



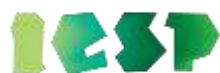
Faculty of Culture and Tourism
University of Donja Gorica

COURSE CATALOGUE

Bachelor Studies

Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP

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Co-funded by the
Erasmus+ Programme
of the European Union

ABOUT THE FACULTY

The Faculty of Culture and Tourism was founded in 2014 as part of the University of Donja Gorica. Within the Faculty, three study programs have been accredited: *Culture and Tourism*, *International Studies for Hospitality and Management-Vatel* and *Chinese Studies*.

STUDY PROGRAM CULTURE AND TOURISM

This study program represents a symbiosis of different scientific and artistic disciplines in order to acquire students knowledge, skills and competencies that are necessary for modern labor market needs.

The concept of the curriculum is such that the emphasis is placed, on the one hand, on tourism from the point of view of national, cultural and sustainable economic development, and on the other hand on culture and creative industries, which are one of the fastest growing sectors and one of the key drivers of progress. the economy of the most developed countries of the world.

This study program is realized in cooperation with the University of Pula, which has a long and successful tradition regarding the implementation of this interdisciplinary study.

CULTURE AND TOURISM

I semester			
Course	ECTS	Status	No of classes (per week)
Economy and Development	6	Obligatory	3+2
History of Civilization	5	Obligatory	3+2
Filmmaking Techniques	2	Obligatory	1+2
History and Geography of Montenegro	4	Obligatory	2+2
Cultural Heritage I	5	Obligatory	2+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3 (1)	4	Elective	2+2
II semester			
Cultural Antropology	5	Obligatory	3+2
Literature and Poetry	4	Obligatory	2+2
Business Informatics	4	Obligatory	2+2
Cultural Heritage II	5	Obligatory	3+2
Demography	1	Obligatory	1+0
Tourist Geography	1	Obligatory	1+0
Film Editing techniques	2		1+2
English language	4	Obligatory	2+2
German language	4	Obligatory	2+2
Foreign language 3(2)	4	Elective	2+2

III semester			
Course	ECTS	Status	No of classes (per week)
Economic of Culture	5	Obligatory	3+2
History of Art	5	Obligatory	3+2
Cultural Heritage III	5	Obligatory	3+2
Wines and Wineries of Montenegro	2	Obligatory	1+1
Traditional Cultures	5	Obligatory	2+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(3)	4	Elective	2+2
IV semester			
Methodology of Research in Culture and Tourism	4	Obligatory	2+1
Economics and Management of Tourism	5	Obligatory	3+2
Psychology of Marketing of Culture	4	Obligatory	3+2
Entrepreneurship and Innovations	4	Obligatory	2+2
Cultural Heritage IV	5	Obligatory	2+2
English Language	4	Obligatory	3+2
German Language	4	Obligatory	2+2
Foreign Language 3(4)	4	Elective	2+2
No Normal Economy and Development	4	Elective	2+2

V semester			
Course	ECTS	Status	No of classes (per week)
Estetics of Communication	5	Obligatory	3+2
Accounting and Financing in Tourism and Culture	5	Obligatory	3+2
Sociology of Culture and Art	3	Obligatory	1+0
Cultural Heritage V	5	Obligatory	3+2
Selective Tourism I	4	Obligatory	2+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(5)	4	Elective	2+2
Foreign Language 4(1)	4	Elective	2+2
VI semester			
Creative Industries	5	Obligatory	3+2
Selective Tourism II	4	Obligatory	2+2
Culture Heritage VI	5	Obligatory	3+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(6)	4	Elective	2+2
Foreign Language 4(2)	4	Elective	2+2
Diploma Paper	8	Obligatory	
Total number of ECTS	180		

CULTURE AND TOURISM

I semester

Course	ECTS	Status	No of classes (per week)
Economy and Development	6	Obligatory	3+2
History of Civilisation	5	Obligatory	3+2
Filmmaking Techiques	2	Obligatory	1+2
History and Geography of Montenegro	4	Obligatory	2+2
Cultural Heritage 1	5	Obligatory	2+2
English language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3 (1)	4	Elective	2+2
Total number of ECTS	30		

Course Description

ECONOMICS AND DEVELOPMENT

Code: FKT1EIR

Status: Obligatory

Semester: I

ECTS: 6

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the principles of Economics. There will be a focus on basic knowledge about the principles of functioning of the economy, (1) incentives matter; (2) free lunches don't exist; (3) voluntary exchange promotes economic progress; (4) so does lowering transaction costs; (5) increasing real output increases real income; (6) growth rests on skills, technology, capital and organization; (7) income is earned by meeting others' needs; (8) profits steer businesses to productive activity; (9) markets harmonize individual and social interests; and (10) secondary and long-term effects must be kept in mind. It will include topics such that economic progress rests on private ownership, free exchange, competition, efficient capital markets, stable money, low taxes, and free trade. A government that ensures them will preside over prosperity. To wreck an economy, it need only do the opposite. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills by means of face-to-face seminars and tutorials and online learning.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to :

- Explain and discuss the basic economic concepts and problems.
- Explain and discuss the function of market and prices as allocative mechanisms;
- Identify key macroeconomic indicators and measures of economics change, growth, and development
- Describe and analyze how economic trade-offs and social values impact public/private social policy, and the success or failure of policies to achieve intended outcomes.
- Relate economic events and real life with the economic variables.
- Make decisions in contexts of uncertainty as well as being able to evaluate and predict the consequences of these decisions in the short, medium and long term.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects	10	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Gwartney, J., Stroup, R. (1993). *What everyone should know about economics and prosperity*, British Columbia, Canada: The Fraser Institute Vancouver.
- Vukotić, V. (2006). *Psihofilozofija biznisa*, Podgorica: CID.
- Vukotić, V. (2006). *Opasne riječi*, Podgorica: CID.
- Vukotić, V. (2016). *Hrestomatija – Ekonomija i razvoj*, Donja Gorica: UDG.

Course Description

HISTORY OF CIVILIZATION

Code: FKT1IC

Status: Obligatory

Semester: I

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course provide students information about relevant characters, major events and general characteristics of different civilizations (culture, society, economy) through the course of time. Course History of Civilization tends to develop understanding of different concepts such as Global History, Civilization, Society, Culture, Pre-History, Ancient History, Medieval History, etc. More specifically, the focus will be put on the major events of the Stone Age, Early and Late Antiquity, the Middle Ages and early Modernity. Within this context, students will learn about the politics, society, economy and cultural expressions and development of some of the best-known civilizations of the period studied.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to :

- Communicate an understanding of the process of historical change and the significance of place and time.
- Demonstrate that they possess a sense of change and continuity over historical time and demonstrate that they possess the ability to place historical events within a relevant historical context.
- Communicate an understanding of the creation, development, and changing nature of historical knowledge and the importance of historical documentation.
- Demonstrate their understanding of historical arguments and evidence and demonstrate that they possess the necessary skills to document historical events and phenomena.
- Construct and communicate a historical argument employing historical facts.
- Demonstrate their ability to construct and defend an argument interpreting the human past based on appropriate historical evidence.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects	10	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Djurant, V. (1995). *Istorija civilizacije*. Beograd: Narodna knjiga, Alfa.
- Djurant, V. (2004). *Život Grčke : istorija grčke civilizacije od početaka i istorija Bliskog istoka od smrti Aleksandra do rimskog osvajanja, sa uvodom o praistorijskoj kulturi Krita*, Beograd : Vojnoizdavački zavod, Narodna knjiga.
- Djurant, V. (2004). *Cezar i Hrist : istorija rimske civilizacije i hrišćanstva od njihovih početaka do 325. godine nove ere*, Beograd: Vojnoizdavački zavod, Narodna knjiga.
- Djurant, V. (2004). *Renesansa : istorija italijanske civilizacije : 1304-1576*, Beograd: Vojnoizdavački zavod, Narodna knjiga.
- Djurant, V., Djurant, A. (2004). *Doba Voltera : istorija civilizacije Zapadne Evrope od 1715. do 1756, sa posebnim naglaskom na sukob između religije i filozofije*, Beograd: Vojnoizdavački zavod, Narodna knjiga.
- Djurant, V., Djurant, A. (2004). *Ruso i revolucija : istorija civilizacije u Francuskoj, Engleskoj i Nemačkoj od 1756. i u ostatku Evrope od 1715. do 1789*, Beograd: Vojnoizdavački zavod, Narodna knjiga.
- Kataneo, M., Trifoni, J. (2007). *Stare civilizacije*, Novi Sad: Pravoslavna reč : Međunarodni istraživački centar za kulturu.

