

Study program: Management of food technology and gastronomy			
Course name: Commercial knowledge of goods			
Professor: Tatjana M. Đekic, PhD			
Subject status: compulsory course			
ECTS: 5			
Requirements: no requirements			
Aim of the course: The aim of the course is to familiarize the students with goods which appear as raw materials, semi-finished or finished products on the market. The students will learn about the origin of the product, its production, warehousing and protection of goods from damage.			
Outcome of the course: After successfully completing the course, the students will have gained the necessary theoretical and practical knowledge needed to make decisions in production and product turnover.			
Content of the course <i>Theoretical lectures</i> The concept and classification of goods; The quality of goods; Raw materials; Organic chemical industry products; nonorganic chemical industry products; Metallurgy products; Food products; Product market; Surroundings' analysis; Product-market relation; Product marketing; Basic characteristics of products; design, price, promotion and distribution of products; Product portfolio; Branding of products. <i>Practical course work</i> Feasibility of new products; optimal choice of materials, raw materials and packaging; Basic product characteristics; Product portfolio; Solving the problem of warehousing and distribution of products; The choice of standards and technical regulations in relation to the product quality.			
Literature <ul style="list-style-type: none"> • Ушчумљић, Д. , Јовановић, С., Миловановић, Р. <i>Комерцијално познавање робе</i>, Економски факултет, Београд, 2011. • Јанчетовић, М. <i>Комерцијално познавање робе</i>, ВПШ, Београд, 2004. • Штрбац, Н. <i>Технологија и познавање робе</i>, Технички факултет у Бору, Бор, 2007. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 30
Teaching methods Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	
Term papers	15		