. Procurement and trade logistics 5. Production logistics and reverse materials logistics 6. Subsystems for order fulfillment, packaging, storage, and inventory management 7. First colloquium 8. Transport subsystem and transport chains 9. Strategies and technologies for managing logistics chains 10. Logistics providers and carriers of logistics services 11. Quality in logistics 12. Introduction to supply chains 13. Second colloquium 14. Logistics centers and city logistics 15. Logistics costs				
Literature						
Obligatory literature						
Nikolić, S.: Fundamentals of Logistics, Faculty of Technical Sciences, Novi Sad, 2016.						
Regodić, D.: Logistics, Singidunum University, Belgrade, 2014.						
Supplementary literature						
Mangan, J., Lalwani, C., Butcher, T.: <i>Global Logistics and Supply Chain Management</i> , Wiley, New York, 2008.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks		-	-	-	-
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
Date of adoption at the Senate session				1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION"BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FOREIGN TRADE BUSINESS					
Subject code	BLC-035	Status Of the Subject	Elective	ECTS	7	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. dr Mirjana Milovanović					
Hour fund / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
3	2	90	60	2		
Total teaching load (in Classes, per semester) 3*15 + 2* 15 = 45+30=75		Total student load (in Classes, per semester) 3*15*2+ 2*15* 2 = 90+60= 150				
Total Subject load (teaching + student): 75+ 150 = 225						
Learning objectives	Acquisition of basic knowledge about instruments of foreign trade policy, as well as about types of foreign trade transactions and methods of their realization, along with an understanding of key factors that influence successful operations in international trade. Understanding the significance of foreign trade transactions and the risks they carry, and processing specific examples from practice to better understand the challenges in this sector. Familiarization with the documents necessary for foreign trade transactions, as well as with the techniques and phases of carrying out the complete foreign trade business. Understanding the decision making process in international trade, with the aim of effectively managing trade operations, making strategic decisions, and improving the competitive position of companies in the global market.					
Learning outcomes	By studying the subject, students will connect the basic principles of foreign trade with the practical aspects of international trade, and identify key factors that influence foreign trade operations and their successful realization. Students will be trained to understand and apply various instruments of foreign trade policy, with a detailed knowledge of the subjects of international trade and the role of multilateral institutions. Students will apply the acquired knowledge in the analysis of real foreign trade cases. This subject will enable them to develop the competencies necessary for understanding and managing key processes in the modern foreign trade environment.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, seminar paper/essay and final exam					
Content of the subject by weeks	1. The concept of foreign trade and the principles of foreign trade business 2. Theories of foreign trade 3. Subjects of foreign trade business 4. Instruments of foreign trade policy 5. Political economy of foreign trade policy 6. International negotiations and foreign trade policy 7. First colloquium 8. Specific international markets as an instrument of foreign trade 9. Foreign trade policy in developing countries 10. Foreign trade policy of the European Union 11. Intellectual property in foreign trade business and its protection 12. Organizing foreign trade operations; Classic and complex foreign trade transactions 13. Second colloquium 14. Foreign trade network of Bosnia and Herzegovina 15. Controversial issues in foreign trade policy					
Literature						
Obligatory literature						
Milovanović, M.: Foreign Trade Business, Banja Luka College, 2024.						
Bijelić, P.: International Trade, Faculty of Economics, Belgrade, 2022.						
Supplementary literature						
Banda, I., Bulatović, A., Vučičević, L.: Foreign Trade Business, European University, Tuzla, 2024.						
Krugman, P., Obstfeld, M., Melitz, M.: International Trade: Theory and Policy (11th ed., Global edition), Pearson, 2018.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

		HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
		Study program: Management, Business and Business Economics				
		Study direction: Business Economics				
Subject title		BASICS OF PROTECTION SYSTEMS				
Subject code		BLC-036	Status Subject	Elective	ECTS 7	
Prerequisites for the Subject		-				
Subject professor(s)		Prof. Dr. Ljiljana Stojanović Bjelić				
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
P	V	P	V	So		
3	2	90	60	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives		The aim of the Subject is to familiarize students with the basics of occupational safety and environmental protection. Students develop the ability to recognize and assess risks in the work environment and their impact on the environment. Special emphasis is placed on fire protection principles, emergency management, and handling hazardous substances, including radiation and chemicals. The Subject also provides knowledge About institutional frameworks and international regulations in the field of protection.				