Course Description

FILMMAKING TECHNIQUES

Code: FKT1TS1

Status: Obligatory

Semester: I

ECTS: 2

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the basic principles of Filming Techniques and Film production. It is intended to acquire theoretical and practical knowledge about the art, culture and media of mass communication, or precisely filming techniques, technological process of filmmaking, formation and work of film crews, distribution and showing of films, designing and launching the production of films and their placement. Through this subject an interdisciplinary approach will be applied through the history of film, film theory, aesthetics and psychology. This approach will give a solid preparation to the creative process for creating short film and television works in various genres such as feature film, TV film, drama, documentary and other forms such as documentary film and various television and new media formats: music video, podcasts, webisodes, YouTube videos, and other.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Recognize which recording techniques were used in the particular audio-visual work
- Compare different film works and recognize basic theoretical approaches in film theory, aesthetics and psychology
- Elaborate the method of distribution and placement of audio-visual works
- Organize and create simple film forms especially in field of culture and tourism using basic directing and production techniques
- Understand and apply all advantages of filmmaking techniques in the fields of culture and tourism

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	15	90-100	A
Midterm exam II	15	80-89	B
Case study	5	70-79	C
Seminar papers	5	60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Truffaut, F. (1966). *Hitchcock/Truffaut*. New York: Simon & Schuster
- Arijon, D. (1991). *Grammar of the Film Language*. Hollywood: Silman-James Press.
- Lancaster, K. (2019). *Basic Cinematography: A Creative Guide to Visual Storytelling*. London: Routledge.

Course Description

HISTORY AND GEOGRAPHY OF MONTENEGRO

Code: FKT1IGCG

Status: Obligatory

Semester: I

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The idea of studying this course is to develop the student's ability to understand historical and cultural epochs in time and geographical space. The main goal of studying the subject is to acquire basic knowledge about the geographical tourist position and cultural and historical heritage in Montenegro. The main topics to be covered are: Geomorphological development of Montenegro; Geographical tourist position of Montenegro; Geographical and historical position of Montenegro in the Balkans; Montenegro in prehistoric times; Prehistoric sites on the territory of Montenegro; Montenegro during the Roman Empire; Roman monuments on the territory of Montenegro; The arrival of the Slavs until the twelfth century, than The most important rulers and dynasties in Montenegrin history such as: Nemanjići, Balšići, Crnojevići, Petrovići with a special accent on literature, architecture and sculpture, painting and applied arts in these periods. The focus will also be put on the events in modern Montenegrin history.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Discuss and critically analyze the main historical and cultural epochs of Montenegro
- Identify and discuss the main sites monuments from different times such as prehistoric times, period under Roman empire etc.
- Briefly describe the main characteristics of particular epochs and their literature, architecture, sculpture, painting and applied arts
- Identify the main Montenegrin dynasties and rulers and discuss and analyze their importance from different points of view (historical, cultural etc.)
- Discuss and analyze events in modern Montenegrin history

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	35	90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects		50-59	E
Homework		Less than 50	F
Other (class activities)	10		
Final Exam	35		
Total	100		

LITERATURE

- Živković, D. (1991-1997). *Istorija crnogorskog naroda I-III*, Cetinje.
- Mijović, P. (1980). *Umjetničko blago Crne Gore*. Beograd, Titograd: Jugoslovenska revija, Pobjeda.
- Šekularac, B. (1994). *Tragovi prošlosti Crne Gore*. Podgorica, Cetinje: Istorijski institut Crne Gore, Državni arhiv Crne gore
- Rotković, R. (2005) *Ilustrovana istorija Crne Gore- prerađeno izdanje*. Podgorica: CANU.
- Bakić, R., Popović, S., Radojičić, B., Burić, M., Kasalica, S., Ivanović, Z., Vukotić, M. (1991). *Geografija Crne Gore*, Nikšić.
- Burić, M. (2002). *Geografsko-istorijski atlas Crne Gore*. Nikšić: Institut za geografiju.
- Nikolić, S. (1999). *Priroda i turizam Crne Gore*. Podgorica: Republički zavod za zaštitu prirode.
- Radojičić, B. (1996). *Geografija Crne Gore - prirodna osnova*. Nikšić: Unireks.
- Kartal, P., Radović, M. (2002). *Geografski prostor Crne Gore - Geografija plus*. Podgorica:Unireks.

Course Description

CULTURAL HERITAGE I

Code: FKT1KB1

Status: Obligatory

Semester: I

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is based on the theoretical approach to the investigation of main characteristics of the very concept of cultural heritage, its interpretation and understanding, in order to form a basis for further study of the importance, conservation, and valorization of heritage. The main methodological framework of this course is philosophical, as it analyzes the notions of heritage, culture, remembrance, past, identity, and other concepts that determine personal and collective attitude towards cultural heritage.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Understand and evaluate different definitions of culture and heritage
- Adopt multidisciplinary view of heritage
- Identify and interpret links between past, heritage, and identity
- Demonstrate understanding of key philosophical ideas dealing with cultural heritage

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I		90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (class activities and projects)	20		
Final Exam	40		
Total	100		

LITERATURE

- Lowenthal, David (1996). *The Heritage Crusade and Spoils of History*. Cambridge: Cambridge University Press
- Harvey, C. D. (2001). "Heritage Pasts and Heritage Presents: temporality, meaning and the scope of heritage studies". In: *International Journal of Heritage Studies*, 7:4, 319-338.
- Gnjatović, M. (2011). „Baštinjenje, slikovito pamćenje ili konstruisanje identiteta?“. In: *Sinteza*, 3:1, 209-220.
- Arnold, B. (1999). „The Contested Past“, In: *Anthropology Today*. 15:4, 1-4.
- Hollowel, J. (2006). „When Artifacts are Commodities“, In: K. Vitelli & Ch. Chanthaphonh (eds.). *Archaeological Ethics*. Lanham: AltaMira Press, 135-147.
- Harrison, R. (2013). *Heritage: Critical Approaches*, Oxford & New York: Routledge.

CULTURE AND TOURISM

II semester

Course	ECTS	Status	No of classes (per week)
Cultural Antropology	5	Obligatory	3+2
Literature and Poetry	4	Obligatory	2+2
Business Informatics	4	Obligatory	2+2
Cultural Heritage II	5	Obligatory	3+2
Demography	1	Obligatory	1+0
Tourist Geography	1	Obligatory	1+0
Film Editing Techiques	2		1+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(2)	4	Elective	2+2
Total number of ECTS	30		

Course Description

CULTURAL ANTHROPOLOGY

Code: FKT1KA

Status: Obligatory

Semester: II

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The aim of the course is that students to acquire basic knowledge about cultural anthropology. The focus is put on the basic concepts of cultural anthropology, the history of this scientific discipline, its theoretical and methodological framework; as well as its the relationship with other social sciences and humanities.

This course is designated to master basic knowledge of cultural anthropology, with special emphasis on the anthropology of tourism, which includes the historical development of tourism, basic theorists and theoretical assumptions and analysis of key topics and concepts that problematize tourism from an anthropological perspective such as: originality or authenticity and commercialization of tourism, the relationship between tourists and the local community, the transformation of tourist needs / tourist offers, etc.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Understand and critically analyse anthropological science and its significance, both in the field of culture and tourism, and in everyday life
- Introduce to basic theories, concepts and ideas of cultural anthropology
- Understand the broad and ambiguous concept of culture, i.e. its various aspects and premises
- Connect anthropological topics with everyday life and various events within modern society
- Understand otherness and difference, strengthening tolerance and dialogue in the spirit of anthropological humanism
- Raise literacy levels, gaining practice in academic and creative writing, as well as presentation
- Develop critical thinking

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects		50-59	E
Homework	10	Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Behar, R. (2007). *Ethnography in a Time of Blurred Genres*, SAD: American Anthropological Association
- Haviland, William A. (2004). *Kulturna antropologija*. Jastrebarsko: Naklada Slap
- Harari, N. Y. (2018). *Homo Deus, kratka istorija sutrašnjice*, Beograd: Laguna.
- McLean, S. (2009). *Stories and Cosmogonies: Imagining Creativity Beyond 'Nature' and 'Culture.'*, Cultural Anthropology
- Vukotić, V. (2013). *Antropologija stvaranja*, Podgorica: CID.

