**ERASMUS PROGRAMME**

**Academic Year 2017-2018**

**Incoming student mobility**

**Name of University Unit: Faculty of Economics**

**COURSES OFFERED IN FOREIGN LANGUAGE**

**FOR ERASMUS INCOMING STUDENTS**

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| **Department or Chair within the Faculty** | **Entrepreneurship** |

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| **Study program**  | **Economics** |

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| **Study level** | **Graduate program – first year/1st semester** |

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| **Course title** | **Franchising** |
| **Course code** |  |
| **Language of instruction** | **English** |
| **Course description** | **This course examines the basics, development and significance of the franchising for the economy. The course introduces students to the concept of the franchising, the legal framework in which the franchise operates and with what it takes to make it successful. The course shows students how they can become franchisors or franchisees.** |
| **Form of teaching** | **Lectures and seminar** |
| **Form of assessment** | **Written (Project + exam)** |
| **Number of ECTS** | **5** |
| **Class hours per week** | **3 (2+1)** |
| **Minimum number of students** | **2** |
| **Period of realization**  | **Winter semester** |
| **Lecturer** | **Aleksandar Erceg, PhD** |