Learning outcomes		After passing the exam, the student will be able to recognize and explain the basic concepts of occupational safety, environmental protection, fire protection, and radiation, as well as determine the impact of work activities on the environment. They will be capable of applying risk assessment procedures and developing emergency management plans. The student will analyze the effectiveness of protective measures, identify deficiencies in existing systems, and assess risks in the work environment. Based on this, they will develop proposals for improving protection and strategies for handling hazardous materials and natural disasters, applying institutional and international regulations.				
Teaching methods		Lectures, exercises, and consultations (K + O), colloquiums, preparation of independent assignments, and final exam				
Subject content by weeks		1. Introduction to protection systems 2. The connection between work and the environment 3. The consequences of work and work activities in the environment and work environment 4. Negative effects of work activities on the environment 5. Safety and risk in the work and environmental protection system 6. Danger, risk, degradation of the system 7. First colloquium 8. Occupational safety system, concept of occupational safety subject to workplace safety 9. Institutions and authorities in the field of occupational safety 10. Protection system and the right to information about the environment (provisions of the Aarhus Convention) 11. Emergency management/natural disaster management system 12. Hazardous substances and chemicals, definition of hazardous materials and chemicals, classification 13. Second colloquium 14. Application and protection against non-ionizing radiation 15. Application and protection against ionizing radiation				
Literature						
Obligatory literature						
Anđelković, B.: Fundamentals of the protection system, Faculty of Occupational Safety, Niš, 2010.						
Supplementary literature						
Milenković, I.: Environmental protection law, Higher Polytechnic School, Belgrade, 2006.						
Jablanović, M., Jakšić, P., Kosanović, K.: Introduction to ecotoxicology, University of Priština, Kosovska Mitrovica, 2003.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation		Regular students		Part-time students	
			Points	Percentage	Points	Percentage
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting				1. 9. 2025.		

		HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
		Study program: Management, business and business economics				
		Study direction: Business economics				
Subject title		INFORMATION SYSTEMS				
Subject code		BLC-037	Status Subject	Elective	ECTS	7
Prerequisites for the Subject		-				
Subject professor(s)		Prof. Dr. Nikola Novaković				
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
P	V	P	V	So		
3	2	90	60	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45 + 30 = 75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90 + 60 = 150				
Total Subject load (teaching + student): 75 + 150 = 225						
Learning objectives		The aim of the Subject is for students to acquire knowledge about the role and importance of information systems in modern business, their technical, organizational, and security aspects, as well as the methods of their design, implementation, and maintenance. Special emphasis is placed on understanding the connection between hardware, software, networks, and telecommunications with business processes, and on developing the ability for critical consideration of the strategic, ethical, and legal dimensions of information systems.				
Learning outcomes		After passing the exam, the student will be able to explain the basic concepts and the role of information systems in business processes, as well as recognize their key components and interrelationships. They will be capable of applying analysis and design methods, assessing organizational needs, and proposing appropriate information solutions. The student will develop skills for managing, maintaining, and improving systems, considering the strategic aspects of their application. Additionally, they will be trained to assess security risks and critically consider the ethical, legal, and social implications of information technologies.				
Teaching methods		Lectures, exercises and consultations (K + O), colloquiums, preparation of independent tasks and final exam				
Subject content by weeks		1. Introduction to information systems and understanding information 2. Hardware and software 3. Computer networks 4. Telecommunications and the internet 5. Business information systems of enterprises and individual functional areas 6. Designing business information systems 7. First colloquium 8. Systems analysis and system design 9. Construction, implementation, and maintenance of systems and change management 10. Management of business information systems 11. Information systems strategy 12. Information security management 13. Second colloquium 14. Computer architecture (hardware and software) and providing services to the end user 15. Ethical, legal, and moral limitations of information systems				
Literature						
Obligatory literature						
Aleksić Marić, V., Stojanović, D.: Information Systems, Faculty of Economics, Banja Luka, 2006.						
Supplementary literature						
Radovanović, K. L.: Decision Support Systems, Faculty of Economics, Brčko, 2012.						
Bocij, P., Greasley, A., Hickie, S.: Business Information Systems: Technology, Development and Management for e-business, Financial Times/Prentice Hall, 2008.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises	5	5%	5	5%	
	Colloquiums	20 + 20	40%	20	20%	
	Seminar paper / essay	-	-	-	-	
	Case study / independent task preparation	5	5%	5	5%	
	Practical work	-	-	-	-	
Final exam	50	50%	70	70%		
TOTAL		100	100%	100	100%	
Date of adoption at the Senate session			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	BUSINESS ETHICS					
Subject code	BLC-038	Status Subject	Obligatory	ECTS	9	
Prerequisites for the Subject	-					
Subject professor(s)	Prof. Dr. Svetlana Dušanić – Gačić					
Class Classes / teaching load (weekly)		Individual student load (semester)			Coefficient student Load	
P	V	P	V	So		
4	2	120	60	2		
Total teaching load (in Classes, per semester) 4*15 + 2* 15 = 60 + 30 = 90		Total student load (in Classes, per semester) 4*15*2 + 2*15* 2 = 120 + 60 = 180				
Total Subject load (teaching + student): 90+180=270						
Learning objectives	The aim of this Subject is to equip students to understand the concept of morality and ethics in modern business, and to recognize their impact on workplace relationships, decision-making, and stakeholder relations. Students must understand the basic concepts of morality and business ethics and their theoretical foundations, analyze ethical dilemmas and issues in business practice, and apply ethical principles in business decision-making and conflict resolution. The goal is to develop students' awareness of the impact of ethical behavior on reputation, corporate culture, and social responsibility, as well as to familiarize them with international standards and practices in the field of business ethics, and to recognize ethical risks in various sectors (marketing, IT, finance, and multinational companies).					
Learning outcomes	The student will be able to recognize basic ethical and moral principles in business after passing this subject and explain their application in various situations. Analyze ethical dilemmas using appropriate theoretical frameworks and methods of moral reasoning. Make ethically grounded decisions in a professional environment and apply the principles of ethical communication, including active listening, reasoned expression of opinions, and negotiation skills. Identify and critically assess ethical challenges in marketing, corporations, IT, and international business, as well as evaluate the impact of corporate decisions on stakeholders, society, and the environment. They will be able to develop the ability to express opinions through essays, presentations, and discussions, applying ethical standards, and recognizing and analyzing cultural differences and moral challenges in international and multicultural business environments.					
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, essays, and final exams					
Subject content by weeks	1. Ethics and business, moral reasoning in business, 2. Judicial economic system, American capitalism, corporations and morality, 3. Security, risk, and environmental protection, 4. Whistleblowing, 5. Marketing, truth, and advertising, 6. Intellectual property protection, 7. First colloquium 8. Information technology, ethics, and business, 9. Discrimination, 10. Ethical investing, 11. International companies, multinational morality, 12. Corrupt environments, cultural diversity, and international business, 13. Second colloquium 14. Hunger, natural resources, and ethics 15. A new imperative in business					
Literature						
Obligatory literature						
R. T. Di George: Business Ethics, Filip Višnjić, Belgrade, 2003.						
Supplementary literature						
Frederick, R.: A Companion to Business Ethics, University of Belgrade, 2020.						
Obligations, forms of knowledge assessment, and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / preparation of independent tasks		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

		HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
		Study program: Management, Business and Business Economics				
		Study direction: Business Economics				
Subject title		BUSINESS ECONOMICS				
Subject code		BLC-039	Status Of the Subject	Obligatory	ECTS	9
Prerequisites for the subject		-				
Subject professor(s)		Prof. Dr. Svetlana Dušanić – Gačić				
Class Classes / teaching load (weekly)			Individual student load (semester)		Coefficient student's Load	
P	V	P	V	So		
4	2	120	60	2		
Total teaching load (in Classes, per semester) 4*15 + 2* 15 = 60 + 30 = 90		Total student workload (in Classes, per semester) 4*15*2 + 2*15*2 = 120 + 60 = 180				
Total Subject load (teaching + student): 90+180=270						
Learning objectives		The goal of the Subject is for students to acquire theoretical and practical knowledge in the field of business economics, develop the ability to analyze and understand business processes and economic principles, and prepare themselves for making and applying decisions in a real business environment. Special emphasis is placed on connecting theoretical concepts with practice through case analysis, development of business strategies, and assessment of the economic effects of decisions in companies.				
Learning outcomes		Upon completion of the Subject, the student will be able to: apply basic economic principles in the analysis of business processes; explain and interpret basic concepts of business economics in specific situations; analyze the structure of costs and revenues and apply methods for optimizing business operations; use basic tools for assessing the profitability and efficiency of business decisions; develop business strategies based on economic indicators; connect the principles of supply and demand with decision-making in the enterprise; assess the impact of market and institutional factors on business; and prepare proposals for improving the economic performance of the organization.				