Course Description

LITERATURE AND POETRY

Code: FKT1KP

Status: Obligatory

Semester: II

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The aim of the course is to provide students basic knowledge about the historical development of literature, basic theorists and theoretical assumptions, and analysis of key topics and concepts that problematize literature from cultural perspective such as originality or authenticity. Special accent is put on Montenegrin literature- poetry and prose in order to present students literature heritage as the to improve the quality of cultural and tourist offer. Also, special segment of the course is dedicated to legends and chronicles that have the most potential for tourist valorization.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- introduce the basic theories and concepts of literature
- understand and analyse the broad and ambiguous concept of culture and literature
- analyze key topics and concepts that problematize literature from cultural perspective
- clearly identify and critically discuss deep and complex relations between culture and literature
- understand the deep and complex relation between society, culture and people through history
- analyse and discuss the most important epochs and writers/poets in Montenegrin literature
- analyse and discuss the most important legends, chronicles etc. in Montenegrin literature
- identify the potential of literature heritage for cultural and tourism valorisation of particular country/area
- suggest models of cultural and tourist valorisation of different segments of literature heritage

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	30	90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects		50-59	E
Homework	10	Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Institut za crnogorski jezik i književnost (2012). *Od početka pismenosti do 1852*. Podgorica: CID.
- Kilibarda N. (2012). *Istorija crnogorske književnosti*, Podgorica: Institut za crnogorski jezik i književnost.
- Nikčević M. (2012). *Crnogorska književnost od 1852. do 1918.*, Podgorica: Institut za crnogorski jezik i književnost.
- Rotković R. (2009). *Usmena književnost*, Cetinje: Institut za crnogorski jezik i književnost.
- Selected novels, poems, legends, chronicles from Montenegrin literature heritage

Course Description

BUSINESS INFORMATICS

Code: FKT1I

Status: Obligatory

Semester: II

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with a working knowledge of computer concepts and essential skills necessary for work and communication in today's society. Students will also learn about input/output systems, computer hardware and operating systems. Students work with an integrated office software suite called Microsoft Office. Students will learn intermediate Word Processing (Word), Presentation (PowerPoint), and Spreadsheet (Excel) skills. Students learn the basics of Database Management Systems (Access) as well as Personal Information Management software (Outlook). The accent will also be put on safety, security and ethical issues in computing and social networking.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Name, describe and explain the concepts of informatics and computing;
- Distinguish and explain the parts of computers and the functions they perform;
- Apply programs to word processing (Word), spreadsheets (Excel) and presentations (Power Point) for data processing;
- Manipulate files and folders within the Windows operating system;
- Use basics of Database Management Systems (Access) as well as Personal Information Management software (Outlook).
- Use the Internet for business purposes
- Be familiar with safety, security and ethical issues in computing and social networking.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (Interactivity in the classroom)			
Final Exam	40		
Total	100		

LITERATURE

- Crnković, J. (2009). *Poslovni Informacioni Sistem*. Podgorica: UDG Publishing

Course Description

CULTURAL HERITAGE II

Code: FKT1KB2

Status: Obligatory

Semester: II

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The course is based on the knowledge acquired through the Cultural Heritage I course, and thus it represents its continuation. By using the concepts and relations studied in the first semester, Cultural Heritage II deals with ethics and aesthetics of cultural heritage. The core of the course is the examination of interaction between moral and aesthetic values that determine our relation to historical objects or sites, which influences the valorization, respect and protection of cultural heritage.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Understand fundamental moral and aesthetic values of heritage
- Briefly discuss ethics and aesthetics of cultural heritage
- Examine and critically analyse interaction between moral and aesthetic values that determine our relation to historical objects or sites
- Develop critical thinking in a wider context of culture and heritage

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I		90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (class activities and projects)	20		
Final Exam	40		
Total	100		

LITERATURE

- „The Ethics of Cultural Heritage“, *Stanford Encyclopedia of Philosophy*, web: <https://plato.stanford.edu/entries/ethics-cultural-heritage/>
- Schildgen, B D. (2008). *Heritage or Heresy: Preservation and Destruction of Religious Art in Europe*. London: Palgrave MacMillan.
- James, S. (2015). „Why Old Things Matter“. In: *Journal of Moral Philosophy*, 12:3, 313-329.
- Curry, G. (2016). „Aesthetic Explanation and the Aesthetics of Symbols“. In: *The British Journal of Aesthetics*, 56:3, 233-246.
- Riggs, Ch. (2016). „Beautiful Burials, Beautiful Skulls : The Aesthetics of the Egyptian Mummy“. In: *The British Journal of Aesthetics*, 56:3, 247-263.
- Lamarque, P. (2016). „Reflections on the Ethics and Aesthetics of Restoration and Conservation“. In: *The British Journal of Aesthetics*, 56:3, 281-299.

Course Description

DEMOGRAPHY

Code: FKT1D

Status: Obligatory

Semester: II

ECTS: 1

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course provides a comprehensive survey of the field of social demography the scientific study of population. The course begins by focusing on understanding the core social demographic variables (e.g., fertility, mortality, morbidity, migration), and how these variables influence population growth, composition, and structure. Population will be examined in relation to its sociological determinants and consequences. In the latter part of the course we will shift our attention to the relationship between population and issues such as urbanization, family change, population aging and health, economic growth, and the environment.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to :

- describe demographic processes caused by natural and mechanical components of population movement
- identify, access and interpret socio-demographic and economic data;
- analyze the demographic characteristics of a given population;
- present the socio-demographic trends
- briefly explain the causes and consequences of changing demographic structure of the world and its impact on particular destination.
- evaluate the level of economic development of the country based on demographic data on the movement and structure of the population
- evaluate, analyze and discuss the demographic framework and market structure

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Wertheimer-Baletić, A. (1999). *Stanovništvo i razvoj*. Zagreb: MATE.
- Caselli, G., Vallin, J., Wunsch, G. (2005). *Demography: Analysis and Synthesis*. Elsevier Academic Press
- *United Nations*: publications regarding Demography, available at: <http://www.un.org/en/development/desa/population/publications/index.shtml>
- Worldometer: data available at: www.worldometers.com

Course Description

TOURIST GEOGRAPHY

Code: FKT1TGCGS

Status: Obligatory

Semester: II

ECTS: 1

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is a general and introductory subject about the relationship between the territory, society and the tourist activities. In this subject, the focus is put on the analysis of the key factors that operate in the territory in order to create tourist development processes. Course Tourism geography gives general and basic information in terms of vocabulary, sources of information, methods of analysis or information technologies. General objectives of the course are focused on understanding the influence of the elements of the geographical environment, and in particular, the importance of tourism resources in the development of tourism and analyzing international tourist flows and major destinations worldwide as well as the factors that have influenced its development and major trends in the short and medium term. Conceptual objectives of the course are: understanding the different dimensions of tourism and their interrelationships, learning recent trends and dynamics of tourism in the context of globalization and sustainability, explaining the location factors tourism activities, knowing the geographical, social, economic, political, cultural particularities of tourism resources and destinations, discussing the interrelationships of tourism with environmental processes that interact at local, regional and global scale, with particular attention to the effects of climate change and biodiversity loss.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to: .

- Understand and briefly explain the principles of tourism: its spatial, social, cultural, legal, political, labor and economic dimension.
- Identify and manage tourist areas and destinations.
- Manage tourist areas in accordance with sustainability criteria.
- Analyze the impacts generated by tourism.
- Understand the dynamic and evolutionary nature of tourism in the new leisure society.
- Detect technical planning needs for tourist infrastructures and facilities.
- Convert and empirical problem into an object of research and draw conclusions.
- Evaluate tourist potential and the prospective analysis of exploiting it.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study	10	70-79	C
Seminar papers		60-69	D
Projects	10	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Lew, A. A., Hall, C. M., Timothy, D.J. (2015). *World regional geography, human motilities, tourism destinations, sustainable environments*. Butterworth-Heinemann. Oxford: UK.
- Williams, S. & Lew, A. (2015). The Birth of Modern Tourism. *Tourism Geography: Critical Understandings of Place, Space and Experience*. New York: Routledge.
- **Coe, N.M.**, Yeung, H., Kelly Ph. (2013). *Economic geography : a contemporary introduction*. New York : Wiley
- Brouder, P., Clavé S. A., Alison, G., Dimitri, I. (2017). *Tourism destination evolution* London: Routledge

Course Description

FILM EDITING TECHNIQUES

Code: FKT2TM1

Status: Obligatory

Semester: II

ECTS: 2

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the basic principles of Filming Editing Techniques and it covers editing as a final process of film creation and main part of the film postproduction phase besides the color correction process. This course will cover the aesthetic aspect of editing as a way of expression through one's own handwriting, editing style and combinatorics, creativity and original way of thinking. The practical segment is included through thematic exercises and work on documentary and feature film and television forms. Students are trained to edit images and sound in software packages such as ADOBE PREMIERE or PRO TOOLS which provides basic technical knowledge that is necessary in modern film image editing and sound design. Through the basic studies of this course, students will have the knowledge and experience necessary for editing that logically follows up the subject Filming techniques.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Identify the basic techniques of editing and production in audio-visual works
- Improve creative expression and stylistic handwriting in audio-visual works
- Create conditions for an original way of thinking in the visual arts
- Make use of editing simple videos in editing software (Premiere and Pro Tools)
- Compose original audio-visual records in which the author's style and handwriting can be recognized

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	15	90-100	A
Midterm exam II	15	80-89	B
Case study	5	70-79	C
Seminar papers	5	60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (please specify)	-		
Final Exam	50		
Total	100		

LITERATURE

- Dancyger, K. (2013). *The Technique of Film and Video Editing: History, Theory, and Practice (5th Edition)*. Burlington: Focal Press.
- Dies, B. (2009). *The Invisible Cut: How Editors Make Movie Magic*. Los Angeles: Michael Wiese Productions.
- Keast, G. (2015). *The Art of the Cut: Editing Concepts Every Filmmaker Should Know*. Scotts Valley: Createspace Independent Publishing Platform.

