

Study program : Tourism and hospitality			
Course name: Business culture and ethics			
Professor: Valentina R. Vukosavljevic-Pavlovic, M.Sc			
Subject status: elective course			
ECTS: 5			
Requirements: no requirements			
Aim of the course The aim of the course is to familiarize students with business culture, ethical and moral values necessary for performing concrete business assignments and activities.			
Outcome of the course After successfully completing the course, students will be able to: understand the importance of business culture as well as to understand and apply business and ethical codex in solving concrete business situations.			
Content of the course <i>Theoretical lectures</i> The notion and definitions of ethics and moral; Development of ethical thought; Modern business ethics; Different civilizational models of cultural behavior; Work, value and cultural forms; New business culture and judgment; Cultural models in the world; Business ethics; Subject of business ethics; Methods of business ethics; Business ethics and importance of communication; Business and ethical codex; Business ethics in management; Business ethics and social responsibility; Need for a new business ethic. <i>Practical course work</i> The notion and importance of ethics; Tradition in ethics; Modern theories about ethics; Ethics in business; Categories of business ethics; Principles and instruments of business ethics; Value ethical system in modern business system; Ethics and solving concrete situations in business operations; Business ethics in tourism and hospitality; Business ethics in banking; Business ethics in insurance; Business ethics in accounting and revision; Ethics in politics; Journalism ethics; Globalization and modern business ethics.			
Literature <ul style="list-style-type: none"> • Елаковић, С. <i>Пословна етика и комуницирање</i>, Универзитет Сингидунум, Београд, 2011. • Павић, Ж. <i>Етика и пословне комуникације</i>, Универзитет Сингидунум, 2011. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 30
Teaching methods Lectures; practical course work, presenting successful examples of professional practice in the field of study, 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		