Teaching methods		Lectures, exercises, and consultations (K + O), quizzes, case studies, final exam				
Subject content by weeks		1. Introduction to the subject, the importance of business economics, economic categories, and basic concepts 2. Basic principles of microeconomics and their applications in business 3. Basic principles of macroeconomics and their impact on the business environment 4. Schools of marginalist thought and contemporary post-Marshallian microanalysis 5. Consumer and producer choice, supply, demand, and market equilibrium 6. Supply and demand of production factors; types and structure of the market 7. First colloquium 8. Macroeconomics: GDP, GNP and basic measures of national income 9. Keynesian macroeconomic analysis and the principle of the multiplier 10. Monetarism and monetary policy, theoretical foundations of monetarism 11. The role and functions of the state in modern economic systems 12. Business forecasting: significance, methods, and practical applications 13. Second colloquium 14. Case studies: application of quantitative and qualitative methods of business forecasting 15. Review and integration of material				
Literature						
Obligatory literature						
Samuelson, P., Nordhaus, W.: Economics, Mate, Zagreb, 2010.						
Supplementary literature						
Ha-Joon, C.: Economics: The user's guide, Bloomsbury Publishing, 2014.						
ICSI: Business economics (study material), The Institute of Company Secretaries of India, New Delhi, 2016.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation		Regular students		Part-time students	
			Points	Percentage	Points	Percentage
	Pre-exam obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate session				1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	DIGITAL MARKETING					
Subject code	BLC-040	Status Subject	Elective	ECTS	7	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Mirjana Milovanović					
Weekly class load / teaching load		Individual student load (per semester)		Coefficient student Load		
P	V	P	V	So		
3	2	45	30	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45+30=75		Total student load (in Classes, semester) 3*15*2 + 2*15* 2 = 90+60=150				
Total Subject load (teaching + student): 75+150=225						
Learning objectives	Acquiring theoretical and practical knowledge in order to develop the ability for independent realization of digital marketing campaigns, along with an understanding of key internet technologies and their most popular services. Understanding the importance of strategic planning and digital marketing, along with processing various approaches to promotion and branding. Understanding market analysis, competition research, and creating effective advertising strategies. Managing promotional activities and digital campaigns, using tools for advertising on social media and other digital platforms. Making strategic decisions regarding the placement of products or services in the market, previously conducting a SWOT analysis and market research. Enhancing brand recognition in order to achieve a competitive advantage in business.					
Learning outcomes	By studying the subject, students will acquire theoretical and practical knowledge. They will learn how to connect the basic principles of digital marketing with the practical aspects of advertising and promotion on the internet, and identify the key factors that influence the success of internet campaigns and market positioning. They will learn to analyze different digital marketing strategies, including promoting and advertising content on social media. They will be trained to understand key digital marketing techniques and their application in various business environments. The knowledge gained will enable students to apply it in creating and promoting private labels, as well as in developing marketing and business plans. This subject will allow them to develop the competencies needed for effective management of digital campaigns and adapting strategies to modern market trends.					
Teaching methods	Lectures, exercises and consultations (K + O), quizzes, essay/seminar paper and final exam					
Content of the subject by weeks	1. Internet and the development of digital technology 2. Digital marketing and modern strategies 3. Marketing 5.0 and the application of AI technologies 4. Channels of internet marketing 5. E-business and e-commerce models 6. Trends in e-commerce and AI personalization 7. First colloquium 8. Mobile commerce and integration of business systems 9. Social media and networks 10. Blogs and content marketing 11. Planning and implementation of internet campaigns using AI tools 12. Video marketing and professional production 13. Second colloquium 14. Brand management and branding trends 15. Internet addiction as a challenge of the digital society					
Literature						
Obligatory literature						
Milovanović, M.: Digital Marketing and AI Trends, Banja Luka College, 2025.						
Krajnović, A., Sikirić, D., Hordov, M.: Digital Marketing – A New Era of Market Communication, University of Zadar, 2023.						
Supplementary literature						
The Ultimate Guide for Digital Marketing, 2023. http://digitalmarketer.com						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate session			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	DIGITAL CONTENT AND TOOLS					
Subject code	BLC-041	Status Subject	Elective	ECTS	7	
Prerequisites for the subject	-					
Subject professor(s)	doc. Dr. Aleksandar Babić					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
3	2	45	30	2		
Total teaching load (in Classes, semester) 3*15 + 2*15 = 45+30=75		Total student load (in Classes, semester) 3*15*2 + 2*15*2 = 90+60=150				
Total Subject load (teaching + student): 75+150=225						
Learning objectives	The aim of the Subject is for students to gain an understanding of the role of digital technologies in education, business, and research, to learn to use productivity, collaboration, and teamwork tools, as well as to develop skills in creating various digital content, from textual to visual and multimedia. Special emphasis is placed on the application of modern AI tools, along with developing the ability to process and analyze data, as well as fostering a critical attitude towards digital technology and its impact on society.					
