



European University

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www.eu.ac.yu; e-mail:eu@eu.ac.yu

**Faculty of International Engineering
Management**

Belgrade, Carigradska St. No. 28, tel. 3228- 821, 334-15-83, e-mail:eu@eu.ac.yu

**UNDERGRADUATE ACADEMIC STUDIES
AND
GRADUATE ACADEMIC STUDIES -
MASTER**



www.eu.ac.yu

Faculty of International Engineering Management

Belgrade, Carigradska St. No 28, tel. 3228- 821, 334-15-83, e-mail:eu@eu.ac.yu



European University Members:

PERMANENT MEMBERS:

Faculty of International Management Engineering – Belgrade, Carigradska 28
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Faculty of European Business and Marketing,
– Belgrade, Vojvode Dobrnjca 15
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Institute of American Business
– **MBA University** – Belgrade, Cetinjska 2
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European Academy of Science, Vienna, 1190,
Geweygasse 4A, e-mail:office-eu@aon.at

MIM – The Center for European Master and Doctoral Studies, – Budapest, Serena ut. 56a,
Tel/fax: +361 335 96 22

MIM Manhattan Institute of Management – European Campus Paris - Belgrade, Budapest, Vienna, 1 Rue Bouvier, 75011

Institute of European Studies,
Belgrade, Trg Nikole Pašića 11

MEMBERS BY AGREEMENT:

Institut Franco-Americain de Management
– Paris e-mail:info@ifam.fr - www.ifam.edu

Sales Manager Akademie, Vienna
Geweygasse 4A, 1190, www.sales-manager.at

The European Academy of Informatization,
Brussels; www.euro-academy.org
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Mod'Art International, Paris - Belgrade
www.mod-art.org

London Diplomatic Academy – London
e-mail: info@londondiplomatic.com -
www.londondiplomatic.com

Albert Schweitzer International University –
Geneva; administration@albertsc.com:
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Medical Academy - US Medical School
Belgrade, Kumodraška 261

Faculty of Arts – in establishment stage

Faculty of Mathematics – in establishment stage



Republic of Serbia
MINISTRY OF EDUCATION

No. 612-00-001212/2007-04

Date: October 22, 2007

Belgrade

Nemanjina Street 24

EUROPEAN UNIVERSITY
- Prof. Dr Milija Zecevic, Rector -

BELGRADE
Carigradska Street 28

On October 19, 2007 you addressed the Ministry (letter No. 390), in order to get an interpretation of whether European University is within higher education system of the Republic of Serbia.

We would like to inform you about the following:

European University (Belgrade, Carigradska Street 28) is within higher education system of the Republic of Serbia.

European University was given the agreement on meeting human, space and other technical resource requirements for the start-up and education activity deliverance by the Decision of Ministry of Education and Sports, No. 612-00-494/2004-04 of September 20, 2000.

Sincerely,

STATE SECRETARY



Ministry of Education of the Republic of Serbia, based on the Law on University, Art. 21, Paragraph 2 (Official Register RS, No. 54/92 and 39/93) and the Law on State Administration, Art. 67 and Art. 69 (Official register RS, No. 20/92), has reached the following

DECISION

Faculty of International Management, headquartered in Belgrade, Cetinjska St. No. 2 has been given the approval on undergraduate, master and doctoral studies curricula and programmes submitted to Ministry of Education of the Republic of Serbia on December 21, 1993, under the no. 372

Rationale

Faculty of International Management, headquartered in Belgrade, Cetinjska St. No. 2 submitted to Ministry of Education of the Republic of Serbia undergraduate, master and doctoral studies curricula and programmes requesting the approval from the Ministry complying to the Law on University, Art. 21.

Based on the Law on University, Art. 21, Paragraph 3, Minister of Education appointed the Commission consisting of: Academician Dr. Branislav Soskic, Prof. Dr. Lazar Pejic and Prof. Dr. Ivan Stojanovic who assessed the harmonization of the mentioned curricula and programmes with the scientific achievements.

Based on the report of the Commission, Minister of education has reached the decision as given above.

REPUBLIC OF SERBIA
MINISTRY OF EDUCATION
No. 022 – 05 – 16 / 94 – 04
January 13, 1994
Belgrade

Minister

Prof. Dr. Milivoje Lazic
(signed and stamped)

Faculty of International Engineering Management

Belgrade, Carigradska St. No. 28, tel. 3228- 821, 334-15-83, e-mail:eu@eu.ac.yu

THREE-YEAR UNDERGRADUATE ACADEMIC STUDIES

The mission of European University, Faculty of International Engineering Management is to educate and train human resources who will meet the expectations successful business people are faced with nowadays. Strategy, humanity, willingness to work and above all knowledge are the values our students gain and cherish throughout their lives, competing in the modern market game.

Study programme in International Engineering Management at three-year undergraduate academic studies educate students for recognizable profiles, recognizable professions, it educates professional management engineers who can communicate in two or three world languages and get involved in international business.

Serbian needs for such profiles have been adapted to the development of small and medium size businesses and the development of international economy and business, foreign capital investment; Approximately 100,000 people is needed for the strategic plans of Serbia.

Management engineer is socially justified and indispensable profile and the purpose is in accordance with the mission and objectives of Serbian involvement in the world and European economic flows.

Management engineer is able to communicate in two or three world languages and is ready to become a part of American, German or Italian companies...in Belgrade and other cities.

After the completion of the study programme, management engineers possess necessary theoretical and practical knowledge in the area and are offered the opportunity to join the leading management structures of national and international companies, multinational companies, financial institutions, governmental and non-governmental organizations.

After taking the exams from I, II and III year and 180 credits acquired, students are awarded **MANAGEMENT ENGINEER Diploma**.

