

Basics of Technology and Merchandising Course

<i>Name of the subject:</i> Basics of Technology and Merchandising - BSc	<i>SUBJECT code:</i>	<i>Weekly hours:</i> 3 lecture + 3 practical work	<i>Credit:</i> 8 ECTS
<i>Subject leader:</i> Nenad Milijić (Ivica Nikolić)	<i>Academic Degree:</i> Assistant Professor (Teaching Assistant)	<i>Prerequisites:</i> Knowledge in the field of business economics and basic principles of management	

Purpose The goal is to get students acquainted with technological processes, merchandising and its application through curriculum modernization.

Course description: The task of the subject is to familiarize students with merchandise via lectures and exercises (including quality, examination methods, packing conventions, transport and storage) as well as its application. Furthermore, it is necessary to enable students to comprehend the fundamentals of technological processes of various product obtainment, the problem of raw material, and the significance of environmental protection and enhancement.

Schedule

Weeks	Topics
1.	The concept, marking and classification of merchandise
2.	Commercial value of merchandise
3.	The quality of merchandise
4.	Declaration, trademark, brand
5.	Merchandising on the stock exchange
6.	Package type and packing of merchandise
7.	Merchandise storage
8.	Merchandise transport
9.	Water technology
10.	Energetics
11.	The products of organic chemical industry
12.	The products of inorganic chemical industry
13.	The products of metallurgical processing
14.	Diamonds production, usage and preservation

Final grade: : lecture 10, practical work 10, colloquium 10, seminar paper 10, oral exam 60 (marks: 51-6, 61-7, 71-8, 81-9, 91-10)

Compulsory literature: Varley, R. - Retail Product Management Buying and Merchandising, Routledge, Second edition, NY, USA, 2006.

Supplemental literature: 2. Hamaker, B.R. - Technology of Functional Cereal Products, Woodhead Publishing Limited, Cambridge, England, 2008.