Learning outcomes	Upon completion of the Subject, students will be able to explain the basic processes of digital transformation and digitization, to independently and efficiently use work tools, to apply the principles of visual communication and design in content creation, as well as to process and visualize data using modern digital tools. They will also be able to use AI tools to generate different types of content, to critically consider ethical challenges, copyright issues, and digital security, and to independently or in a team design and present a project that integrates acquired digital skills and knowledge.					
Teaching methods	Lectures, exercises, and consultations (K + O), quizzes, independent assignments, and final exam					
Subject content by weeks	1. Introduction to the Subject and digital content 2. Theoretical foundations of digital technologies 3. Productivity and collaboration tools 4. Organization and teamwork online 5. Creating visual content I (Canva) 6. Creating visual content II (Figma, Piktochart) 7. First colloquium 8. Data processing and analysis 9. Introduction to artificial intelligence 10. AI tools for text and content 11. AI tools for visual content 12. AI and data analysis 13. Second colloquium 14. Ethics, copyright, and digital security 15. Project work and final presentations					
Literature						
Obligatory literature						
Kager, D.: <i>Artificial Intelligence –Development and Application (a manual for beginner learning)</i> Školska knjiga, Zagreb, 2023.						
Russell, S.J., Norvig, P.: <i>Artificial Intelligence: A Modern Approach</i> , Mate, Zagreb, 2024.						
Supplementary literature						
Strossmayera, J. J.: <i>Graphic Design of Print and Digital Products</i> , Faculty of Philosophy, Osijek, 2022.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	ENGLISH LANGUAGE 5					
Subject code	BLC-042	Status Of the Subject	Elective	ECTS	5	
Prerequisites for the subject	Passed Subjects English Language 1, English Language 2, English Language 3, and English Language 4					
Subject professor(s)	MA Vesna Đurović					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
2	1	60	30	2		
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the Subject is to develop and expand students' vocabulary in the fields of business, production, marketing, finance, IT, and programming. Students will acquire and apply business communication skills in various forms (telephone, email, negotiation, presentation, sales), understand the importance of culture, ethics, and business customs in the international business environment, and develop the ability to self-present through job descriptions, creating job applications, and displaying personal skills. Additionally, students will analyze and create simple concepts in the areas of graphic design, color theory, and programming.					
Learning outcomes	The student will be able to define and explain key vocabulary related to jobs, marketing, finance, IT, and design. Apply business communication skills in writing proposals, invoices, complaints, and orders. Demonstrates oral and written expression skills through negotiation, telephone communication, and presentation. Analyzes cultural differences and business opportunities, IT segments, and the market. Evaluates and compares different marketing strategies, phases of production, and business approaches. Creates a presentation of personal skills using precise business vocabulary. Develops and presents a description of a product or project in the fields of graphic design and IT, respecting specific linguistic and cultural norms. Integrates grammatical, communication, and presentation skills in complex simulations of business situations.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, seminar papers, final exam					
Subject content by weeks	1. Jobs – Vocabulary on Jobs Description, Creation of a Job Application 2. People and Places – Cultural Understanding in Business 3. Production – Production Vocabulary, Phases of Production 4. Marketing – Marketing Vocabulary, Strategies and Applications 5. Money – Negotiation and Finance Vocabulary 6. Finance and the Economy – Micro and Macro Economy Vocabulary 7. First colloquium 8. Doing the Right Thing – Business Ethics, Corruption and Wrongdoing Vocabulary 9. Personal Skills – Skills Vocabulary, Presentation of One’s Skills and Knowledge 10. Culture – Understanding Different Cultures in Business; Telephone, Fax and Email – Business Communication, Offers, Invoices, Complaints, Orders 11. Business Skills – Negotiation, Presentation, Selling Vocabulary 12. Graphic Design – Basic Terms; Language of Colors – Meanings of Colors in Design and Business 13. Second colloquium 14. IT English – Vocabulary for IT Contexts 15. Programming – Vocabulary of Programming; Presentation and Comparison of Programming Languages					
Literature						
Obligatory literature						
Mascull, B.: <i>Business Vocabulary in Use</i> , Cambridge University Press, 2002.						
Olejniczak, M.: <i>English for Information Technology I</i> Pearson and Longman, 2011.						