Faculty of International Engineering Management

UNDERGRADUATE ACADEMIC STUDIES – STUDY PROGRAMME

YEAR I (60 CREDITS)			
SEMESTER I		SEMESTER II	
1. Management Process	8	1. Organizational Behavior	6
2. European Union Law	6	2. Informatics	6
3. International Economics	4	3. Corporative Finances	6
4. English language – Basic I	6	4. English language – Basic II	6
5. Elective block	6	5. Elective block	6
	Italian language – Basic I German language – Basic I		Italian language – Basic II German language – Basic II
Total ECTS		Total ECTS	
30		30	
YEAR II (60 CREDITS)			
SEMESTER III		SEMESTER IV	
1. Management	8	1. Operations and Supply Management	8
2. Internet and E-Business	6	2. EU Business Law I	4
3. Human Resource Management	4	3. Business English - II	6
4. Business English - I	6	4. Agro-Management	6
5. Elective block	6	5. Internship 1	6
	Business Italian I Business German I		
Total ECTS		Total ECTS	
30		30	
YEAR III (60 CREDITS)			
SEMESTER V		SEMESTER VI	
1. EU Business Law II	6	1. Business English IV	6
2. Business English III	6	2. Leadership	6
3. Elective block	10	3. Elective block	10
	Operations Management Engineering Management		Production Management Service Management
4. Internship 2	8	4. Internship 3	8
Total ECTS		Total ECTS	
30		30	
<p>After taking the exams from the 1st, 2nd and 3rd year and 180 credits acquired, students are awarded the diploma</p> <p style="text-align: center;"><i>Management Engineer</i></p>			



Faculty of International Engineering Management

COURSE DESCRIPTION

YEAR I

Semester I

MANAGEMENT PROCESS - 8 ECTS

Early Theories and Behaviorism Contribution; Modern Management Theory Development; The School of Management Process; Quantitative School; Basis on Decision Making; Behaviorism Schools; Modern Motivation Theory; Leadership Effectiveness; The Future of Management Theory; Management Theory – Current Conditions and Future Trends; technology; management and Organization; Modern Organizational Structure; Social Responsibility – Challenge Extension; International Management – Challenges and Opportunities; Management in the Future.

Reading List: Muhlbacher J, Scheer P, Schmidt A, Rosensteil L: Management Development, Linde International, Wien, 2008.

Hodgetts Richard, Management: Theory, Process and Practice, W.B. Saunders Company, London 1979

EUROPEAN UNION LAW - 6 ECTS

The reasons for European Union establishment, one of the most important economic and political integrative entity in the twentieth century, both on the European continent and in the world. European Union Laws, Union Accession Prerequisites; Structure, Jurisdiction and Work Organization of the Most Important European Union Institutions – Commission, Council of Ministers, European Council, European parliament and Court of Justice

Reading List: Prof. Dr. Slobodan Zecevic, European Union Institutions and Law, European University, Belgrade 2003

PH. Manin, Les communautés europeennes, L' Union europeenne, Pedone, 4 edition, Paris, 1998;

INTERNATIONAL ECONOMICS - 4 ECTS

The subject and goal of International Economics studies, reading list, teaching process. World Economy: Interdependence and Trends, World Economy Development. Key Factors of World Economy Changes: Integration, Regionalization and Disintegrative Processes, Technology Factor Competitiveness – Theoretical and Practical Aspects: Competitive Stages in Country Developments, National Competitiveness, World Competitiveness. International Trade Theory. Trade Policy – Theoretical and Political Aspects: Strategic Trade Policies of Developed Countries. Trade Policy Instruments: Customs, Other Instruments of Trade Policy. International Macro-Economic Policy: International Monetary System, Balance of Payment, Exchange Rate. Foreign Exchange Market, World Capital Market – Functioning and Political Problems. Our Country Position and Role in the World Economic Trends.

Reading List: Prof. Dr. Miroslav Raicevic, International Economics with the Fundamentals of Economic Diplomacy, EU – FIM, Belgrade, 2003

P. Krugman, M. Obstfeld, International Economics Theory and Policy, A.- W Longman, Inc – PITER, 2003. (Fifth edition)

ENGLISH LANGUAGE (BASIC I) – 6 ECTS

The programme includes texts New Job, Organization and Roles, Quality, Money, Import-Export, Traveling and adequate terminology in Management Process, EU Law. International Economics...

Reading List: PROFILE 1 – Pre-intermediate, Authors: Jon Naunton, Mark Tulip

ELECTIVES

ITALIAN LANGUAGE (BASIC I) – 6 ECTS

The programme refers to absolute beginners of instrumental linguistic competence while the final objective is the same as Council of Europe A1 level. The programme will enable students to understand and use every day expressions and phrases that will satisfy their need for communication, they will learn how to present themselves and others, ask questions and discuss basic topics. Lessons include: Primi contatti; Io e gli altri; Buon appetito; Tempo libero; In albergo.

Reading List: Textbook Espresso I, Authors: Luciana Ziglio, Giovanna Rizzo, Exercise Book Espresso I – esercizi supplementari, and Grammatica pratica della lingua italiana, Susanna Nocchi.

GERMAN LANGUAGE (BASIC I) – 6 ECTS

The programme will introduce students to the basics of German language and their application in practice and enable them to communicate in basic written and oral form. Lessons include: Introduction, Professions and Occupations, Countries, Peoples, languages, Days and Months, Time, Numbers

Reading List: Lernziel Deutsch, Wolfgang Hieber, Max Hueber, München
Tangram aktuell 1, Alke, Dallapizza, von Jan, Max Hueber

Semester II

ORGANIZATIONAL BEHAVIOR - 6 ECTS

The aim of the course is to explore the influence of individuals, groups and structures on behavior in an organization. Students will be introduced to the techniques and modern methods used in the area and gain knowledge and skills that can be applied to increase organization efficiency and effectiveness. The programme is focused on Perception; Personality and Abilities; Motivation; Work Attitudes; Team Work; Communication; Organizational Structure and Design; Organizational Changes; Stress Management.

Reading List: Dr. Nevena Doknic., Organizational Behavior, European University, Belgrade, 2001
Luthans, F., Organizational Behavior, McGraw-Hill International Editions, New York, 2001

INFORMATICS - 6 ECTS

The course will introduce students to the basics of computer and computer systems and sub-systems. In theory, the focus is on computer operations and its peripheries, in other words, hardware of both computer and its peripheries. Computer networks will be studied only on the basic level. The focus will also be on software, its historic development and user needs. The role and development of operational system and system software. Applicative software development and the development of user needs.

Reading List: Prof. Dr. Boris Stanojevic, "Information Technologies I and II"
Paul Bocij, Dave Chaffley, Andrew Greasley, Simon Hickie, "Business Information Systems"

CORPORATE FINANCES - 6 ECTS

Financial Policy. Financial Analysis. Financial Flow Reports. Financial Planning. Financial Control. Organizing Financial Functions. Working Capital Management. Investment Management. Capital Structure. Cost of Capital. Dividend Policy. General Approach and Evaluation Methods of Social Capital Value. Case Studies from Financial Practice. Financial Tables and Parallel Balance Sheet and Income Statement.