CULTURE AND TOURISM

III semester

Course	ECTS	Status	No of classes (per week)
Economic of Culture	5	Obligatory	3+2
History of Art	5	Obligatory	3+2
Cultural Heritage III	5	Obligatory	3+2
Wines and Wineries of Montenegro	2	Obligatory	1+1
Traditional Cultures	5	Obligatory	2+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(3)	4	Elective	2+2
Total number of ECTS	30		

Course Description

ECONOMICS OF CULTURE

Code: FKT2EK

Status: Obligatory

Semester: III

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

In this course, students will be introduced to the supply and demand, which are necessary for the analysis of the market of both "traditional" art and for the analysis of the cultural heritage market. Students will study how individual decisions are made and how decisions in the marketplace are made. Students will also study the behavior of the artistic labor market in both competitive and non-competitive markets, taking into account the economics of copyright. In particular, they will study the role of prices in determining consumption, production, and income distribution; weaknesses and strengths of different market structures; the impact of government intervention on consumer and producer behavior.

The course draws a clear picture of creative and cultural industries and of the creative economy, as driving factors of economic growth and local development. To this aim, students will analyze some recent data on the significance of the creative economies, reflecting on the concepts of creative and cultural industries. In that context attention is paid to the links between creative economy and local development on one hand, and the concepts of territorial capital and social capital on the other side.

Examples from practice, on which the study of economics in culture will be based, are film, music and performing arts. In short, the aim of the course is to help students understand how prices and quantities are formed in the market of cultural goods and services, as well as to master basic terminology and gain enough knowledge and intuition to discuss basic economic problems in culture.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- define and compare various economic and taxation issues informing support and patronage of the arts;
- illustrate the process of culture-driven innovation and the role of the culture and examine the cultural entrepreneurial process and the importance of creativity and innovation;
- apply strong conceptual and creative thinking and share knowledge and experience from several fields related to the cultural and creative industries;
- inspect the interdependence of the arts and cultural sector with the wider economy;
- evaluate the sources of support for the arts industry, including government assistance, market mechanisms, community partnership and patronage;
- develop projects with the economic characteristics of different sections of the arts and cultural industry.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	-	90-100	A
Midterm exam II	-	80-89	B
Case study	15	70-79	C
Seminar papers	2*10=20	60-69	D
Projects	15	50-59	E
Homework	10	Less than 50	F
Other (please specify)	-		
Final Exam	40		
Total	100		

LITERATURE

- Tausi, R. (2012). *Ekonomika kulture*. Beograd: CLIO.

Selected parts of:

- Anon (2005). *John Holden's Capturing Cultural Value: How Culture Has Become a Tool of Government Policy*, "Commentaries", *Cultural Trends*, 14:1, March 2005, 113.
- Belfiore, E., Bennett, O. (2007). *Rethinking the Social Impacts of the Arts*, *International Journal of Cultural Policy*, 13(2), 135-151.
- European Union (n. d.). *Culture for Cities and Regions: Successful Investments in Culture in European Cities and Regions: A Catalogue of Case Studies*, http://nws.euocities.eu/MediaShell/media/Catalogue_09112016-2.pdf
- European Union (2012). *Culture for Local, Regional and National Development and the Spill-Over Effects on the Wider Economy?*, Working Group of EU Member States Experts on Cultural and Creative Industries, http://ec.europa.eu/assets/eac/culture/library/publications/cci-policy-handbook_en.pdf
- KEA (2012). *Measuring Economic Impact of CCI policies: How To Justify Investment in Cultural and Creative Assets*, The CREA.RE Network.
- OECD (2017). *Culture and local development: Maximising the impact Towards an OECD Guide for Local Governments, Communities and Museums*. Paris.
- Richards, G., Raymond, C. (2000). *Creative Tourism*, *ATLAS News*, No. 23, 16–20.
- UNCTAD (2008). *Creative Economy Report*, http://unctad.org/fr/docs/ditc20082cer_en.pdf
- UNCTAD (2010). *Creative Economy Report, Culture, Cities and Identity in Europe*, http://unctad.org/fr/Docs/ditctab20103_en.pdf

Course Description

HISTORY OF ART

Code: FKT2IU

Status: Obligatory

Semester: III

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course provides a broad introduction to the History of Art. This focus is put on the principal movements in the history of art including Greek and Roman Art, Medieval Art, the Renaissance, the Baroque and Modern Art. Students will be introduced to the basic methodologies associated with art historical study, to the use of correct terms and to wide range of techniques developed by artists. Students will develop this understanding through comparative exercises in visual analysis of specific art works.

The accent will be put on the wider social and cultural context and the importance of visual analysis. Students will study different skills and techniques of art historical research through a series of select studies across different visual media. Alongside the study of particular periods and movements in art, this course will also introduce the principal genres of art relating key works to the artistic, cultural, and historical contexts in which they arose.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to: .

- Think and write about art creatively
- Build their own criteria for making value judgements
- Understand and critically analyze the way in which art is related to the social, political, psychological and philosophical contexts
- Study the visual arts from an interdisciplinary perspective, covering a range of time periods.
- Develop their interest in history of art through independent study and research

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects	10	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Gombrih, E. H. (2005). *Saga o umetnosti – umetnost i njena istorija*. Beograd: Laguna.
- Janson, H., W. (2006). *Istorija umetnosti* (dopunjeno izdanje). Varaždin: Stanek doo, Novi Sad: Prometej.
- Ruhrberg, K. et al. (2004). *Umjetnost XX stoljeća*. Zagreb: Taschen.
- Arnason, H. (2018). *Istorija moderne umetnosti*. Beograd: Orion Art.
- Foster, H. et. al (2004). *Art since 1900- modernism, antimodernism-postmodernism*. London: Thames&Hudson

Course Description

CULTURAL HERITAGE III

Code: FKT2KB3

Status: Obligatory

Semester: III

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The main goal of this course is that student gain basic knowledge of general and specific topics about the main concepts, meanings and terms related to cultural heritage, most important types of heritage, differences between natural and cultural, what is material and what is intangible, movable and immovable heritage. The students are introduced different sciences and disciplines that study heritage in the academic context. The special focus is put on protection of cultural goods and analysis of the system of protection. The goal of the course is to make students aware that heritage is a social and cultural construct determined by the given context that produces/(de)constructs it, that heritage is an omnipresent, but not an all-time category, that it arises and disappears (not only in material terms, but also in ideas), as well as being an integral and inseparable part of people's lives.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Demonstrate understanding of phenomenon of becoming heritage and to provide examples for that
- Explain and describe different types of natural and cultural heritage
- Clearly recognize differences between natural and cultural, material and intangible, movable and immovable heritage
- Recognize and discuss different sciences/disciplines about heritage, past and culture, as well as to compare their methodologies
- Critically analyse and discuss theoretical and practical concepts of heritage protection

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I		90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Essay	40	60-69	D
Projects		50-59	E
Homework		Less than 50	F
Discussions during lessons- Class activities	20		
Final Exam	40		
Total	100		

LITERATURE

- Popadić, M. (2015). *Vreme prošlo u vremenu sadašnjem: Uvod u studije baštine*. Beograd: Centar za muzeologiju i heritologiju Filozofskog fakulteta Univerziteta u Beogradu.
- Gavrilović, Lj., ur. (2017). *Etnologija i antropologija: 70 izabranih pojmova* [leksikon]. Beograd: JP Službeni glasnik: Etnografski institut SANU (pojmovi: Kultura, Nasleđe, Tradicija, Etnologija, Antropologija).
- Gavrilović, Lj. (2010). Nomen est omen: baština ili nasleđe – (ne samo) terminološka dilema. U: *Etnoantropološki problemi*, n. s., god. 5/2. Beograd, 41–53.
- Krivošejev, V. (2015). Nasleđivanje baštine ili baštinjenje nasleđa? U: *Etnoantropološki problemi*, n. s., god. 10/2. Beograd, 427–436.
- Nikolić, M. (2019). Koncept zaštite nasleđa i ostale (teorijske) apstrakcije. U: Marjanović, Z., Medin, D. i D. Sedlarević, ur. *Zbornik radova Nematerijalna kulturna baština Paštrovića: Budućnost tradicije & tradicija za budućnost*. Petrovac na Moru: Društvo za kulturni razvoj „Bauo“; Budva: JU Muzeji i galerije Budve; Beograd: Etnografski institut SANU, 47–53.

Course Description

WINE AND WINARIES OF MONTENEGRO

Code: FKT2VCG

Status: Obligatory

Semester: III

ECTS: 2

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to enable students to acquire knowledge in the field of viticulture and winemaking, as well as knowledge of wine culture and its importance in the modern business world, especially in tourism development. It will cover topics related to the production of grapes and wine, then the quality of wine, wine culture (its role in the modern business world); the importance of the development of viticultural and wine tourism and its incorporation into the tourist offer of our country, following the example of developed tourist destinations in which the cult of wine has reached enviable heights (Italy, France, Spain).

The students will also learn about most important wine producers and wineries in Montenegro and the comparative advantages of our country in the development of "wine" business. The course will provide an opportunity for organized and professional visits to vineyards and the wine cellar. A wine tasting will also be organized in the tasting room. Group activities will facilitate understanding and mastering the subject curriculum.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Explain why Montenegro is a country of great wines
- Explain and discuss the role of grape variety, terroir and technology in wine production
- Discover and present Montenegrin wines and wineries
- Explain and analyze the importance of wine culture
- Contribute to the development of viticultural and wine tourism and enrichment of the tourist offer of Montenegro
- Create and improve the environment for the development of the wine business in Montenegro
- Continuously improve wine culture and wine tourism in Montenegro

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	40	90-100	A
Midterm exam II	40	80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects		50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	20		
Total	100		

LITERATURE

- Blesić, M., Mijatović, D., Radić, G., Blesić, S. (2013). *Praktično vinogradarstvo i vinarstvo*. (odabrana poglavlja). Sarajevo: *Izdanje autora*.
- Blesić, M. (2016): *Tehnologija vina* (odabrana poglavlja). Sarajevo: Poljoprivredno-prehrambeni fakultet Univerziteta u Sarajevu.
- Reynolds A, (2010). *Managing Wine Quality : Viticulture and Wine Quality*, Elsevier Science & Technology books.
- Reynolds A, (2010). *Managing Wine Quality : Oenology and Wine Quality*, Elsevier Science & Technology books.
- Jackson R, (2009). *Wine Tasting: a Professional Handbook*, Elsevier Science & Technology books.

Course Description

TRADITIONAL CULTURES

Code: FKT2TK

Status: Obligatory

Semester: III

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with understanding the main features of Greek, Jewish, Indian, and Chinese cultures, to each of which one course module is dedicated. The students are introduced to the history of these ancient civilizations and acquainted with their distinctive characteristics, such as literature, politics, philosophy, and art. Special emphasis is put on the evaluation of influence that these cultures exerted on contemporary societies.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Understand and discuss the main features of Greek, Indian, Jewish, and Chinese cultures
- Comprehend basic philosophical concepts formed in each of the four ancient civilizations and evaluate their similarities and differences
- Identify different types of political organization in Greek, Indian, Jewish, and Chinese cultures
- Evaluate the influence of traditional cultures on contemporary societies

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I		90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects	40	50-59	E
Homework		Less than 50	F
Other (class activities and projects)	10		
Final Exam	40		
Total	100		

LITERATURE

- Slezak, T. (2012). *Šta Evropa duguje Grcima*. Beograd: Službeni glasnik.
- Pierre Chaunu, P. (1977). *Civilizacija klasične Evrope*. Beograd: Zavod Jugoslavije.
- Perker G. (1995). *The Times, Illustrated history of the world*. London: Times books.
- Compagnon, A., Seebacher, J. (1993). *L'esprit de l'Europe*, I, II, III. Paris: Flammarion.
- ***The Culture of China (2010)***, Britannica Publishing House.
- Dillon, M. (2009). *Contemporary China – An Introduction*. Routledge: London.
- Kho, Tung Yi. (2019). *The Good Life in Contemporary China*. In special issue: Cross cultural studies in Well Being. London: University of London.
- Starr, B. J. (2010). *Understanding China: A Guide to China's Economy, History and Political Culture*. Hill and Wang.
- Zhang W. (2015). *The Logic of the Market, An Insider's view of Chinese Economic reform*. Washington: Cato Institute.
- Tarlo, E. (1996). *Clothing matters: dress and identity in India*. C. Hurst & Co. Publishers.
- Adams, C. J. (2007). *Classification of religions: Geographical Encyclopædia Britannica*.
- Lewis, M. Paul; Simons, Gary F.; Fennig, Charles D., eds., (2014). *Ethnologue: Languages of the World (Seventeenth edition) : India*. Dallas, Texas: SIL International.

CULTURE AND TOURISM

IV semester

Course	ECTS	Status	No of classes (per week)
Methodology of Research in Culture and Tourism	4	Obligatory	2+1
Economics and Management of Tourism	5	Obligatory	3+2
Psychology of Marketing of Culture	4	Obligatory	3+2
Entrepreneurship and Innovations	4	Obligatory	2+2
Cultural Heritage IV	5	Obligatory	2+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(4)	4	Elective	2+2
No Normal Economy and Development	4	Elective	2+2
Total number of ECTS	30		

Course Description

MARKET RESEARCH METHODOLOGY IN CULTURE AND TOURISM

Code: KT2MITK Status: Obligatory Semester: IV ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The course Market research methodology in culture and tourism is designed to help students to interpret the results obtained by applying various statistical techniques, either descriptive or deductive. Thus, the course is focused on understanding statistical techniques and the application of techniques in data collection, organization and presentation and interpretation of results. It will include elementary statistical concepts such as concept of central tendency, measures of dispersion, probability, confidence interval, tests of hypothesis, correlation and regression analysis, indices.

In addition, within the course, students implement practical projects where they apply the acquired knowledge on real data and calculate and interpret various indicators and measures (independently defining a research question, defining statistical techniques, creating a sample and questionnaire and describing data).

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Understand statistical concepts and interpret results
- Conduct market research, collect and organize data and prepare analysis and solve different problems
- Critically analyze statistical arguments that can be found in various academic and non-academic articles and texts
- Understand the importance of statistics as a science and recognize real-life examples and compare different states and situations

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	40	90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects	10	50-59	E
Homework	10	Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Lind, D., Marchal, W., Wathen, S. (2018). *Statistical Techniques in Business and Economics*, 17th edition. McGraw-Hill Education.

Course Description

ECONOMICS AND MANAGEMENT OF TOURISM

Code: FKT2EMT

Status: Obligatory

Semester: IV

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course includes the main topics of tourism economics as a scientific discipline. This refers both to the theoretical and methodological analysis, and to their application in researching the characteristics of tourism development and tourism policy in the world, especially in Europe and its most important tourist destinations. The aim of this course is to develop competences necessary for managing and organizing business operations in hotels and other hospitality (tourist resorts, camps, etc.) and tourism enterprises (convention centers, travel agencies, tour operators, ski resorts, etc.), as well as in public service departments in tourism (national, regional and local tourism organizations); enable students to successfully formulate and organize the implementation of operational and tactical marketing plans of tourism and hospitality enterprises and tourist destinations; develop competences for planning and managing the development of tourist destinations and train students to manage the sales activities of tourism and hospitality enterprises as well as to develop the research and analytical skills important for keeping up with the trends in tourism and hospitality, as well as economic performance and their integration into the business management of tourism enterprises and destinations.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Demonstrate understanding of tourism within broader cultural, environmental, political and economic dimensions of society.
- Compare tourism practices for their implications locally and globally.
- Interpret and evaluate tourism as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- Identify and assess relationships and networks relative to building tourism capacity.
- Apply relevant technology for the production and management of tourism experiences.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Demonstrate commitment to ethical practices of tourism.
- Apply principles of sustainability to the practice of tourism in the local and global context.
- Evaluate and apply various research methods commonly used in the context of tourism.
- Propose and conduct a research project to inform tourism practice.
- Apply problem solving and critical analysis within diverse contexts.
- Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	10	90-100	A
Midterm exam II	10	80-89	B
Case study	10	70-79	C
Seminar papers		60-69	D
Projects	10	50-59	E
Homework	6*5=30	Less than 50	F
Other (please specify)	-		
Final Exam	30		
Total	100		

LITERATURE

- Čavlek, N. (2011), Turizam - Ekonomske osnove. Zagreb.
- Tribe, J. (2001). *The Economics of Leisure and Tourism*. 3rd Ed. Oxford: Butterworth/Heinemann
- Unković, S., Zečević, B. (2015). *Ekonomika turizma*, Beograd: Ekonomski fakultet Univerziteta u Beogradu

Course Description

PSYCHOLOGY OF MARKETING IN CULTURE

Code: FKT2PMK

Status: Obligatory

Semester: IV

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the principles of psychology of marketing in culture. The focus will be put on the management of the marketing activities and how marketing relates to overall organizational functioning, including the management of exchange processes between business units and consumers and between firms. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies and marketing mix components such as pricing, distribution, product and service development and promotion including both traditional and digital marketing communication. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills by means of face-to-face in-class projects and tutorials and case study.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to :

- Evaluate market conditions and consumer needs when forming marketing strategies;
- Describe a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution;
- Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situations
- Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	35	90-100	A
Midterm exam II	35	80-89	B
Case study	10	70-79	C
Seminar papers		60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam			
Total	100		

LITERATURE

- Lamb C., Hair J., McDaniel C. (2011), *Marketing 11e*. USA: South-Western Cengage Learning.
- Previšić, J., Ozretić-Došen, Đ. (2007). *Osnove marketinga*. Zagreb: Adverta.
- Čefi D., Smit P. (2018). *Digitalni marketing: planiranje i optimizacija*. Beograd: Univerzitet Singidunum.
- Kotler, Ph., Keller, M. (2006). *Marketing menadžment*. Beograd: Data Status.

Course Description

ENTREPRENEURSHIP AND INNOVATIONS

Code: FKT2PI

Status: Obligatory

Semester: IV

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The subject of this course is entrepreneurship, which is defined as the ability of an individual to turn their ideas into actions. Emphasis is placed on creativity, innovation and willingness to take risks, as well as encouraging the individual's ability to plan and manage projects to achieve goals. The key units that are covered are: Anatomy of entrepreneurship, Entrepreneurship as a way of thinking, Entrepreneurship - talent or learning; Morality as the basis of business and success; Needs and motivation; Entrepreneurial culture; Business ideas and their generation; Basics of business planning; Business plan-development methodology; Entrepreneurship and innovation. The study of the subject includes: personal development of the student (building self-confidence, motivation, strengthening the entrepreneurial way of thinking, strengthening the desire for achievement and inspiration for action); business development (basics of technical and financial literacy so that the student would be able to think about self-employment); development of entrepreneurial skills (networking, creative problem solving, searching for opportunities, presentation skills, leadership skills, cooperation with the environment, knowledge of local cultural norms and their impact on entrepreneurship, business plan development, etc.).

LEARNING OUTCOMES

Upon the completion of this course, student will be able to :

- Describe and critically analyze the concept of entrepreneurship
- Discuss entrepreneurship as way of thinking, talent and learning
- Apply moral as a basis of business
- Identify and generate business ideas
- Identify and apply main steps in business planning
- Apply adequate business plan development methodology
- Understand and indicate the importance of entrepreneurial culture for successful business
- Base the development of entrepreneurship on innovations
- Continuously improve his/her entrepreneurial skills

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	25	90-100	A
Midterm exam II	25	80-89	B
Case study		70-79	C
Seminar papers	30	60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam			
Total	100		

LITERATURE

- Hisrich, R.H., Peters, M. P., Shepherd D. A. (2011). *Poduzetništvo*. McGraw-Hill, Irwin / Mate.
- Vukotić, V. (2003). *Psihofilozofija biznisa*. Podgorica: CID.
- Vukotić, V., Ivanović, P., Ostojić, D. (2000). *Kako uraditi biznis plan*. Podgorica: Centar za preduzetništvo.
- *Case studies* www.entrepreneur.com

Course Description

CULTURAL HERITAGE IV

Code: FKT2KB4

Status: Obligatory

Semester: IV

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The main goal of this course is to acquire basic knowledge on specific topics related to the protection of cultural heritage at the global and national (Montenegrin) level through acquaintance with the history of protection, normative and institutional framework. Special focus will be put on legislative and institutional/organizational opportunities in the field of cultural heritage protection in Montenegro in the past and present time (public, private and civil sector) as well as on the presentation of the scientific and educational system in this field at national level. Also, part of the curriculum will refer to the unbreakable links between cultural heritage and the business sector primary creative industries, media, etc. The course also tends to increase the level of awareness of global heritage threats in the present and future times.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Explain, analyse and briefly discuss the process of heritage protection at global level
- Explain, analyse and briefly discuss the process of heritage protection at national level
- Understand and discuss legislative and institutional framework of heritage protection works
- Identify the main stakeholders in the process of cultural heritage protection and briefly describe their role
- Recognize potentials of cultural heritage from different perspectives and points of view, with a special accent on Montenegrin cultural heritage

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I		90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Essay	40	60-69	D
Projects		50-59	E
Homework		Less than 50	F
Discussions during lectures, Class activities	20		
Final Exam	40		
Total	100		

LITERATURE

- Popadić, M. (2015). *Vreme prošlo u vremenu sadašnjem: Uvod u studije baštine*. Beograd: Centar za muzeologiju i heritologiju Filozofskog fakulteta Univerziteta u Beogradu.
- Maroević, I. (1993). *Uvod u muzeologiju*. Zagreb: Zavod za informacijske studije.
- Malbaša, P. ur. (2006). *Stanje kulturne baštine Crne Gore*. Cetinje: Ministarstvo kulture i informisanja Crne Gore.
- Martić, M. (2019). „Uloga države i muzeja u zaštiti i očuvanju nematerijalne kulturne baštine Crne Gore“. U: Marjanović, Z., Medin, D. i D. Sedlarević, ur. *Zbornik radova Nematerijalna kulturna baština Paštrovića: Budućnost tradicije & tradicija za budućnost*. Petrovac na Moru: Društvo za kulturni razvoj „Bauo“; Budva: JU Muzeji i galerije Budve; Beograd: Etnografski institut SANU, 55–70.
- Medin, D. (2019). „Prilog poznavanju pravnog okvira zaštite i očuvanja kulturne baštine u Crnoj Gori do Drugog svjetskog rata“. U: Mitrović, J., ur. *Učenjaci, starinari, arheolozi: arheologija u svetlu sopstvene istorije: zbornik radova*. Beograd: Srpsko arheološko društvo, 22–54.

CULTURE AND TOURISM

V semester

Course	ECTS	Status	No of classes (per week)
Aesthetics of Communication	5	Obligatory	3+2
Accounting and Financing in Tourism and Culture	5	Obligatory	3+2
Sociology of Culture and Art	3	Obligatory	1+0
Cultural Heritage V	5	Obligatory	3+2
Selective Tourism I	4	Obligatory	2+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(5)	4	Elective	2+2
Foreign Language 4(1)	4	Elective	2+2
Total number of ECTS	30		

Course Description

AESTETICS OF COMMUNICATION

Code: FKT3EK

Status: Obligatory

Semester: V

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The course is conceptualized to enable students to understand principles of aesthetics as philosophic discipline and recognize its appearances in communication thought culture and arts. The focus is on the contemporaneity and the age of highly developed science and technology that are integrated in everyday life, and the place of visibility and aesthetics in it. As aesthetics, visibility and aesthetic communication are some the ways of knowing the world they play an important role in the broad field of culture, the course examines how the 'speech' of art is associated with all other forms of human experience. The idea of the course is to consider the questions of aesthetics, a philosophical discipline that explores the relationship between art and aesthetic experience; communication through aesthetical contents: opening the question of the work of art as a specific source and process of interpersonal communication.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Evaluate and compare key historical periods, genres, styles and tendencies in history of art and aesthetics.
- Describe, demonstrate and extend theoretical knowledge about aesthetical concepts, their differences and use in contemporary cultural field and contexts.
- Examine and develop critical and comparative analyse of the contemporary cultural phenomena.
- Elaborate and construct aesthetical discourse in perceptual processes of constructed real

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects		50-59	E
Homework		Less than 50	F
Other (Interactivity in the classroom)	20		
Final Exam	40		
Total	100		

LITERATURE

- Adorno, T. (1979). *Estetička teorija*, Beograd: Nolit.
- Kon, Ž. (2001). *Estetika komunikacije*, Beograd: Clio.
- Šuvaković, M. (2011). *Pojmovnik teorije umetnosti*. Beograd: Orion art.
- Hartman, N. (2004). *Estetika*, Beograd; Dereta.
- Šuvaković, M. (2010). *Diskurzivna analiza*, Beograd: Orion art.
- Dedić, N., (2009). *Utopijski prostori umetnosti i teorije posle 1960*. Beograd: Atoča.
- Birnbaum, D. (2008). *The Hospitality of Presence*, Berlin: Sternberg Press.

Course Description

ACCOUNTING AND FINANCE IN TOURISM AND CULTURE

Code: FKT3RFTK

Status: Obligatory

Semester: V

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the principles of accounting. The focus will be put on the fundamentals of financial and managerial accounting. It is specifically designed to appeal to both accounting and non-accounting majors, exposing students to the core concepts of accounting in familiar ways to build a strong foundation that can be applied across business fields.

Additionally, the course will open with a relatable real-life scenario for today's college student. Thoughtfully designed examples are presented throughout each topics, allowing students to build on emerging accounting knowledge. Concepts are further reinforced through applicable connections to more detailed business processes. Students are immersed in the "why" as well as the "how" aspects of accounting in order to reinforce concepts and promote comprehension over rote memorization.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to: .

- Describe and analyze financial statements.
- Evaluate financial position and financial performance related to business.
- Describe a range of user's decision-making based on accounting information from financial statements.
- Recommend and justify an appropriate business strategies. (This scenario-based feature puts students in the role of decision-maker. With topics ranging from ethical dilemmas to conflicting analytical results, the purpose of this feature is to improve knowledge students that in the real world not every question has just one answer. to form a cohesive overall strategy to address given marketing tasks or situations).
- Use examples from current events and real-world business situations to apply. (This feature follows an individual company or segment of an industry and examines how businesspeople conduct the decision-making process in different situations. It allows students to see how concepts build on each other).

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	40	90-100	A
Midterm exam II	40	80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects	20	50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam			
Total	100		

LITERATURE

- Meigs R., Meigs A., (1999). *Accounting: The Basis for Business Decisions (10th ed)*. USA: McGraw-Hill College

Course Description

SOCIOLOGY OF CULTURE AND ART

Code: FKT3SU

Status: Obligatory

Semester: V

ECTS: 3

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designated to provide basic knowledge of tradition, civilization, the concept and characteristics of the culture of mass society, the concept of kitsch and kitsch in contemporary culture, the concept and definition of free time, functions of free time, culture of leisure, snobbery, bohemianism, the concept and function of fashion, and the concept of art. The accent will also be put on the relationship between art and society, the theory of avant-garde art - avant-garde as a critique and critique of the avant-garde. The students will also be introduced definitions, characteristics and functions of humor, the concept of satire and its functions, theories of language and speech, the social character of language, the concept and definition of the game in modern civilization. The focus of the course will also be put on religion as a creation of culture and religion and way of life, the concept of morality and forms of moral life, crisis of morality and morality of crisis, goals and means of cultural policy, market and cultural values, valuation of cultural heritage.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- identify and analyse the basic theories, concepts and ideas of sociology of art
- understand and discuss the concepts of free time, leisure and their importance for human creativity, creativity and culture.
- understand and discuss the broad and ambiguous concept of culture, i.e. its various aspects and premises
- analyse and critically discuss different social phenomena
- strengthen their rhetoric and debating skills and competences

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	40	90-100	A
Midterm exam II		80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects		50-59	E
Homework	10	Less than 50	F
Other (please specify)			
Final Exam	30		
Total	100		

LITERATURE

- Bozovic R. (2010). *Ram za sliku*. Beograd: Čigoja.
- Bozovic R. (1997). *Razbijeno ogledalo*. Beograd: Čigoja.
- Bozovic R. (2006). *Ludosti uma*. Beograd: Čigoja.
- Ilić M. (1978). *Sociologija kulture i umetnosti*. Novi Sad: Naučna knjiga.

Course Description

CULTURAL HERITAGE V

Code: FKT3KB5

Status: Obligatory

Semester: V

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the evolution of human kind in the territory covered by modern Montenegro - starting from the first traces of human life, continuing with archeological remains from prehistoric and antic epochs, to the cultural heritage of medieval and modern times. Students will be encouraged to develop critical thinking regarding the complexity of Montenegrin heritage and the fact that parts of Montenegro have been developed under different cultural and civilizational influences. Apart from understanding various cultural flows that have been shaping Montenegrin cultural history, this course will highlight the potential of this rich and diverse cultural heritage in enhancing social capital, boosting economic growth and developing sustainable tourism approaches in Montenegro. The projected goals will be achieved by means of face-to-face seminars, student essays and online learning.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- understand the complexity of Montenegrin cultural heritage;
- compare cultural heritages of different epochs regarding its regional characteristics;
- build professional skills in evaluation and synthesis of academic research in cultural heritage;
- effectively communicate a critical understanding of the relationships between culture, heritage, tourism and sustainability;
- discuss the importance of cultural and heritage tourism to national development; evaluate impacts of tourism on cultures and communities;
- apply critical thinking to current practices in cultural and heritage tourism

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	25	90-100	A
Midterm exam II	25	80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects		50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- *Istorija Crne Gore* (knjiga I). (1967). Titograd: Redakcija za istoriju Crne Gore.
- *Istorija Crne Gore*. (knjiga II, tom I). (1970). Titograd: Redakcija za istoriju Crne Gore.
- *Istorija Crne Gore* (knjiga III, tom I). (1975). Titograd: Redakcija za istoriju Crne Gore.
- Labadi, S. (2013). *Unesco, Cultural Heritage and Outstanding Universal Values*. Lanham: Altemira Press.
- Marković, Č. (2006). *Arheologija Crne Gore*. Podgorica: CID.
- Marković Č., Vujičić R.. (1997). *Spomenici kulture Crne Gore*. Novi Sad: Presmedij, Cetinje: Republički zavod za zaštitu spomenika kulture.
- Mijović, P. (1970). *Tragom drevnih gradova Crne Gore*. Titograd: Grafički zavod.
- Živković, D. (1989). *Istorija Crne Gore*. Cetinje.

Course Description

SELECTIVE TOURISM I

Code: FKT3SOT1

Status: Obligatory

Semester: V

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the principles of selective forms of tourism. There will be a focus on the different forms of selective tourism, main characteristics of this types of tourism advantages and disadvantages of different forms and possibilities for development of different selective forms of tourism in Montenegro. It will include topics such as health tourism, wellness and spa tourism, ecotourism, urban tourism, cultural tourism, rural tourism, dental tourism and religious tourism. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills by means of face-to-face seminars and tutorials and online learning.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Evaluate the forms of selective tourism and their characteristics, Analyse the types of infrastructure needed for selective tourism;
- Adopt the characteristics of health & spa tourism and discuss their main characteristics, independently and in a team examine the potential for the development of this type of tourism, manages the segments of the offer of spa tourism;
- Clearly name the advantages of dental tourism, interpret potentials for the development of dental tourism in the team; explain the position of this type of tourism in the world and successfully identifies segments of the offer of dental tourism;
- Elaborate concepts of urban tourism, distinguishes destinations between capitals and touring centres, creates offers in the team for sub-segments of urban tourism, interpret the cultural and historical sights of key European centres;
- Elaborate characteristics of rural tourism, estimate the importance of this type of selective tourism for the industry and the economy, identify the segments of the offer, in a team and independently design the offer of this type of tourism, in a team and independently combines potentials for this type of tourism;
- Explain distinction between cultural tourism and urban tourism, combine the elements of cultural tourism, in a team and independently creates cultural tourism offer, interpret the key routes of cultural tourism in the world;
- Adopt characteristics of religious tourism, in a team and independently interpret the potential for the development of this type of tourism, explain the basic professional concepts related to religious facilities, estimate the position of religious tourism in the world;

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects	5	50-59	E
Homework	5	Less than 50	F
Other (please specify)			
Final Exam	50		
Total	100		

LITERATURE

- Jovanovic V, (2015). *Tematski turizam*, Beograd: Singidunum
- Smith M, Puczco L, (2013). *Health, tourism and hospitality, wellness, spa and medical travel*, New York: Routledge
- Ivanovic M, (2008). *Cultural tourism*, South Africa: Juta & Company Ltd

CULTURE AND TOURISM

VI semester

Course	ECTS	Status	No of classes (per week)
Creative Industries	5	Obligatory	3+2
Selective Tourism II	4	Obligatory	2+2
Culture Heritage VI	5	Obligatory	3+2
English Language	4	Obligatory	2+2
German Language	4	Obligatory	2+2
Foreign Language 3(6)	4	Elective	2+2
Foreign Language 4(2)	4	Elective	2+2
Diploma Paper	8	Obligatory	
Total number of ECTS	30		