Supplementary literature						
Hollett, V., Whitby, N.: <i>Lifestyle, English for work, socializing and travel, pre-intermediate Subject book: Pearson, 2012.</i>						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / preparation of independent tasks		5	5%	5	5%
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FOREIGN LANGUAGE 5 – GERMAN LANGUAGE 5					
Subject code	BLC-043	Status Of the Subject	Elective	ECTS	5	
Prerequisites for the subject	Passed subjects German language 1, German language 2, German language 3, and German language 4					
Subject professor(s)	-					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student's Load		
P	V	P	V	So		
2	1	60	30	2		
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15* 2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the Subject is for students to develop the ability to independently use the language in everyday, professional, and social situations, with a focus on more complex grammatical structures, expanded vocabulary, and more precise expression of opinions. Special emphasis is placed on the ability to describe experiences, express attitudes, plan future activities, and engage in reasoned conversation in various contexts.					
Learning outcomes	Upon completion of the Subject, students will be able to recognize and use grammatical structures such as relative clauses in the dative case and with prepositions, conjunctions (although, nevertheless, if, that, while, before, after), future I, infinitives with to, subjunctive II in the present and past, pluperfect, and genitive, as well as the declension of adjectives in the comparative, superlative, and genitive. They will be able to apply them in speaking and writing to describe characters and events, express opinions, give advice, plan for the future, report on celebrated and missed opportunities, and describe professional and private situations. Students will be able to form meaningful and coherent texts, participate in more complex conversations, provide reasoned statements and analyses, demonstrating communication competence at level B1.1.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, essay, final exam					
Subject content by week	1. Introductory lecture in German language 2. Friendship: Character traits, adjectives as nouns: n-declension 3. Profession and work: Work, past tense 4. Living: Living, relative clauses in the dative and with prepositions 5. Customer service: Customer service, conjunctions although, nevertheless 6. Future: Media and technology, future I 7. First colloquium 8. Invitations: essence invitation, conjunction if 9. Consultation: animals and consultation, infinitive with to 10. Career finding: strengths and weaknesses, conjunctions that, while, before 11. Health: health, sports, nutrition, adjective declension with comparative and superlative 12. Missed opportunities: mishaps in everyday life, subjunctive II past 13. Second colloquium 14. Moments of happiness: moments of happiness in everyday life, past perfect with have and be, conjunction after 15. Celebrations in the company: events in companies, genitive, adjective declension in genitive					
Literature						
Obligatory literature						
Braun-Podeschwa, J., Hebersack, C., Pude, A.: Menschen – German as a Foreign Language Subject Book B 1.1, Hueber Verlag, 2019.						
Supplementary literature						
Helbig, G., Buscha, J.: Guide to German Grammar Langenscheidt, 2000.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	FOREIGN LANGUAGE 5–RUSSIAN LANGUAGE 5					
Subject code	BLC-043	Status Of the Subject	Elective	ECTS	5	
Prerequisites for the subject	Passed Subjects Russian Language 1, Russian Language 2, Russian Language 3, and Russian Language					
Subject professor(s)	-					
Class Classes / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
2	1	60	30	2		
Total teaching load (in Classes, per semester) 2*15 + 1* 15 = 30 + 15 = 45		Total student load (in Classes, per semester) 2*15*2 + 1*15*2 = 60 + 30 = 90				
Total Subject load (teaching + student): 45 + 90 = 135						
Learning objectives	The aim of the Subject is to deepen students' abilities in using more complex grammatical structures and an expanded vocabulary through working with passive and active verbal adjectives, participial constructions, and modal verbs. Special emphasis is placed on creating complex sentences, the correct use of impersonal and indefinite-personal constructions, and understanding passive and participial forms in different temporal contexts.					
Learning outcomes	After the Subject, the student acquires competencies to use active and passive verbal adjectives, prefixes of motion verbs (при -, у -, по-), and to form impersonal, indefinite-personal, and modal sentences. The student can construct complex sentences with relative and temporal conjunctions, use participial and adverbial constructions, comparative and superlative forms of adjectives and adverbs, as well as apply genitive, locative, and instrumental in passive and impersonal sentences. Additionally, the student correctly uses indefinite pronouns and possessive adjectives in all genders and numbers.					
Teaching methods	Lectures, exercises, and consultations (K + O), colloquiums, essay, final exam					
Subject content by weeks	1. Bridge – synonyms, genitive of the direct object; suffix –y in the locative of masculine nouns; personal and impersonal sentences with the predicate нужно, видно, слышно 2. Doll – verbal adjectives and adverbs, indefinite pronouns and adverbs with post-fixes –то, –нибудь, –либ о; changes of possessive adjectives ending in –ий, –ья, –ье, –ьи 3. Zoo – use of perfect and imperfect verbs in narrative; adjectives in comparative and superlative forms; personal and impersonal sentences in the past tense 4. Park – prefixes of motion verbs при-, у- active and passive verbal adjectives in the perfect tense 5. Cinema – indirect objects; genitive of the object, use of constructions нужно, можно, надо 6. Library – reflexive verbs with the postfix -ся; formation of verbal adverbial constructions; use of accusative and genitive in the context of objects 7. First colloquium 8. Museum – complex adjectives in the comparative; agreement of genders and numbers in complex sentences 9. Theater – interrogative sentences in the past and future tense; motion verbs with the prefix по 10. Restaurant – constructions with modal verbs хотеть, мочь, должен; negation and inverted sentences 11. School – relative clauses with the conjunction который; declension of adjectives and pronouns 12. Street – complex temporal and causal sentences; use of conjunctions потому что, так как, когда 13. Second colloquium 14. Square – formation and use of participial constructions in the present and past tense; combination of passive and active adjectives 15. Station – prepositional phrases with locative and instrumental; use of constructions сделано, сч итается, известно in the context of passive and impersonal sentences					
Literature						
Obligatory literature						
Pirogova, L. I., Preobraženska, M. R.: Textbook of the Russian language, Bard-fin, Romanov, 2013.						
Gapočka, I. K.: I read in Russian, Moscow, 2006.						
Supplementary literature						
Poljanec, R. F.: Overview of Russian grammar, Školska knjiga, Zagreb, 1993.						
Obligations, forms of knowledge assessment and grading	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquia		20 + 20	40%	20	20%
	Seminar paper / essay		5	5%	5	5%
	Case study / independent task preparation		-	-	-	-
	Practical work		-	-	-	-
	Final exam		50	50%	70	70%
TOTAL		100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.			

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE				
	Study program: Management, Business and Business Economics				
	Study direction: Business Economics				
Subject title	METHODOLOGY OF SCIENTIFIC RESEARCH				
Subject code	BLC-044	Status Of the Subject	Obligatory	ECTS	6
Prerequisites for the subject	-				
Subject professor(s)	Prof. Dr. Nenad Novaković				
Hour fund / teaching load (weekly)		Individual student load (semester)			Coefficient student Load
P	V	P	V	So	
3	3	60	60	2	
Total teaching load (in Classes, semester) 2*15 + 2*15 = 30 + 30 = 60		Total student load (in Classes, semester) 2*15+ 2*15 = 60 + 60 = 120			
Total Subject load (teaching + student): 60+120=180					
Learning objectives	By studying this subject, students become acquainted with the principles of scientific and research methodology and elements of scientific research practice. Students are trained to understand the scientific system, the foundations of methodology, the relationship between methodology and scientific strategies, as well as to master the skills of empirical scientific research. The main purpose of studying the subject is to acquire and apply knowledge in the field of research methodology.				
Learning outcomes	After studying this subject, the student can independently name and list the basic elements of the scientific research process and practice, as well as identify fundamental research methods and techniques. The student independently defines the research problem, the subject of research, research questions, and hypotheses. They are also able to combine quantitative and qualitative research methods, organize and create research, present the results of the conducted research, all while supporting ethical principles in the research process				
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, case studies, final exam				
Subject content by weeks	1. Science: definitions and understanding, subject and language of science 2. General scientific research methods 3. Special scientific research methods 4. Individual scientific research methods: techniques and procedures; Interview and survey 5. Forms of writing in social sciences; 6. Writing essays – descriptive and argumentative essay, choice of topic, organization of the essay, 7. Development of analysis, arguments, and examples, establishing the balance of the essay; 8. First colloquium 9. Methodology of writing a seminar paper 10. Methodological starting points in research 11. Methodological structure in the research process 12. Search for documentation – bibliography; citation and referencing sources 13. Archimedean spiral of discovery 14. Second colloquium 15. Archimedean spiral of discovery 16. Methodology of writing a thesis				
Literature					
Obligatory literature					
Selimović, H., Rodić, N, Selimović, N.: Research methodology, University of Travnik, 2022. Ivanović, M., Penjišević, A.: Methodology of scientific research work with the basics of statistics and data processing in IBM SPSS, Belgrade, 2023. Bešić, M.: Methodology of social sciences, Belgrade, 2023.					