Reading List: Dr. Milos Kastratovic: Management Finances of Businesses, 3rd revised edition, Faculty of International Engineering Management, Belgrade, 2001

Brigham F. Eugene: Financial Management, Theory And Practice, Fourth Edition, The Dryden Press, New York, 1985

ENGLISH LANGUAGE (BASIC II) - 6 ECTS

The programme includes the lessons A Career, Time is Money, Consumers, On-line Business, Not-for-Profit and introduction to an adequate terminology in Organizational Behavior, Informatics, Corporate Finances.

Reading List: PROFILE 1 – Pre-intermediate, Authors: Jon Naunton, Mark Tulip

ELECTIVES

ITALIAN LANGUAGE (BASIC II) - 6 ECST

The linguistic competence corresponds to the objectives of A2 level defined by the Council of Europe. The programme will enable students to understand relevant phrases and expressions of general use, communicate in simple and routine situations referring to general information and information about a family. Lessons include: In giro per l'Italia; Andiamo in vacanza; Sapori d'Italia; Vita quotidiana; Fare acquisti.

Reading List: Textbook Espresso I, Authors: Luciana Ziglio, Giovanna Rizzo, Exercise Book Espresso I – esercizi supplementari, and Grammatica pratica della lingua italiana, Susanna Nocchi.

GERMAN LANGUAGE (BASIC I) – 6 ECTS

The programme covers broader vocabulary and some grammatical rules resulted from the following lessons: A Job and Family, Education, An Interview, Earnings and Expenses, Countries of German Speaking Area, Correspondence, Business World, German Cities. The focus is on communication.

Reading List: Lernziel Deutsch 2, Wolfgang Hieber, Max Hueber, München; Tangram aktuell 2, Alke, Dallapizza, von Jan, Max Hueber; Wörterbuch Deutsch – Serbisch / Serbisch Deutsch



Faculty of International Engineering Management

COURSE DESCRIPTION

YEAR II

Semester III

MANAGEMENT - 8 ECTS

The basic aim of the course is to study and define management; Management Theory Evolution; Managers and Management Levels; Managerial Skills and Functions; Managerial Functions: Planning, Organizing, Leadership, Human Resources and Control; Strategic Planning and Management; Strategy Implementation, Trends in the Environment.

Reading List: Prof. Dr. Milija Zecevic: Management, European University, Belgrade, 2007

Stoner, J, Freeman E: Management, New Jersey, 2004.

INTERNET AND E-BUSINESS - 6 ECTS

Internet idea, forerunners and development. Computer networks, their development and important factors that have influenced Internet development. Other prerequisites for Internet popularization – appearance of graphic working environment, multimedia and globalization. Internet services, from e-mail at the beginning to modern services and trends of Internet and its service development. E-Business – definition, division and classification. E-Business strategy. Internet, Intranet and Extranet. Communication with clients and the use of two-way communication channel with consumers.

Reading List: Prof. Dr. Boris Stanojevic, "Information Technologies I and II"

Dave Chaffey, „E-Business and E-commerce Management”

HUMAN RESOURCE MANAGEMENT - 4 ECTS

The programme covers the basic concepts and functions of human resource managers for making the best selection of people for organizations. The focus is on a series of functions necessary for the human resource selection process. The activities include: planning, job analysis, recruitment, selection, training, job evaluation and compensation system and expatriate concept. The aim of the programme is to explain the idea of human resource management principles and techniques universality and its complexity.

Reading List: Doknic, N., Human Resource Management, European University, Belgrade, 2001

J. Wilson, Human Resource Development, Kogan Page, London, 1999

BUSINESS ENGLISH I – 6 ECTS

The programme covers the following texts: A Working Day, Corporate Culture, Company History, Internet, Processes and Procedures, Distribution and Delivery, Advertising and Marketing, negotiations, transport, Business Organization. Students will be introduced to adequate terminology in management, Internet, human resource management....

Reading List: Business Benchmark – Pre-intermediate to Intermediate, Author Norman Whitby

ELECTIVES

BUSINESS ITALIAN I – 6 ECTS

The course anticipates the following: in the textbook business is presented as a form of linguistic and cultural behavior adding quality assumptions of successful business communication in an international environment; Communication approach facilitates the development and mastering of business culture and business language. Each lesson is followed by authentic materials and exercises in order to encourage students to discuss the given topic and express their opinion. The lessons are. La famiglia; Da piccola; Non è bello ciò che è bello; Buon viaggio; Appuntamenti.

Reading List: L'espresso 2, Luciana Ziglio, Giovanna Rizzo, Alma Edizioni, Firenze, 2005
Praktikum, Grammatica pratica della lingua italiana, Susana Nocchi.

BUSINESS GERMAN I – 6 ECTS

The texts include Important Fairs in Germany, Companies and Their Functions, Business Phone Calls, negotiations about Delivery, Office Equipment, Stay in Germany, Case Study-Riveks Company. Students will be introduced to the adequate terminology in organizational behavior, human resource management, international economics...

Reading List: Wirtschaftsdeutsch 1, D. Macaire und G. Nicolas, Klett, Stuttgart
Wörterbuch Deutsch – Serbisch / Serbisch Deutsch

Semester IV

OPERATIONS AND SUPPLY MANAGEMENT - 8 ECTS

The course includes details of production management, turnover management, productivity management and value chain management (the whole series of organizational work activities that add value to each step of the process, from processing raw materials to final products delivered to consumers). The course management context emphasizes the value as a critical business success factor that should be supported by organizational culture and attitudes, professional work, leadership, adequate work processes, technology investment, coordination and collaboration. The course also covers modern operational challenges referring primarily to the role of new technology in the production process, quality initiative, ISO 9000 and Six Sigma quality aims and mass customization. The purpose of the course is to adopt management approach in business operations and supplies in order to improve them constantly as this is the key for cost reduction and absolute focus on consistently high quality.

Reading List: Prof. Dr. Miodrag V. Nikolic, Operations and Supply Management, European University, Belgrade, 2009

Jacobs F. Robert, Chase B. Richard and Aquilano J. Nicholas, Operations and Supply Management, twelfth edition, McGraw–Hill/Irwin /a business unit of The McGraw–Hill Companies, Inc./, New York, 2009.

EUROPEAN UNION BUSINESS LAW I - 4 ECTS

The course covers the characteristics and specifics of European Union competition law regarding the US competition law. Anti-Competitive agreements between companies – horizontal ones with two or more producers and vertical ones with producers and their distributors i.e. dealers which are sanctioned by the European Community Agreement, Art. 81, paragraph 1. The concept of dominant position abuse in the EU market sanctioned by the European Community Agreement, Art. 82 and merger or concentration of several businesses which is sanctioned in accordance with the EU Council of Ministers Regulation no. 4046. The last part of the course covers the relationship between member states and public companies and the assistance member states give to companies and industries. These operations can potentially violate the equal position of Common Market participants and consequently threaten free competition.

Reading List: Prof. Dr. Slobodan Zecevic, European Union Business Law, Center for European Union, Belgrade, 2005

Prof. Dr. Slobodan Zecevic, European Union for All Europeans, Center for European Union, Belgrade, 2004

BUSINESS ENGLISH II – 6 ECTS

The course covers the following texts: development of Contacts, Cultural Issues, Team Work, Statistics, Financial Companies, Investments, Company Start-Up, Job Application, recruitment, Human resource Development. Students will be introduced to the adequate terminology in operations and supply management, EU business law...

Reading List: Business Benchmark – Pre-intermediate to Intermediate, Author Norman Whitby

AGRO-MANAGEMENT- 6 ECTS

Management basis, history, development directions, theory and practice and management definition. Management functions by stages and management functions in agro-business. Strategic management from the aspect of modern agrarian economy and influence in the decision making process on both macro and micro level. Managing production factors with optimal combination of restricted resources. Strategic planning analysis, particularly from the aspect of natural resources, capital size and management capability. Management and environment protection. Ethical management. EU agro-economic and agro-ecologic policies. Entrepreneurship in agro-business. Management and entrepreneurship in rural communities. Agro-Eco tourism management. Management and multifunctional development. Farm, cooperative, agro-business management. Management in a conventional, integral and organic production.

INTERNSHIP 1 – 6 ECTS

The aim of an internship is to enable students to apply previously gained theoretical and practical knowledge to solve concrete, practical manager problems within a chosen company or institution. Students will be introduced to the company or institution activities, the way of doing business, managing and managerial decision making process in organizational structures. Students will acquire direct knowledge and experience in functioning and organizing of companies, banks, hotels, telecommunication system, air-line companies and institutions involved in the operations within the profession students are trained for.



Faculty of International Engineering Management

COURSE DESCRIPTION

YEAR III

Semester V

EU BUSINESS LAW II - 6 ECTS

The course will introduce students to the process of free flow of goods, people and capital; Legal regulations regarding the complete achievements of the three mentioned core economic freedoms anticipated by the EU law, that will also refer to Serbian businesses in future. The course content includes theoretical knowledge about legal regulations on which the free flow of goods, people and capital is based on and case studies – the Court of Justice judgments in the area.

Reading List: Prof. Dr. Slobodan Zecevic, European Union Business Law, Center for European Union, Belgrade, 2005

Prof. Dr. Slobodan Zecevic, European Union for All Europeans, Center for European Union, Belgrade, 2004

BUSINESS ENGLISH III– 6 ECTS

The course covers the following texts: Protocol, Meetings, Organization, Numbers, Communication, Travels, Planning. It will also introduce students to an adequate terminology in sales management, EU business law...

Reading List: OXFORD Business Options, Author: Adrian Wallwork

ELECTIVES

ENGINEERING MANAGEMENT – 10 ECTS

Definitions of engineering and engineering management; Systemic engineering; The concept of production execution; Production process for various kinds of products; Rationalization and work process conditions; Introduction and application of strategic concept into systemic engineering; Management of systemic engineering development process; Measurement systems; Team work concept; Intelligent production system management; Investment projects; Operational auditing and control.

Reading List: Pressman, R.S. (2007). Management of Engineering, A Practitioner Approach. Mc Grow Hill; Haksever, C., Render, R., Russell, R., Murdick R. (2006). Engineering Management and Operations. Macmillan Education Ltd. London

OPERATIONS MANAGEMENT - 10 ECTS

The concept and role of operational management; Specific state functions in the transition process; Organization and systemic approach in operational managing; The new state role in "mixed" economies; The basic state economic functions for operational productivity improvement; State economic and operational role in transition; State programmes and key areas of consumption; Operational reform of economic institutions; State operational functions in transition process.

Reading List: Operations Management/Quantitative Analysis in Operations 5ed , Nigel Slack Stuart Chambers Robert Johnston Alistair Brandon-Jones, 2008.; Operations Now., Finch, Byron J. 2006.; Dickov.V., (2006): „Ekonomika moderna,, Stilos, Novi Sad

INTERNSHIP 2 – 8 ECTS

The aim of an internship is to enable students to apply previously gained theoretical and practical knowledge to solve concrete, practical manager problems within a chosen company or institution. Students will be introduced to the company or institution activities, the way of doing business, managing and managerial decision making process in organizational structures. Students will acquire direct knowledge and experience in functioning and organizing of companies, banks, hotels, telecommunication system, air-line companies and institutions involved in the operations within the profession students are trained for.

Semester VI

BUSINESS ENGLISH IV – 6 ECTS

The course covers the following texts: Products, Visits, Entertainment, Presentations, Performance, Negotiations, Trade and Commerce. It will also introduce students to an adequate terminology in leadership, trade management, service management

Reading List: OXFORD Business Options, Author: Adrian Wallwork

LEADERSHIP – 6 ECTS

Leadership definition and description; Approach to leadership as a group of features; leadership as a group of skills; Leadership styles; Situational Approach; Contingency Theory; Path-Aim Theory; Leader-Member Exchange Theory; Psycho-Dynamic Approach; Women and leadership; Culture and leadership; Leadership ethics.

Reading List: Northouse Peter, Leadership (Theory and Practice), Data Status, Belgrade, 2008.
Zecevic Dr. Milija, International Management, European University, Belgrade, 2005

ELECTIVES

PRODUCTION MANAGEMENT – 10 ECTS

The course covers the nature and roles of production process and production management with the focus on three dimensions that characterize its conceptual basis, depth and relevance. The course includes: Production management as a scientific discipline; Production as a basic organizational entity of a production process; Production management; Production capacity building management; Production capacity arrangement management; production investment management; Work process preparation management I; Work process preparation management II; Planning as production management function; Organizing as production management function; Execution as production management function; Control as production management function; Management of work physical and psychological aspects in production.

Reading List: Prof. Dr. Miodrag Nikolic, Production Management, European University, Belgrade, 2009.;

Product Management, SAGE Publications, London, England, 2007.

SERVICE MANAGEMENT – 10 ECTS

The concept and role of service management; State functions in the transition process from the service management aspect; Organization and systemic approach to managing public service sector; Public sector specifics and approaches to service and service product market research; Specific problems and issues regarding business function organization management of professional service organizations; Basic state economic functions in determining the concept of service quality from the aspect of its creation, production and delivery; Economic role of the transition state; State programmes of public services; Key areas of public service consumption; The basis of service organization taxation theory and policy; Public selection of services; Service institution reform; Specific state functions in service activities – transitory aspect; Transition state functions in service management; New public service management

Reading List: Fitzsimmons, A.J. and M.J.Fitzsimmons (2005), Service Management for Competitive Advantage, McGraw-Hill ; Gronroos, C. (2005), Service Management and Marketing: Managing the Moments of Truth in Service Competition, Maxwell Macmillan International Edition

INTERNSHIP 3– 8 ECTS

The aim of an internship is to enable students to apply previously gained theoretical and practical knowledge to solve concrete, practical manager problems within a chosen company or institution. Students will be introduced to the company or institution activities, the way of doing business, managing and managerial decision making process in organizational structures Students will acquire direct knowledge and experience in functioning and organizing of companies, banks, hotels, telecommunication system, air-line companies and institutions involved in the operations within the profession students are trained for.



Graduates of Faculty of International Engineering Management

Faculty of International Engineering Management

Registration Documents

- Application form
- Birth certificate (not older than six months)
- Certificates from secondary school (I - IV grades)
- Secondary school graduate diploma
- Six photos (4x6cm)
- Two semester application forms
- Student's booklet

Admission requirements

- Completed four-year secondary school or high school
- Business interview
- An essay (candidate opinion and information about modern events and environment);
A candidate will choose one of the given topic:
 1. European Integration Processes and Serbia Access into Europe
 2. A Vision of My Career
 3. Creation of New Europe – The Future of Young Generation



**Prof. Dr. Milija Zecevic, European University Rector with graduates
at Ilija M. Kolarac Memorial Center**

**GRADUATE ACADEMIC STUDIES -
MASTER
- One-year and two-year studies -**



Mr. Konuzin Aleksandar Vasiljevic, Russian Federation Ambassador to the Republic of Serbia with Prof. Dr. Milija Zecevic, European University Rector and European University Professors



European University

Faculty of International Engineering Management

Belgrade, Carigradska St. 28, tel. 3228- 821, 334-15-83, e-mail:eu@eu.ac.yu

The mission of graduate academic studies – master in International Engineering Management is to educate students for the profession of graduate international management engineer – master according to the society needs.

International Engineering Management study programme is structured to provide graduate international management engineers with competences in research-oriented planning, organizing, leading, rational use of human resources and control of operations and managing companies in order to achieve the international business aims and objectives.

Graduate international management engineers – masters will become members of small and medium size business teams in food industry, agro-complex – agriculture, hotel industry, production companies in pharmaceutical industry, car industry, informatics as well as the members of multinational company teams throughout Europe, America and the world.

Having acquired the knowledge in technology management, management information systems, business management, strategic management and international engineering management and being awarded master diploma, students are not only able to develop their career in public companies, state institutions, ministries of energy... but also to continue doctoral studies and join institutes, universities and other scientific institutions.

Faculty of International Engineering Management has defined the core tasks and aims in order to educate and train highly competent human resources in International Engineering Management and create the foundations for scientific research in the field.

The purpose of International Engineering Management study programme at graduate academic study level is completely in accordance with the core aims and objectives of European University, Faculty of International Engineering Management.

Such a study programme educate graduate international management engineers – masters who possess research and scientific competencies in European and world frameworks thus having the opportunity to join the leading management structures in national and international companies, multinational and transnational companies, governmental and non-governmental organizations..



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GRADUATE ACADEMIC STUDIES – MASTER TWO-YEAR STUDIES

YEAR I (60 CREDITS)			
SEMESTER I		SEMESTER II	
1. Hotel Management and Operations	10	1. Management Information Systems	10
2. Technology Management	10	2. Business Management	10
3. Electives: Legal Business Environment <i>or</i> Business Communication in English	10	3. English for Managers	10
Total number of credits	30	Total number of credits	30
YEAR II (60 CREDITS)			
SEMESTER III		SEMESTER IV	
1. Public Management	10	1. Introductory Paper	8
2. International Engineering Management	10	2. Research Work	6
3. Electives: International Human Resource Management <i>or</i> Human Resource Management Development	10	3. Final master Paper	16
Total number of credits	30	Total number of credits	30

Diploma: Graduate International Management Engineer -Master



Faculty of International Engineering Management

Belgrade, Carigradska St. 28, tel.. 3228- 821, 334-15-83, e-mail:eu@eu.ac.yu

ONE-YEAR GRADUATE ACADEMIC STUDIES – MASTER

YEAR V (60 CREDITS)			
SEMESTER IX		SEMESTER X	
1. Public Management	10	1. Introductory Paper	8
2. International Engineering Management	10	2. Research work	6
3. Electives: International Human Resource Management <i>or</i> Human Resource Management Development	10	3. Final Master Paper	16
Total number of credits	30	Total number of credits	30

Diploma: Graduate International Management Engineer -Master

Candidates with 240 ECTS previously acquired at undergraduate four-year academic studies are eligible to apply for one-year graduate academic studies – master.

Candidates from other schools and faculties will have to take the exams in the following courses:

- Business Management
- Business English

If a candidate had some of the mentioned courses at previous studies, the course would be recognized.



Faculty of International Engineering Management

Belgrade, Carigradska St. 28, tel. 3228- 821, 334-15-83, e-mail:eu@eu.ac.yu

GRADUATE ACADEMIC STUDIES – MASTER YEAR I

HOTEL MANAGEMENT AND OPERATIONS – 10 ECTS

The course includes business operations in hotel activity, i.e. its short-term and long-term perspectives and necessary balance between effectiveness and efficiency. The purpose of the course is to enable students to understand hotel management application on the core managerial functions, i.e. analysis, decisions and actions undertaken in order to achieve successful business operations, maintain the existing competitive advantage and develop key new hotel competencies.