Course Description

CREATIVE INDUSTRIES

Code: FKT3KI

Status: Obligatory

Semester: VI

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

The aim of the course is to understand the concept of cultural and creative industries as industries that produce tangible and intangible artistic and creative products, and that have the potential to create wealth and generate income through the exploitation of cultural goods and the production of knowledge-based goods and services. The focus is put on theory of cultural and creative industries, main principles of classic cultural industries (peculiarities of cultural goods, models of their commercialization and risks of their production), evolution of cultural industries in digital age and transformations of cultural industries after digital revolution, creative industries and cultural industries, different theories and approaches to policies in cultural and creative industries, concept of intellectual property. The course itself includes several modules such as: Marketing in culture in tourism, Creativity in film industry, Music, Profiling in culture etc. led by different experts from these fields.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- o briefly discuss and analyse the cultural and creative industries
- o clearly identify the entrepreneurial potential offered by creative industries,
- o develops a perspective on the creative industries and creative economy
- o draws insights from media and cultural studies, innovation economics, cultural policy studies and economic and cultural geography
- o explores what it means for policy-makers when culture and creativity move from the margins to the center of economic dynamics
- o analyse global and national market using appropriate tools and techniques and identify the most important market niches appropriately
- o make appropriate financial plan and apply for different funds and different sources of financing
- o create and apply different strategies for new and existing markets
- o prepare and realise business plan
- o apply the concept of protection of intellectual property.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers	20	60-69	D
Projects		50-59	E
Homework	10	Less than 50	F
Other (please specify)			
Final Exam	30		
Total	100		

LITERATURE

- Adižes, I. (1995). *Menadžment za kulturu*. Novi Sad: ASEE.
- Grupa autora, (2003). *European Parliament Resolution on Cultural Industries*. European Parliament
- Hartli, DŽ. (2007). *Kreativne industrije*. Beograd: Clio.
- Institut za preduzetništvo i ekonomski razvoj (2019). *Mapiranje kulturnih i kreativnih industrija u Crnoj Gori*, Procjena ekonomskog doprinosa kulturnih i kreativnih industrija, Podgorica.
- Kisić, V. (2011). *Kulturne i kreativne industrije u Evropi*. Beograd: Univerzitet umjetnosti u Beogradu.
- **Peris-Ortiz, M., Cabrera-Flores, M, Serrano-Santoyo, A.** (Eds.). (2019). *Cultural and Creative Industries A Path to Entrepreneurship and Innovation*. Springer.
- Flew, T. (2011). *The Creative Industries Culture and Policy*. Sage Publications Ltd

Course Description

CULTURAL HERITAGE VI

Code: FKT3KB6

Status: Obligatory

Semester: VI

ECTS: 5

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the principles of preserving intangible cultural heritage (ICH) and its sustainable reproduction in the context of community engagement and participation approaches. Although (ICH) is a recent concept (UNESCO, 2003), it refers to concepts that have long been at the heart of anthropological research, such as folklore, folk culture, intangible culture, ethnology or folk life. After developing critical thinking regarding the complexity of Montenegrin cultural heritage (Course Cultural Heritage V), students will exam Montenegrin ICH in the context of modern preservationism, cultural tourism and people-centered museology and they will be encouraged to think beyond concepts of decay or loss and engage with cultural change as a new heritage value. The projected goals will be achieved by means of face-to-face seminars, student essays and online learning.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- understand the complexity of Montenegrin intangible cultural heritage;
- compare intangible cultural heritages of different regions in Montenegro;
- build a more fluid and flexible understanding of culture, heritage, and traditions;
- elaborate differences between principles of preservation of material artefacts and those of ICH;
- effectively communicate a critical understanding of the relationships between ICH, tourism and sustainability;
- evaluate impacts of tourism on ICH and communities;
- examine sustainable reproduction of ICH in the context of community engagement and participation approaches.

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	25	90-100	A
Midterm exam II	25	80-89	B
Case study		70-79	C
Seminar papers	10	60-69	D
Projects		50-59	E
Homework		Less than 50	F
Other (please specify)			
Final Exam	40		
Total	100		

LITERATURE

- Alivizatou, M. (2012). *Intangible Heritage and the Museum: New Perspectives on Cultural Preservation*. California: UCL Institute of Archaeology Critical Cultural Heritage.
- Ballard, L.M. (2008). *Curating Intangible Cultural Heritage*. *Anthropological Journal of European Cultures* 17 (1): 74-95.
- Brown, E. L. A. (2017). ICH, cultural diversity and sustainable development. In *Research Handbook on Contemporary Intangible Cultural Heritage*. Edited by Charlotte Waelde, 106-139. Cheltenham: Edward Elgar Publishing.
- Clifford, J. (1997). Museums as contact zones. In *Routes: Travel and Translation in the Late Twentieth Century*, James Clifford, ed., 188–219. Cambridge: Harvard University Press.
- Milenković, M. (2016). *Povratak nasleđu*. Beograd: Filozofski fakultet.
- *Nematerijalna kulturna baština Paštrovića*. Društvo za razvoj BAUO, JU Muzeji i Galerije Budve, Etnografski institut SANU;
- *Starine Crne Gore*.(2016). Godišnjak Uprave za zaštitu kulturnih dobara Crne Gore VII.

Course Description

SELECTIVE TOURISM II

Code: FKT3SOT2

Status: Obligatory

Semester: VI

ECTS: 4

Faculty

Faculty of Culture and Tourism

Study program

Culture and Tourism

Level of study

Bachelor

COURSE DESCRIPTION

This course is designed to provide students with an understanding of the principles of selective forms of tourism. There will be a focus on the different forms of selective tourism, main characteristics of this types of tourism advantages and disadvantages of different forms and possibilities for development of different selective forms of tourism in Montenegro. It will include topics such as sport tourism, nautical tourism, hunting and fishing tourism, adventure tourism, educational tourism, MICE tourism, geographical information system in selective tourism and facilities and infrastructure for selective tourism. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem-solving skills by means of face-to-face seminars and tutorials and online learning.

LEARNING OUTCOMES

Upon the completion of this course, student will be able to:

- Explain distinguish between nautical and cruising tourism, compare the concepts and segments of the offer of both types of selective tourism, explain and discusses the position of this type of tourism in overall tourism trends, independently critically analyse current offers and position of this type of selective tourism;
- Examine the concepts and characteristics of sports tourism, design an offer in accordance with requests from sports federations for event organization, elaborate this type of selective tourism and the effects of crises, adopt the organizational structure and segments of sports tourism, explain concrete examples from case studies;
- Evaluate characteristics of adventure tourism, in the team and independently design an offer of this type of tourism;
- Analyse the complex processes of event management, explain the characteristics of event management; adopt the structure of the organization in the management of major events, elaborate the position of the event manager in the overall tourism trends and the contribution of this type of tourism to the economy;
- Explain concepts of business tourism, distinguishes MICE tourism and Business tourism, independently compose the offers upon inquiries from MICE tourism, apply in detail the segments of MICE offer, examine the position of MICE tourism in the world and the potential for development in our country.
- Apply the concepts of geographical and information systems in thematic tourism, explain the functioning of the most modern IT tools used in thematic tourism, adopt their application, functionality and space for development;

GRADING SYSTEM

Activity	points	Grades	
Midterm exam I	20	90-100	A
Midterm exam II	20	80-89	B
Case study		70-79	C
Seminar papers		60-69	D
Projects	5	50-59	E
Homework	5	Less than 50	F
Other (please specify)			
Final Exam	50		
Total	100		

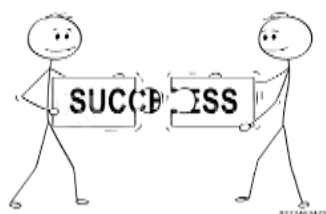
LITERATURE

- Jovanovic V, (2015). *Tematski turizam*, Beograd: Singidunum.
- Taylor S., Varley P., Johnston T., (2013). *Adventure tourism meaning, experience and learning*, New York: Routledge.
- Weber K., Chon K-S, (2014). *Convention tourism International research and industry perspectives*, New York: Routledge.



LANGUAGES

Languages are integral part of curricula of Faculty of Culture and Tourism. Students are obliged to have at least two foreign languages as a part of curricula – English and German and they have the possibility to choose to learn two more languages during their studies as a part of curricula (French, Italian, Chinese, Turkish etc.) At the end of studies, students are expected to have B2 level in English and B1 in German according to *The Common European Framework of Reference for Languages (CEFR)*.



PROJECT IDEAS AND CHARACTER

During the implementation of studies, students have the opportunity to participate in the implementation of the project “Ideas and Character”, which is implemented two times a year as regular part of curricula at all study programs at UDG. The project is realized by forming groups of students that consist of 5-7 members (random selection method) who receive a certain projected task. Within the team work, students learn to solve problems through concrete practical work and they actually “learn by doing”. Through this interaction, they improve their soft skills, communication skills, team work, presentation skills, organizational skills, presentation skills, conflict management, leadership ... In addition to the above, the team always independently chooses a leader, facing a situation in which everyone wants to be a leader or where no one wants to be a leader. They face what leadership means, how the leaders are chosen, how much effort and work they invest in the organization and coordination of the team, etc. After the completion of the project, all teams are obliged to prepare a presentation in groups, which they present to over 200 colleagues and members of teaching staff, and the most successful teams are awarded.