

BASIC INFORMATION:

Organizational unit	01.07.100.	
Abbreviation	FPE	COLLEGE OF MODERN MANAGEMENT
Chair	01.06.320.	DEPARTMENT OF MARKETING AND MANAGEMENT
Course/module	FPE5053	WELLBEING

COURSE TYPE:

Functional area	INTERDISCIPLINARY
Level of abstraction	MEDIUM/HIGH
Course type – obligation	ELECTIVE

COURSE REGISTRATION:

Scientific field	5.	SOCIAL SCIENCES
Scientific area	5.02.	ECONOMY AND BUSSINES
Narrow scientific field	5.02.06.	MARKETING/MANAGEMENT

COURSE DESCRIPTION:

Educational and professional goals:	The goals are reflected in helping students understand and comprehend the importance of applying modern psychology and contemporary skills for their physical and mental well-being, successful interaction in relationships, and sustainable business success. Furthermore, the objectives manifest through the application of new techniques for personal growth and development of individuals and companies in both personal and professional life. The goals also reflected in successful self and company management.
Competences/educational outcomes:	Students will be able to understand the importance of modern psychological skills and modern techniques on a global level. They will adopt the fundamentals of NLP, EFT, TLH, and TH as contributions to marketing and management systems in the region and globally. Students will gain essential knowledge in marketing and management for personal and professional growth in a healthy manner through international strategies.
Skills mastered:	Students will master the fundamental concepts of psychological skills and techniques for working with beliefs. Additionally, students will understand the fundamental concepts of successful marketing and management through individual satisfaction that contributes to the company's success. Students will develop daily healthy habits that rise the quality of life and results in business.
Course content:	<ul style="list-style-type: none"> - PHYSICAL BODY, FITNESS AND YOGA - MODERN TECHIQUES FOR CHANGING BELIEFS

	<ul style="list-style-type: none"> - MODERN CONCEPT OF MANAGERS AND MARKETERS AS A LIDERS AND THEIR HEALTH - MODERN PSYCHOLOGY IN BUSSINES THOUGH SUCCESS AND HEALTH - TA FOR PROGRESS IN INTERACTIONS AND RELATIONS
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COURSE METRICS:

During the subject, the following are planned:

36 contact hours of interactive lectures;

Lectures are scheduled and conducted using modern presentation and demonstration tools and techniques, employing interactive methods to engage with students. This approach provides insight into their prior knowledge and specific experiences related to the dicussed issues, as well as an understanding of the continuity of the curriculum mastery.

Utilization of didactic and educational content in electronic and digital formats (including recorded lectures and mentoring exercises) across various video presentation media.

ECTS	Teaching activities (hours)					Individual work		TOTAL hours of work
	Contact lessons	Exercises and trainings	Seminar and stud. papers	Pedagogical workshops	Professional and clinical practice	Individual. and group learning	Source research	
6	24	12	20			110	14	180

Teaching languages				
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ACCESS CONDITIONS

Code	Course/Module title	Grade	Description of conditions (additional)

COURSE METHODOLOGY

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STUDENT WORK EVALUATION

No.	Type of evaluation	partial/ final	elective / mandatory	Percentage of participation
01	Participation in contact work – lecture interactions	pre-exam obligation	mandatory	10%
02	Student's seminar/professional papers	pre-exam obligation	mandatory	20%

03	Exam activities – partial test (problem test, case studies)	pre-exam obligation	mandatory	10%
04	Exam activities – final test (written exam)	final	mandatory	60%

LITERATURE / SOURCES (listed in order of relevance)

Author (Last Name, First Name)	Publication title	Publisher's headquarters	Publisher	Edition year	Type of publication *
a/ Basic literature					
Jana Aleksić, Bojana Blažević	Mastery of success in marketing and management- Pysical body and success	Banja Luka	Panuropean University Apeiron	2022	Book, Textbook
Jana Aleksić, Bojana Blažević	Mastery of success in marketing and management- Psyche and success	Banja Luka	Panuropean University Apeiron	2022	Book, Textbook
b/ Supplementary literature					
Jana Aleksić Anđelić	Marketing and management psychology	Banja Luka	Panuropean University Apeiron	2021	Book, Textbook
Jana Aleksić Anđelić	Public relations marketing management	Banja Luka	Panuropean University Apeiron	2021	Book, Textbook
c/ Other sources – journals					
Author - Surname, First name (if the source is an article)	Journal title	Publisher's headquarters	Publisher	Edition year	Type of journal*
c/ Other sources – Internet (WEB) sources					
Site name	Site address	Title of work/hyperlink		Read	
(*)Type of publication (book, script, compendium, multimedia)					