Reading List: Prof. Dr. Miodrag V. Nikolic, Hotel Management and Operations, European University, Belgrade, 2008; Rutherford G. Denney Ph.D (Endowed Chair Emeritus, School of Hospitality Business Management Washington State University). & O'Fallon J. Michael Ph.D. (Hospitality and Tourism Management College of Business James Madison University), Hotel Management and Operations, John Wiley&Sons, Inc., Hoboken, New Jersey (USA), 2007.; O'Hilloran M. Robert, Jarvis Ken and Allen-Chabot Amy, Cases in Hospitality Management, Prentice Hall, Upper Saddle River, New Jersey, 2007.

TECHNOLOGY MANAGEMENT – 10 ECTS

The course will introduce students to the basic category system and concepts referring to the paradigm that change the world and technology development strategies, definition of development activity notion, definition of scientific anticipation, scientific anticipation methods and techniques, definition of notions in technology, technological and economic aspects of product life cycle, marketing and production aspects of building product quality system, theoretical analysis of life cycle concept, marketing characteristics of products in life cycle, marketing strategies in product life cycle stages, life cycles according to market demand criteria – technology, purpose and method of scientific anticipation in technology changes, strategy paradigm of company technological development and development process and launching a product onto a market.

Reading List: Prof. Dr. Vladimir Stojanovic, „technology Management“, APEIRON Banja Luka, 2008; Prof. Dr. Jelena Birovljev „Agro-Management“, Faculty of Economics, Novi Sad

BUSINESS COMMUNICATION IN ENGLISH – 10 ECTS – Elective

Development of creative and practical abilities and mastering of practical communication skills in a foreign language necessary for the profession of graduate international management engineer – master. The aim of the course delivery is in accordance with the core aims and objectives of Faculty of International Engineering Management.

Reading List: Intelligent Business; Authors: Tony Trappe, Graham Tullis, Course book & Workbook

LEGAL BUSINESS ENVIRONMENT – 10 ECTS – Elective

International aspects of business environment. International business development. Trends in the world economy. Transition process. Globalization process and its role in international business transactions. The role of transnational companies in international business environment. Institutional frameworks of world economic flows. Global monetary system influence on international business transactions. International business strategy and structure. Law and business. International business legal frameworks. Business subjects: physical entities, legal entities, entrepreneurs, state. Legal and business ability of business subjects. Legal rules regulating business subject legal status. Market and business subjects. Unfair competition. Monopole agreements and monopolistic behavior. Consumer protection in the environment and our country. E-Business and business subject behavior. Transformation of modern international business under the influence of Internet. Upgraded forms of business cooperation (franchising, technology transfer). Legal aspects of organizing international business. General partnership. Joint ventures. Limited partnership. Corporations. Agreements in international business. The idea and importance of an agreement. Stages in concluding an agreement. Important agreement elements in international business. Risks in international business. Criminal actions in international business. Money laundering. Forging e-money. Piracy. Criminal actions of businessmen (white collars). Corporation criminal actions. Political environment influence international business. Negotiation process in international business.

Reading List: Raicevic Dr. Miroslav, *Legal Business Environment*, European University, Belgrade, 2003., Kotlica S., Knezevic B.: *International Business Economics*, Megatrend, Belgrade, 2007., Charles W.L. Hill, *International Business: Competing in the Global Marketplace*, 6th ed., McGraw Hill, 2007

MANAGEMENT INFORMATION SYSTEMS – 10 ECTS

The course covers information systems in business sphere in order to understand management information system model. Then, the focus is moved to information resources themselves and their management. Management information services in a company. Management information system methods

Reading List: Prof. Dr. Boris Stanojevic, „Management Information System“, Belgrade, European University; Raymond McLeod, „Management Information Systems“

BUSINESS MANAGEMENT – 10 ECTS

The course will introduce students to company organizational structure, business plan design, employee efficiency and consequently business efficiency. The topics are the following: Management Theory, Operational Management, Leadership, Human Resource Management, Business Management, Entrepreneurship and Creativity, Business Dynamics and International Management.

Reading List: Prof. Dr. Milija Zecevic, „Business Management“, European University, Belgrade, 2007.; Prof. Dr. Milija Zecevic, *International Business and Management*, European University, Belgrade, 2005

ENGLISH FOR MANAGERS – 10 ECTS

Development of creative and practical abilities and mastering of practical communication skills in a foreign language necessary for the profession of graduate international management engineer – master. The students will be introduced to the adequate terminology in international engineering management. The aim of the course delivery is in accordance with the core aims and objectives of Faculty of International Engineering Management.

Reading List: English for Business Studies; Author: Ian MacKenzie, Cambridge University Press, 2002

GRADUATE ACADEMIC STUDIES – MASTER YEAR II

PUBLIC MANAGEMENT – 10 ECTS

Students will be introduced to theoretical and practical knowledge and skills in public sector management. Management principles in public sector organizations aiming at meeting public interest. The specifics of public organizations and institution management and management in public services that nowadays are the measurement of standards of living

Reading List: Stiglitz, J.E., (2006): Economics of the Public Sector, W.W. Norton & Company, New York, 2004.; Dickov.V., (2006): „Ekonomika moderna,, Stilos, Novi Sad

INTERNATIONAL ENGINEERING MANAGEMENT – 10 ECTS

Students will acquire competencies and skills in international management referring to managing operations abroad, the coordination of activities in multicultural environments and global interest leadership. Students will develop abilities and specific practical skills necessary for the profession of international manager. They will learn about multinational company operations, their boards of managers and top managers with the focus on the companies from America and Japan.

Reading List: Prof. Dr. Milija Zecevic, International Management, European University, Belgrade, 2005.

Prof. Dr. Milija Zecevic, International Business and Management, European University, Belgrade, 2005.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT – 10 ECTS – Elective

Students will be introduced to the situations and problems human resource managers face regarding expatriates and their treatment in various cultural and economic environments, primarily, European, American and Japanese ones. Students will gain the ability to understand expatriate problems and to efficiently organize and manage human resource sector in an international company.

Reading List: Prof. Dr. Nevena Doknic: "International Human Resource Management ", European University, Belgrade 2008.

Harzing, Ruysseveldt: International Human Resource Management, Sage Publications Ltd., London

HUMAN RESOURCE MANAGEMENT DEVELOPMENT – 10 ECTS – Elective

Basic concepts and functions of human resource development in organizations and individual employee development. The focus is on learning and training methods of human resource development, identification of a learning need and learning, training and development planning and design and their implementation. An important aspect of human resource development is the estimation, i.e. learning and training evaluation as well as the methods for their implementation. The aim of the course is to explain students the importance of human resource development for company functioning, successful business and its complexity.