Supplementary literature					
Memišević, H.: Research methodology in educational-rehabilitation sciences, Sarajevo, 2024. Mehmedinović, S.: Methodology of scientific research work with statistics, Tuzla, 2022.					
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students	
		Points	Percentage	Points	Percentage
	Pre-examination obligations				
	Attendance at lectures and exercises	5	5%	5	5%
	Colloquiums	20 + 20	40%	20	20%
	Seminar paper / essay	-	-	-	-
	Case study / independent task preparation	5	5%	5	5%
	Practical work	-	-	-	-
Final exam	50	50%	70	70%	
TOTAL	100	100%	100	100%	
Date of adoption at the Senate meeting			1. 9. 2025.		

	HIGHER EDUCATION INSTITUTION" BANJA LUKA COLLEGE					
	Study program: Management, Business and Business Economics					
	Study direction: Business Economics					
Subject title	AUDITING					
Subject code	BLC-045	Status Of the Subject	Obligatory	ECTS	9	
Prerequisites for the subject	-					
Subject professor(s)	Prof. Dr. Branka Savić					
Hour fund / teaching load (weekly)		Individual student load (semester)		Coefficient student Load		
P	V	P	V	So		
4	2	120	60	2		
Total teaching load (in Classes, semester) 4*15 + 2*15 = 60 + 30 = 90		Total student load (in Classes, semester) 4*15*2 + 2*15*2 = 120 + 60 = 180				
Total Subject load (teaching + student): 90+180=270						
Learning objectives	The aim of the Subject is for students to gain a fundamental understanding of auditing as a scientific discipline, the role and tasks of auditors, the standards and regulations governing the auditing profession, as well as the principles of internal control and audit planning. Special emphasis is placed on the application of auditing procedures in the assessment of financial statements, identifying audit risks, and developing ethical awareness and practical skills necessary for quality and responsible auditing practice.					
Learning outcomes	Upon completion of the Subject, students will be able to explain the concepts, types, and tasks of auditing, apply standards and regulations in auditing practice, analyze and assess internal controls in the company, plan and conduct audit procedures in various areas (sales, procurement, inventory, assets), collect and interpret audit evidence, prepare a report on the audit of financial statements, recognize and apply ethical standards in accordance with the IFAC code, and view auditing from the client's perspective to understand practical challenges and responsibilities in the auditing process.					
Teaching methods	Lectures, exercises and consultations (K + O), colloquiums, case studies, final exam					
Subject content by weeks	1. Introduction to auditing as a scientific discipline, the framework of auditing – concept, essence, types of auditing and auditors 2. Regulations, general principles and standards of auditing 3. Internal control and internal auditing 4. Planning the audit, materiality and audit risks in the audit of financial statements 5. Assessment of the reliability of the internal control system in the company during the audit of financial statements 6. Evidence in the audit of financial statements 7. First colloquium 8. Audit of sales and receivables from customers 9. Audit of procurement, suppliers, and other obligations 10. Audit of inventory and sales costs 11. Audit of real estate, facilities, and equipment (depreciation) 12. Final phase of the audit and reporting on the audit of financial statements 13. Second colloquium 14. Ethical issues according to the IFAC Code of Ethics for Professional Accountants 15. Practical approach to auditing financial statements from the perspective of the audit client					
Literature						
Obligatory literature						
Andrić, M., Jakšić, D., Vuković, B., Petrović, K., Kršmanović, B., Spahić, N.: Revision – theory and practice, Faculty of Economics, Subotica, 2023.						
Supplementary literature						
Kondić, N., Božić, R., Poljašević, J.: Financial statement auditing – a guide to practical auditing, Faculty of Economics in Banja Luka and Finrar, Banja Luka, 2018.						
Hayes, R., Schilder, A., Dassen, R., Wallage, P.: Principles of auditing (International perspective), Association of Accountants and Auditors of the Republic of Srpska, Banja Luka, 2002.						
Obligations, forms of knowledge assessment and evaluation	Type of student work evaluation	Regular students		Part-time students		
		Points	Percentage	Points	Percentage	
	Pre-examination obligations					
	Attendance at lectures and exercises		5	5%	5	5%
	Colloquiums		20 + 20	40%	20	20%
	Seminar paper / essay		-	-	-	-
	Case study / independent task preparation		5	5%	5	5%
	Practical work		-	-	-	-
Final exam		50	50%	70	70%	
TOTAL		100	100%	100	100%	
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