

Study program: Tourism and hospitality;			
Course name: Trade management			
Professor: lecturer, Saša Sarić, M.Sc			
Subject status: elective course			
ECTS: 6			
Requirements: no requirements			
Aim of the course The aim of the course is for students to acquire the necessary knowledge and skills, as well as to adopt methods of work which managers in sales, trade and procurement use (wholesale and retail sale).			
Outcome of the course After successfully completing the course, students will have acquired theoretical-methodological knowledge in trade and trade management area and will be competent to perform work in trade and other types of enterprises.			
Content of the course <i>Theoretical lectures</i> The notion and importance of trade; Concept of trade management; Modern tendencies in trade; Competence in trade; Marketing in trade; Marketing strategy in trade enterprises; Marketing information system of a trade company; Communication in trade; E-commerce; Procurement management; Sources of procurement and suppliers; Sales; Sales units; Price politics; Trade promotion. <i>Practical course work</i> Practical course work is performed in various supermarkets, shops, mega shops, malls, cash and carry centers, where students will be familiarized with managers' methods of work in trade.			
Literature <ul style="list-style-type: none"> • Ловрета, С. <i>Трговински менаџмент</i>, Економски факултет, Београд, 2010. • Ђузовић, С., Ивановић, П. <i>Иновације у трговинском менаџменту</i>, Економски факултет, Ниш, 2010. • Петковић, Г. <i>Модели за доношење одлука у трговини</i>, Економски факултет, Београд, 2000. 			
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		