Reading List: . Doknic Dr. Nevena., Human Resource Management, European University, Belgrade, 2001

J. Wilson, Human Resource Development, Kogan Page, London, 1999

INTRODUCTORY PAPER – 8 ECTS

It includes master thesis theme, master thesis abstract, introduction into master thesis, formulation, motivation, research methods and a description, i.e. the presentation of research essence, bibliography, a concept and research aims and objectives.

RESEARCH WORK – 6 ECTS

The application of the basic, theoretical, methodological, scientific, professional and professional-applicative knowledge and methods to concrete problem solving within the chosen field. Within this part of the final master paper, a student explores a problem, its structure and complexity and based on the performed analysis student will make conclusions about the potential modes of its solution. By studying the literature, student will get to know the methods intended for solving similar problems and managerial practice in solving them. The aim of student activities is reflected in gaining the necessary experience through solving complex problems and recognizing potentials for the application of previously gained knowledge into practice.

FINAL MASTER PAPER – 16 ECTS

The aim of writing and defending a final master paper is education and acquiring of professional theoretical and practical knowledge that will enable graduate international management engineers to join both national and international businesses, multinational and transnational companies. This profile of graduate international management engineer is necessary for Serbian economy to enter Euro-Atlantic integration processes. They communicate in several languages and are ready to get involved in the company work processes in Belgrade, Vienna, Paris, London or Moscow or any other city where multinational and transnational companies are headquartered or have production or sales network developed. The final paper is made with constant mentor support and in addition to theoretical, artistic and professional style and work method, a student will gain a research basis to continue doctoral studies and participate in scientific researches.



Prof. Dr. Milija Zecevic with Honorary Doctors, Ph.D.s and MSc.s at European University



Faculty of International Management

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FINAL MASTER PAPER

Master paper is the final part of graduate academic studies – master programme.

A student will choose the master paper theme based on the procedure defined by the Faculty Academic Council. Final master paper represents an integration and application of all gained knowledge to solving concrete problems within technical and technological scientific field of International Engineering Management study programme. Master paper will indicate whether a student is able to present issues and key conclusions to professional public and public at large. Minimum pages – 180 and maximum – 250, font: Times New Roman, 13, line spacing 1.5.

MASTER PAPER STRUCTURE:

1. Paper content

2. Introduction – theoretical basis of a problem, issues to be considered in the paper or hypothesis to be tested, work methodology. Maximum 20 pages.

3. Theme work out – four chapters (50 pages each)

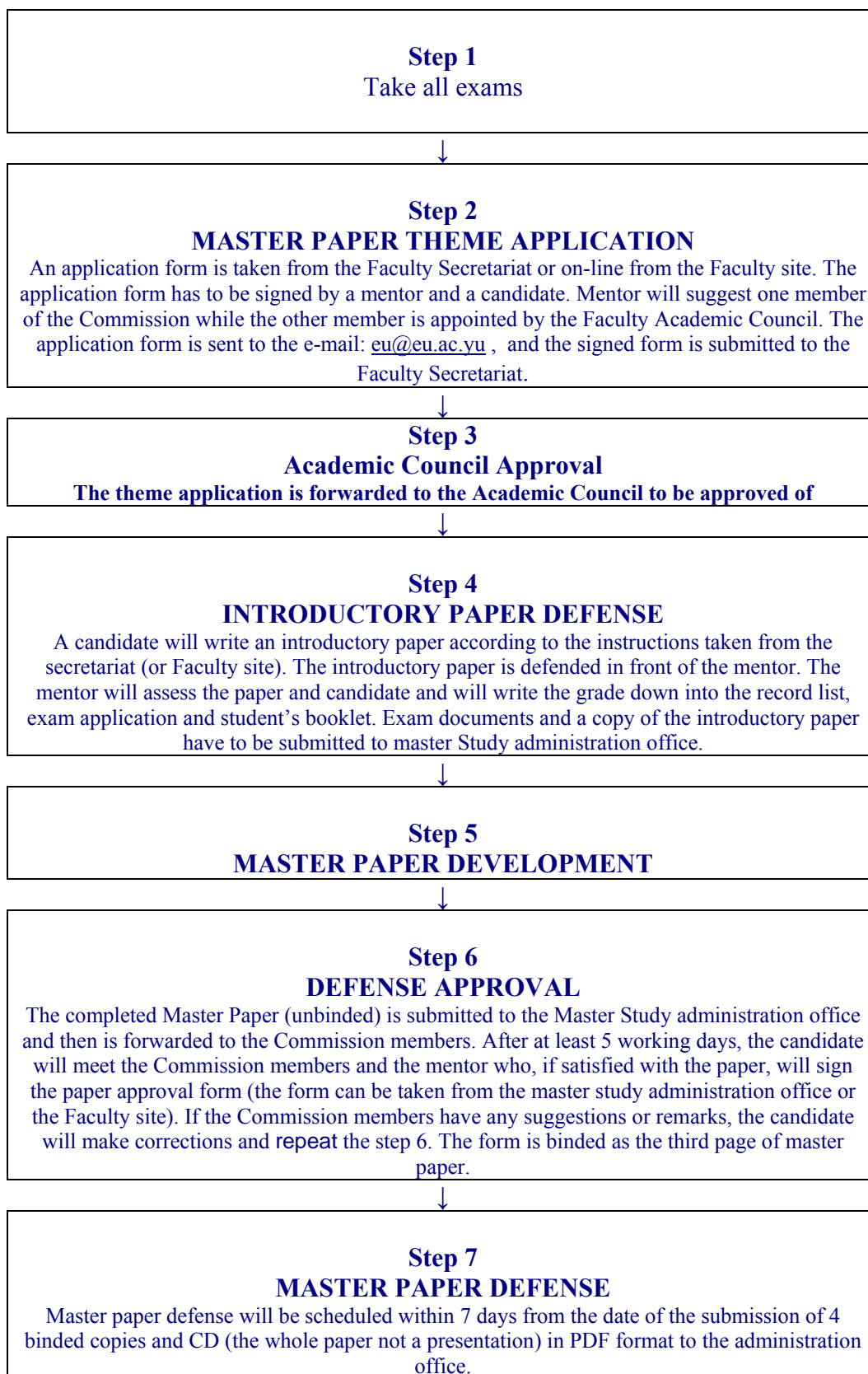
Each chapter includes sections and paragraphs. Each section has to include some introduction and conclusions. The theme has to be presented in a coherent and all-inclusive way and all open issues should be considered. It has to be expressed in a synthetic and concise mode with appropriate use of references. References have to be clearly stated. Candidate is expected to use references adequately with constant reference to the citations. Master paper has to include candidate arguments that confirm the attitudes while using proper methodology.

