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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Marketing | | |
| Course title | | | | Trade Management | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Third | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Sreten Ćuzović  Svetlana Sokolov-Mladenović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To explore the scientific area of trade management, basic trends in the modern trade, strategic management in trade, the system of marketing and trade, techniques of trade management, a functional approach to trade management, phases of the trading process (planning, organisation, management, and control), following the example of procurement and procurement management, innovation in trade management, an application of the quality system in trade.*  *Enable a student to master the theoretical and methodological knowledge in the field of trade management, which will allow them to be competitive on the labour market; Master theoretical and methodological knowledge in the field of decision-making in modern trade, theoretical and methodological knowledge in the field of procurement, theoretical and methodological knowledge in the field of sales, strategy, policy, and concept of business appearance (communication and negotiation); Complete capacity marketing test, theerby testing the theoretical and practical knowledge of our students,related to the progressive theory and practice in developed countries* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Basic trends in modern trade; Formulating the procurement programme; Policy in respect of procurement sources and suppliers; Procurement programme realisation and control of realisation; Models of electroniccommerce; World Trade Centre (WTC); Electronic commerce in our country and abroad; Prerequisites for the development of electronic commerce in our country; Trade management and quality system (ISO 9000, ISO 14000, HACCP, "CE" marking); Development of the quality system in our trade and harmonisation with the European Union (EU)* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |