

Standard 1. Structure of the study program

1.1 Study program Undergraduate Academic Studies Business (OAS) Management contains the following elements:

a) name and goals of the study program: OAS Business Management

The primary objective of the OAS Business Management study program is to gain comprehensive understanding and proficiency in both general and specialized knowledge, skills, competencies, and creative capacities essential for effectively executing professional responsibilities within the field of management and business.

The specific objectives are following:

- developing the ability to excel in roles and responsibilities across diverse economic entities, governmental bodies, non-governmental organizations, and similar institutions;
- acquisition of general principles and functions of business management and their application in work;
- competence in understanding key issues in business management;
- successful understanding of each specific situation through detailed analysis of collected data on the current state;
- developing skills necessary for individual and team work;
- mastering knowledge from other fields that are important for successfully performing various managerial activities;
- introducing students to contemporary theories of business management and innovations in practical business management in line with the established program, aiming to facilitate the creation of a professional profile for a modern business manager;
- enabling students to integrate knowledge from multiple fields when solving specific business problems;
- competence in managing change from the perspective of adapting the organization to the modern business environment;
- enabling students for creative work and to helping them become initiators of positive changes in society at large;
- proficiency in using information technologies and the English language;
- mastering systematic and motivated efforts in personal professional development;

b) type of studies and learning outcomes in accordance with the law that defines the national framework of qualifications:

Undergraduate (bachelor) studies (OAS)– see Standard 4.

The outcome of the learning process is competent managers, equipped to work in increasingly demanding and uncertain economic conditions, fulfilling the real market needs for this profile of professionals in our country. The outcomes of the learning process are the following: developing creative managerial skills for analysis, decision making, planning, organizing, management and control of business activities in business organizations and other institutions; enabling students to use contemporary concepts, systems, techniques and methods in order to solve specific problems they might encounter at work; development of critical thinking in business and managerial practice; enabling students to understand crucial questions in business management; enabling students for team work, cooperation and adequate communication; acquiring the skills of language transfer and enabling students for continuous education in the field of business management.

c) professional, academic, scientific, and or artistic name:

The academic title awarded to students upon completion of this study program is Bachelor of Management

d) admission requirements:

To be eligible for enrollment in the OAS Business Management study program, applicants must hold a four-year secondary education qualification. Prospective students are required to take an entrance exam as part of the admission process. This exam involves taking a general knowledge test.

Detailed prerequisites for admission, along with the enrollment procedure for the study program are outlined in the Statute of the Faculty and the Rulebook on Enrollment in Studies.

e) list of mandatory and elective study fields, i.e. subjects, with the content is provided in tables:

The list of mandatory and elective study fields, i.e. subjects, with the content is provided in [Table 5.1a](#).

f) the methodology of conducting studies and the duration required for specific types of a program;

The study program is delivered continuously over 8 semesters in accordance with the established curriculum. The academic year is divided into two semesters, each lasting 15 weeks.

g) The credit value of each subject expressed in accordance with the European Credit Transfer and Accumulation System (ECTS).

The curriculum of the OAS Business Management study program is aligned with the distinctive European norms and standards set forth by the Bologna Declaration. This comprehensive undergraduate program lasts for four years, structured across 8 semesters, equivalent to 240 ECTS credits.

The syllabus, which is attached, provides the following information: subject name; number of ECTS credits; subject status; prerequisites for enrollment in subjects; subject objectives; outcomes - competencies; content; student obligations, realized through active teaching and independent student work within pre-examination activities and exams, and their evaluation; teaching methods; knowledge assessment, grading, and examination procedure; primary and supplementary literature.

h) credit value of the final paper at OAS is expressed in ECTS points and it amounts 7-ECTS: Table 5.1a.

and prerequisites for enrolling in individual subjects or groups of subjects;

Prerequisites for enrolling in individual subjects or groups of subjects are provided in Table 5.1a Prerequisite for every single subject and Table 5.2 Schedule of courses per semester and year of study <https://www.ppf.edu.rs/%D0%BF%D0%BC-240-2021/>.

i) process of selecting subjects from other study programs:

The procedure for selecting subjects from alternative study programs and the criteria for transferring from other study programs within the same or related fields are determined based on the following criteria: the harmonization of study program content and objectives is conducted with a requirement for program alignment of at least 80%; comparison of program value and scope is conducted based on the workload expressed in ECTS credits; comparing the overall workload of an individual requesting a change in study program within the same or related subjects. Based on these criteria, the number of weekly classes, lectures, practical exercises, etc., is taken into consideration.

j) requirements for transferring from other study programs within the same or related fields of study:

A student may transfer to this study program from other programs within the same or related fields provided they have passed exams relevant to this program and attained the required number of ECTS credits for enrollment in the corresponding academic year. The decision on the relatedness of the field is made by the Scientific Teaching Council, based on the recommendation of the Commission appointed by the Dean or the Council.

k) other important considerations for the implementation of the study program include the following:

Upon completion of the OAS Business Management study program, students are awarded 240 ECTS credits. The study program is conducted in the Serbian language.

The curriculum outlines the teaching subjects according to scientific and professional domains, their

progression across years and semesters, and the weekly and annual/semester allocation of teaching hours, thereby defining the duration of the program.

Study program is realized through lectures, practical exercises and preparation and defense of the final paper.

1.2. Scope of studies quantified in ECTS points.

r) Undergraduate- Bachelor Academic Studies Business Management equal 240 ECTS credits.

j) Minor modifications and additions to the study program, for which the higher education institution has obtained a work permit, do not constitute a new study program and are implemented in compliance with Article 52 of the Law.