Candidate will prove his/her analytical abilities and originality in the approach through master paper. Originality refers to a new scientific contribution and /or to the contribution given to a concrete problem solution. Bibliographical references are cited at the bottom of each page and then summarized at the end of the paper – *Bibliography*. Each cited source in Bibliography has to be cited in the very text of the paper.

4. Conclusion – it includes achieved outcomes, paper originality, paper restrictions and further possible considerations together with some potential controversies.

Bibliography – a detailed list of used references

MASTER PAPER APPLICATION AND DEFENSE PROCEDURE:





European University

Prof. Dr. Milija Zecevic,
Professor Emeritus
Academician, European Academy of Science,
Vienna



Rector, Owner and Founder of European University,
Belgrade
Full-Time Professor, European University, Belgrade – Paris
– New York...
Commander of the World Order of Science – Education -
Culture, EAI, Brussels
Grand Doctor of Western Philosophy, European Academy
of Informatization, Brussels
Honorary Ph. D., Albert Schweitzer International
University, Geneva
Member of the International Diplomatic Academy Academic
Senate
Academician – Central European Academy of Science and
Arts
Full-Time Professor, European Academy of Informatization,
Brussels
President and Member, European Academy of Science,
Vienna
Lifetime Achievement Award for contribution to science,
education, international management and diplomacy,
World Congress of Art, Science and Communications
President of the Board of the UN Commission for Distant
Learning, Vienna

European University, as an educational and scientific institution, accomplishes projects for peace, better living and business development worldwide, in cooperation with its members.

Strategic projects are given priority in Euro-Atlantic integration programmes and within the development of multinational and transnational companies.

Europe is a multi-cultural and multi-lingual environment including over 40 countries with 70 different languages.

The economy of European Union member states is an unavoidable factor in European economy.

The European Union enlargement and establishment of European Constitution will help make the dream of integration processes and bringing together all European countries and nations come true...

Come and be the students, master and doctoral candidates of **European University**; be the participants to the creation of New Europe and the New World.

Sincerely,

Professor Dr. Milija Zecevic
European University Rector

Professors at faculty of International Engineering Management

	<p>PROF. DR. MILIJA ZECEVIC Rector and Dean Professor Emeritus Academician, European Academy of Science, Vienna Full-time professor at master and doctoral studies</p>	<p>Master Studies: International Engineering Management Business Management Research Work; Mentorship and Master paper Defense</p>
	<p>PROF. DR NEVENA DOKNIC Full-Time Professor Undergraduate Studies: Organizational Behavior Human Resource Management</p>	<p>Master Studies: International Human Resource Management Human Resource Management Development</p>
	<p>PROF. DR. SLOBODAN ZECEVIC Full-Time Professor Undergraduate Studies: European Union Law EU Business Law I, EU Business Law II</p>	
	<p>PROF. DR. BORIS STANOJEVIC Associate Professor Undergraduate Studies: Informatics Internet and E-Business</p>	<p>Master Studies: Management Information Systems</p>
	<p>PROF. DR. MIODRAG NIKOLIC Full-Time Professor Undergraduate Studies: Operations and Supply Management Production Management</p>	<p>Master Studies: Hotel Management and Operations</p>
	<p>PROF. DR MILOS KASTRATOVIC Full-Time Professor (½ of full employment): Undergraduate Studies: Corporate Finances</p>	
	<p>PROF. DR MIROSLAV RAICEVIC Full-Time Professor (½ of full employment): Undergraduate Studies: International Economics</p>	
	<p>DR. MARIJA LUKIC, Docent Undergraduate Studies: Management Process Management Leadership</p>	<p>Master Studies: Business Management</p>
	<p>DR. TATJANA BRANKOV, Docent Undergraduate Studies: Agro-Management Engineering Management</p>	<p>Master Studies: Technology Management</p>
	<p>DR. VESELIN DICKOV, Docent Undergraduate Studies: Service Management Operational Management</p>	<p>Master Studies: Public Management Legal Business Environment</p>

Teaching Fellows and Foreign Language Teachers at Faculty of International Engineering Management



MILOMIR DJUROVIC, MSc
Teaching fellow
Sales Management
Production Management
Operations and Supply Management



NENAD RADOJEVIC, MSc
Teaching fellow
Public Management
Service Management
Strategic Management



SRDJAN TOMIC, MSc
Teaching fellow
International Engineering Management
Technology Management



NATASA TANJEVIC, MSc
Teaching fellow
Human Resource Management
Development
International Human Resource Management



SUZANA DJOKIC, MSc
Teaching fellow
Introductory Paper at Master Studies
International Engineering Management



ALEKSANDRA SLJIVIC, Translation Specialist
English Teacher
Business English 3
Business English 4
Business Communication in English
English for Managers



JELENA BRKOVIC
Italian Teacher
Business Italian 1



BILJANA ANDREJEVIC
Italian Teacher
Italian Language –Basic 1
Italian Language – Basic 2



OLIVERA DJORDJEVIC
German Teacher
German Language - Basic 1
German Language - Basic 2
Business German 1



NATASA NENADOVIC
English Teacher
English language - Basic 1
English language - Basic 2
Business English 1
Business English 2



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Admission Requirements to Two-Year Graduate Academic Studies - Master

Admission requirements:

- Individuals with 180 ECTS acquired from the undergraduate academic studies are eligible to apply for two-year Graduate Academic Studies - Master

Candidates will have a business interview

Documents to be submitted for the admission:

- Authorized copy of the undergraduate academic study diploma
- Birth certificate
- Short CV
- Four photos (4x6cm)
- Application form (from the Faculty Secretariat)
- Student's booklet



European University Rector with Graduates



Prof. Dr. Milija Zecevic awards the Honorary Doctor title to Ambassador Dr. Jiri Grusa, Director of Vienna Diplomatic Academy



European University Formal Dinner, Vienna, April 11; (from left to right): Jean-Herve Habay, President of MIM Paris, Pierre Viaux, French Ambassador in Vienna, Ambassador Dr. Jiri Grusa, Director of Vienna Diplomatic Academy, Dragan Velikic, Ambassador of Serbia and Montenegro in Vienna and Academician Prof. Dr. Milija Zecevic, European University Rector



National Theater and Duke Mihailo Monument