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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Economics |
| **GENERAL INFORMATION** |
| Study program  | **Economics** |
| Study Module (if applicable) | Business Management |
| Course title | Strategy and Policy of Trade Development |
| Level of study | [ ] Bachelor [ ]  Master’s [x]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [ ]  Autumn [x] Spring |
| Year of study  | Second |
| Number of ECTS allocated | 10 |
| Name of lecturer/lecturers | Sreten ĆuzovićSvetlana Sokolov Mladenović |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *To investigate the socio-economic conditionality of development of trade, trading place in the macroeconomy and the factors of its development and trade institutions, the basic trends in modern trade, the functioning of wholesale and retail trade, trade policy market in developed countries and in our use of innovations in trade theory and practice trade market in developed countries;**The course prepares students to think critically about the offered knowledge and through scientific truth propose new solutions to improve our theories and practices of trade**To enable students to make adequate findings in the field of trade; • Learn the theoretical and methodological knowledge in the field of strategy and policy for the development of trade, theoretical and methodological aspects of the negotiation and conclusion of sales contracts, the theoretical and methodological procedures and procedures for creating and monitoring the purchase documentation, theoretical and methodological aspects of the innovation in commercial enterprises, theoretical and methodological aspects of the of legal regulations in the field of trade* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Basis trade policy**-Commerce policy in a broader sense**-Commerce policy in the narrow sense**Legally-legislation in the field of trade market developed countries**Legally-legislation in the field of trade with us**5. internationalization of trade**-Theoretical And empirical aspects of internationalization of trade**-Division International trading company**-Strategijske Alternative performance on different markets**-Marketinška Dimension of internationalization of trade**-Economic Effects of internationalization**Comparative review analysis of the implementation of the strategy of internationalization in the world with us**6. INNOVATION IN TRADE**-Naučno Technical progress in the trade**-Inovacije Brought by scientific and technical progress**7. ELECTRONIC COMMERCE**-Tendencije Development of electronic commerce in the world with us**-models Electronic commerce**Electronically retail (B2C)**Electronically wholesale (B2B)**Electronically stock exchanges and markets -**-World Trade Center (WTC)**-Specifičnosti Marketing mix of trade on the Internet**-Preduslovi For the development of electronic commerce with us**-Case Study (practical presentation of business cases and projects)**8. Standardization and Quality TRADE**DATA-technology component quality in the store (ISO 9000)**Ecologically component quality in the store (ISO 14000)* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] 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** |  | **Oral examination** | **50** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |