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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **General Economics** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Economics of Trade | | |
| 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 | | | | 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)** | | | | | | |
| *Acquiring the knowledge about the scientific area of economics of trade, trade institutions, basic trends in modern trade, the functioning of wholesaling and retailing, trade policy, an application of innovation to trade, theory and practice of trade in developed market countries; enabling a student to critically think about the presented knowledge, and proposing new solutions with the purpose of improving our trade theory and practice by means of scientific truths.*  *Enabling a student to make adequate conclusions in the field of trade; mastering theoretical and methodological knowledge in the field of procurement and sales, theoretical and methodological aspects of negotiation and concluding purchase and sales contracts, theoretical and methodological processes and procedures of creating and tracking the purchase and sales documentation, theoretical and methodological aspects of the application of innovation in trading companies.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Theories of trade and trade institutions; Organisation and functioning of wholesaling and retailing; The basics of trade policy; Broad and narrow aspects of trade policy; Scientific and technological progress in trade; Innovation resulting from the scientific and technological progress; Models of electronic trade; Specificities of trade marketing mix on the Internet; Prerequisites for the development of electronic trade in our country; A technical and technological component of quality in trade (ISO 9000); An environmental component of quality in trade (ISO 14000); The application of HACCP and "CE" marking in trade; Marketing instrumentalisation of quality in trade; The harmonisation of the system of quality of trade of Serbia with the requirements of 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** | | | | | | |