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| Course title | **Introduction to Business** |
| Semester | Winter semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Professor Katarina Zakić, PhD |
| ECTS credits | 5 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. Management, and historical roots of management.  2. Theories of management: classical theory, neoclassical theory.  3. Modern applicable models.  4. Organizational structure and types of management: Functional organizational structure, divisional.  5. Management in practice.  6. Motivation: Motivation cycles, Strategy of work motivation,  Control: Successful control.  7. Successful manager.  8. Successful communication.  9. Organizational behavior: Fundamentals of organizational behavior,  Human Resource management.  10. Management and culture.  11. Permanent education of managers. |
| Learning outcomes | Comprehension of the origin and development of management. Gaining practical knowledge of management in all segments and levels in an enterprise. Students acquire the ability to plan, decide, organize, motivate and control all the activities in management. |
| Length | One semester. |
| General information | Comprehension of the origin and development of management. Gaining practical knowledge of management in all segments and levels in an enterprise. Students acquire the ability to plan, decide, organize, motivate and control all the activities in management. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |