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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | International Management | | |
| Course title | | | | Second Foreign Language – Russian Language | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Fourth | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Vukašin Kostić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Adopting the basic concepts in the field of foreign trade, management and tourism.*  *The ability to communicate in the Russian language in the the field of profession, especially in the field of tourism management.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Professional correspondence, proper addressing and writing the names of the business letters (for Arab countries, China, England, America, Japan), foreign trade, letter of credit, claims, response to complaints, the contract, tourism and hospitality, serving, agency correspondence, tourist guide, tourism management, tourist destinations, transportation, tourist monuments, landmarks, hotelirejstvo, communication in the hotel business (reception, service room), travel advertising, advertising strategy, the choice of destination* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_Russian\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **30** | | **Written examination** | | | **25** |
| **Practical teaching** |  | | **Oral examination** | | | **25** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |