

(Table 5.2) Course unit description

Study program: Economics, Business Economics and Management
Type and level of studies: Undergraduate studies
Course unit: Economics and Organization of Commerce Enterprises
Teacher in charge: Gordana Z. Radosavljevic, Katarina N. Borisavljevic
Language of instruction: English
ECTS: 7
Prerequisites: Basic knowledge in the field of Commerce, Management and Marketing
Semester: SS
Course unit objective: The objective of the course is to provide the students with theoretical and practical knowledge in the field of functioning of trade in developed market economies, with special emphasis on Serbia. Through the content of the subject and the foreseen forms of work, the focus is placed on the business and organization of wholesale and retail trade, as well as the opportunities offered by electronic commerce. In addition, special attention is paid to the process of internationalization of trade, as well as to all aspects of strategic management of trade enterprises.
Learning outcomes of Course unit Knowledge gained in this course is the basis for training students for efficient and effective performance of functional tasks in a trade company. Students' managerial skills are also being developed for making strategic decisions and improving the competitiveness of trading companies, managing new information technologies, and so on.
Course unit contents <ul style="list-style-type: none">• Characteristics of modern trading company,• Interdependence between market and trade,• Primary and specialized intermediaries for trade services,• Co-operation and integration in marketing channels,• Influence of environmental factors on trade development,• Legislation in the evolution of trade institutions and trade networks,• Organization and functioning of wholesale and trade Retail,• Traditional and Contemporary Market Institutions,• Internationalization of Retail,• Role of Trade Policy in Creating Market Structure,• Current Flows to the Market EU countries, countries in transition and Serbia,• E-commerce development,• Strategic management in trade. <i>Teaching: Teaching takes place through the presentation of teaching units envisaged by the structure of the subject</i> <i>Practical classes: Individual and group presentations - based on the individual and team work of students on a particular trade-related problem.</i>
Literature Goworek, H., McGoldrick, P., (2015), <i>Retail marketing management</i> , Principles and practice, Pearson Education Limited.

Number of active teaching hours				Other classes
Lectures 3	Practice 2	Other forms of classes	Independent work	
Teaching methods				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures	10	oral exam	30	
practical classes/tests	40	written exam		
Seminars/homework	20			
Project				
Other				
Grading System				
Grade	Bo. Of Points:		Description	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	
7	61-70		Good	
6	51-60		Passing	
5	0-50		Failing	