

## SUMMER SCHOOL 2024

**TERM OF STAY:** 30.06.-27.07.

**28 days:** 27 nights w. HB; 20 days of School, 24 days of Leisure Activities

### PROGRAM

- 30.06. Sunday: Transportation from Belgrade Airport to the Accommodation at Palic Lake Campus and Dinner

- 01.-26.07. Monday-Friday:

*Learning Activities: 09:00-15:45 (schedule in addition)*

- 08:00-09:00 Breakfast
- 09:00-10:30 Business English Lectures
- 10:30-11:00 Coffee and tea break
- 11:00-12:30 Lectures in Economics and Business
- 12:30-13:30 Lunch
- 13:30-15:45 Workshop in Economics and Business

*Leisure Activities: 17:00-20:00*

- Mondays: City Tour Art Nouveau Architecture; Visit to City Museum, Visit to City Contemporary Art Gallery
- Tuesdays: Hiking Tours in Natural Surrounding of Subotica
- Wednesdays: Shopping Tours
- Thursdays: Ping Pong Tournaments
- Fridays: Traditional Stew Cooking
- Saturdays: Novi Sad Sightseeing Tour; Visit to Zvonko Bogdan Winery; Belgrade Sightseeing Tour
- Sundays: Free Time

28.07. Saturday: Breakfast and Transportation to the Belgrade Airport

- Accommodation: Students' Hotel at Palic Lake
- Certificate of Attendance with 12 ECTS Credits
- Total Cost (Tuition Fee, Half Board (Accommodation, Breakfast and Lunch) and Leisure Activities (Excursions, Visits, Sports) depends upon the number of participants:  
11-20 participants: 2.900€  
21-30 participants: 2.650€  
31-60 participants: 2.400€
- Application Deadline: 15<sup>th</sup> of April 2024
- [LINK](#) to Application Form

For more information, please contact our International Relation Officer at: [iro@ef.uns.ac.rs](mailto:iro@ef.uns.ac.rs)

# SUMMER SCHOOL PROGRAM



WEEK no. 1

SCHOOL TITLE	DATE	HOURS	PLACE	LECTURE / WORKSHOP	TITLE	LECTURER
CONTEMPORARY ISSUES IN MARKETING AND MANAGEMENT	01.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Mirna Vidakovic, PhD
		11:00-12:30		lecture	Contemporary Marketing Environment and the Challenges for Firms	Drazen Maric, PhD
		13:30-15:45		workshop		
	02.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Mirna Vidakovic, PhD
		11:00-12:30		lecture	Verbal and Nonverbal Communication in the Business Negotiations	Daniela Nuseva, PhD
		13:30-15:45		workshop		
	03.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Mirna Vidakovic, PhD
		11:00-12:30		lecture	The Phases of Design Thinking	Bojan Lekovic, PhD
		13:30-15:45		workshop		
	04.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Mirna Vidakovic, PhD
		11:00-12:30		lecture	Development of Emotional Intelligence Competencies for Future Leaders	Radmila Bjekic, PhD
		13:30-15:45		workshop		
	05.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Mirna Vidakovic, PhD
		11:00-12:30		lecture	Transformational and Transactional Leadership in Contemporary Business	Maja Strugar Jelaca, PhD
		13:30-15:45		workshop		

Week no. 2

IMPACT OF A.I. ON ECONOMY	08.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Zora Trninic, PhD
		11:00-12:30		lecture	Foundations of A.I.	Olivera Grljevic, PhD
		13:30-15:45		workshop		
	09.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Zora Trninic, PhD
		11:00-12:30		lecture	Multicriteria Decision Making for A.I.	Dragan Stojic, PhD
		13:30-15:45		workshop		Aleksandra Marcikic, PhD
	10.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Zora Trninic, PhD
		11:00-12:30		lecture	Theory of Fuzzy Sets and A.I.	Otilija Sedlak, PhD
		13:30-15:45		workshop		Dragan Stojic, PhD
	11.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Zora Trninic, PhD
		11:00-12:30		lecture	Innovations in Accounting and Auditing through Artificial Intelligence	Dejan Jaksic, PhD
		13:30-15:45		workshop		
	12.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Zora Trninic, PhD
		11:00-12:30		lecture	Social Impact of A.I.: Ethical and Political Issues	Aleksandar Cuckovic, PhD
		13:30-15:45		workshop		Aleksandar Ostojic

Week no. 3

GLOBALIZATION AND INTERNATIONAL BUSINESS	15.07.	09:00-10:30	Amphitheatre, Palic	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Economics and Public Policy in a Global Context	Aleksandar Cuckovic, PhD
		13:30-15:45		workshop		Aleksandar Ostojic
	16.07.	09:00-10:30	Amphitheatre, Palic	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Development of International Business Negotiation	Daniela Nuseva, PhD
		13:30-15:45		workshop		Radenko Maric, PhD
	17.07.	09:00-10:30	Amphitheatre, Palic	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Marketing Strategies in the Globalization Process	Bojan Matkovski, PhD
		13:30-15:45		workshop		Bojan Matkovski, PhD
	18.07.	09:00-10:30	Amphitheatre, Palic	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	The Challenges of Teamwork in Globalization	Agnes Slavic, PhD
		13:30-15:45		workshop		Agnes Slavic, PhD
	19.07.	09:00-10:30	Amphitheatre, Palic	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Impact of Non-Verbal Business Communication on International Negotiation	Radenko Maric, PhD
		13:30-15:45		workshop		Radenko Maric, PhD

## WEEK no. 4

SCHOOL TITLE	DATE	HOURS	PLACE	LECTURE / WORKSHOP	TITLE	LECTURER
THE NEW FRAMEWORK OF FOOD ECONOMY	22.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Global Integration of the Food Supply Chains	Bojan Matkovski, PhD
		13:30-15:45		workshop		
	23.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Innovations in Food Industry	Tatjana Brankov, PhD
		13:30-15:45		workshop		
	24.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Managing Risk and Uncertainty in Agribusiness	Rade Popovic, PhD
		13:30-15:45		workshop		
	25.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Contemporary Trends in Food Marketing	Tomislav Sudarevic, PhD
		13:30-15:45		workshop		
	26.07.	09:00-10:30	Palic Amphitheatre	lecture	Business English	Dejan Vicai
		11:00-12:30		lecture	Food at the Nexus of Bioethics and Biopolitics	Aleksandar Cuckovic, PhD
		13:30-15:45		workshop		Aleksandar Ostojic