Minor changes to the study program are those that do not fundamentally change the structure of the study programs and which ensure its quality and smooth realization. For example: change of certain teaching units; change of literature; introduction of new elective subjects; engagement of new professors on an annual basis if necessary; appointment to a higher title.

1.3. Final paper ECTS credits:

a) On the following study programs: final paper is part of undergraduate (bachelor) studies and it is valued 8 ECTS.

2.1. The objective of the OAS Business Management study program is to deliver a high-quality and comprehensive education focused on producing skilled professionals in the field of management. The faculty aims to equip students with practical knowledge and methodologies derived from both national and international business practices.

The aim of this study program is providing students with both theoretical insights and practical skills relevant to business management, aligning with the educational requirements of managers across various levels of organizational hierarchies within businesses and other institutions.

The goal of OAS Business Management study program is to equip students with comprehensive knowledge and skills essential for thriving in the dynamic world of business:

- management and crisis management of human, financial and material resources of a company, critical understanding of business processes with the goal the manage them;
- a deep understanding of continuous innovation and quality management principles, the program emphasizes the strategic application of quality control in every stage of product, service, organizational, and procedural development and enhancement;
- enterprising approaches to solve complex problems and cultivating readiness for the demands of an unconventional business landscape, the program instills the capacity to generate added value through internal growth and development, thereby contributing to both the local economy and the broader landscape of national entrepreneurship;
- proficiency in managing projects, conducting independent research, scouting new business opportunities, evaluating their potential, making decisions, and adeptly managing established ventures are all pivotal skills cultivated within the program.;
- capability to effectively manage complex projects, conduct independent research, identify promising business opportunities, assess their potential, make decisive judgments, and proficiently oversee ongoing operations;
- capacity to put theoretical knowledge in practice while upholding ethical standards. It emphasizes the ability to supervise and train others effectively, make and execute strategic business decisions, ensure the creation of high-quality products and services, and manage customer satisfaction and loyalty.

The purpose of this study program is to educate professionals in the field of business management, capable of mastering the skills and knowledge of the following subject areas: management, business mathematics,

fundamentals of economics, the English language, business statistics, business economics, fundamentals of information technology, fundamentals of organization, organizational behavior, computer systems, marketing, technology and development management, fundamentals of logistics, service management, human resource management, entrepreneurship, quality management, organizational management, innovation management, accounting, business finance, business law, public relations, business ethics and communication, business decision making, strategic management, international management, crisis management, ecological management, product management, risk management, electronic business, project management, creative thinking, and intuition for recognizing business opportunities and assessment of financial acceptability and investments and knowledge in the field of business management.

The objective of the business management study program is to educate professionals in the field of business management, equipped with the skills to analyze and assess diverse management concepts, models, and principles. These individuals are prepared to navigate the dynamic landscape of the business environment, adept at confronting and adapting to ongoing changes, familiarized with continuous improvement processes aimed at enhancing the sustainability and overall performance of organizations, achieving company goals for improvement of the existing practices. They are also prepared for lifelong learning and working on personal and professional development.

The study program is focused on the development of essential managerial competencies, addressing the need for qualified professionals within medium and large business operations. This emphasis is particularly crucial, as it addresses a longstanding issue: the employment of individuals from professional backgrounds lacking the requisite managerial and business skills to effectively fulfill these roles.

As our country becomes increasingly integrated into regional and global networks, the demand for professionals of this caliber continues to be high. These individuals are indispensable for effectively addressing a multitude of management challenges. Through this study program, our Faculty contributes to the fundamental objectives outlined in Serbia's Education Development Strategy. This includes initiatives aimed at harmonizing the fields of economy, science, education, and other sectors within the Republic of Serbia with the broader European framework. Ultimately, our efforts are directed towards positioning Serbia as a competitive and contributory force in the development path shared by Europe.

The Faculty's impact is also its support to the Strategy of professional and technological advancement in the Republic of Serbia. This is achieved through nurturing and expansion of our collective scientific and research capabilities, essential components for Serbia's integration into European frameworks. In accordance with this objective, the Faculty uses its human, material, and technological resources to advance scholarly research in the field of business management. Additionally, we actively devise projects planned for funding through various EU programs. The OAS Business Management study program is meticulously crafted and based on the best practices of both domestic and international higher education institutions. It follows all the educational advancements, incorporating the principles of the Bologna Process and aligning with the evolving landscape of higher education in the Republic of Serbia. Our program is designed to fulfill the rigorous quality standards set by the national educational system. Furthermore, it is also structured to fulfill the demands of acquiring essential knowledge in business management in Europe and on a global scale.

The faculty has diligently pursued accreditation for the offered study program, aiming not only to adapt to the new education system but also to benchmark against comparable programs offered by esteemed European faculties. This approach ensures a high level of alignment, facilitating easier recognition of our diplomas within the unified European educational landscape and promoting greater student mobility across borders.

The implementation of the study program will result in skilled graduate managers equipped with knowledge on par with their counterparts in European and global contexts. These graduates will play a pivotal role in

enhancing competitiveness on the knowledge market, not only within the Republic of Serbia but also in broader international arenas.

2.2. The aim of the OAS Business Management study program aligns with the objectives of the Faculty of Business and Law while also fulfilling contemporary demands in management and business. Through this program, participants acquire competencies that are not only socially relevant but also highly practical and beneficial.

2.3. The objective of the study program is also to prepare students for advanced studies at the master's level.