



	.....	3
	.....	5
	.....	40
	.....	42
	.....	43



70      5      15      7      50      5

1      (20%)      1.      2, 4      (80%)

(      )      30      120

	<b>7</b>
	58.33%
	80
	15
	<b>5</b>
	41.67%
	40
(      )	<b>20</b>
	<b>12</b>
	<b>120</b>

...				
1.	701		4+3	10
2.	702	( )	4+3	10
3.	703		4+3	10

...				
1.	801		4+3	10
2.	802		4+3	10
3.	803		4+3	10

1,				
...				
1.	901		4+3	10
2.	902		4+3	10
3.	903		4+3	10
4.	904	( )	4+3	10
5.	905		4+3	10
6.	906	-	4+3	10
7.	907		4+3	10
8.	908	-	4+3	10
9.	909		4+3	10
10.	910	5.14; 5.06; 5.03; 5.08; 5.13; 5.02; 5.09; 5.11, 1.09		

2,				
...				
1.	911		4+3	10
2.	912		4+3	10
3.	913	-	4+3	10
4.	914		4+3	10
5.	915		4+3	10
6.	916		4+3	10
7.	917	1.09; 1.10; 2.01; 2.12; 2.13; 2.20; 2.21; 2.25; 4.13; 4.14; 6.02; 6.06; 6.10		

...				
1.	1001			20



		( )		
		702		
( ) , , ,		-		
( , , )				
/		1/VII ( )		10
		-		
		-		
( ):				
-				
,				
.				
;				
;				
;				
;				
(Glossary).				
;				
		250		
		60		
		( , ) ,	45	
		145		
		80		
/ ( : )		10		
		10		
( )		50	5 ( ) (F)	
		51 60	6 ( ) ( )	
		61 70	7 ( ) (D)	
		71 80	8 ( ) (C)	
		81 90	9 ( ) (B)	
		91 10	10 ( ) ( )	
2.	· - ,		-	2010
3.	· - ,		,	2006
4.	· - ,		- ,	2007
5.	Emmett Vaughan,		„ “ -	2000

	Therese Voughan	( )		
--	-----------------	-----	--	--



703				
( ) , , ,				-
( , , )				
/	1/VII ( )			10
	.	-		
	.	-		
( ):				
.	,	,	,	,
.				.
:	;	;	;	;
;	;	;	;	;
;	;	;	;	;
:	,	,		
				250
	-			60
	( , , ),			45
	,			
	,	,		145
				80
/ ( : )				10
				10
( )	50		5 ( ) (F)	
	51 60		6 ( ) ( )	
	61 70		7 ( ) (D)	
	71 80		8 ( ) (C)	
	81 90		9 ( ) (B)	
	91 10		10 ( ) ( )	
6.				2000
7.				2001
8.	Ficher R.A.	Statistical metods	Hafner Publishing Co, New York	1996

9.	Philip Booth, Robert Chadburn, Steven Haberman, Dewi James, Zaki Khorasane, Robert H. Plumb, Ben Rickayzen	Modern Actuarial Theory and Practice	Charman and Hall/CRC	2004
----	--	--------------------------------------	----------------------	------

801				
( ) , , ,		-		
( , , )				
/		1/VIII ( )		10
		: - ;		
( ) :				
		: ; ; ;		
		; a ;		
		: , ,		
		250		
		60		
		45		
		145		
		80		
/ ( : )		10		
		10		
( )		50	5 ( ) (F)	
		51 60	6 ( ) ( )	
		61 70	7 ( ) (D)	
		71 80	8 ( ) (C)	
		81 90	9 ( ) (B)	
		91 100	10 ( ) ( )	
10.	Dejan D. Eri	Finansijska tržišta i instrumenti	Beograd	2003
11.	Dejan B. Šoški Boško R. Živkovi	Finansijska tržišta i instrumenti	Beograd	2006
12.				
13.				

		802		
( ) , , ,		-		
( , , )				
/		1/VIII ( )		10
		: -		
		: -		
		:		
( ):				
:				
;				
;				
;				
:				
		250		
		60		
		( ) , ,	45	
		, ,		145
		80		
/ ( : )		10		
		10		
( )		50	5 ( ) (F)	
		51 60	6 ( ) ( )	
		61 70	7 ( ) (D)	
		71 80	8 ( ) (C)	
		81 90	9 ( ) (B)	
		91 100	10 ( ) ( )	
14.	- -	( )	-	2010



		61 70		7 ( ) (D)
		71 80		8 ( ) (C)
		81 90		9 ( ) (B)
		91 100		10 ( ) ( )
15.	Bodie, Kane and Marcus	Investments	The McGraw-Hill/Irwin	2003
16.	Babbel, D. F. Santomero, A.M.	Risk Management by Insurers: An Analysis of the Process	The Wharton School, University of Pennsylvania, Philadelphia	1996
17.	Babbel, D.F. Stricker, R.	Asset/Liability Management for Insurers	New York: Goldman Sachs	1997
18.				
19.				

		<b>901</b>	
( , , , )		-	
( , , )			
/		IX ( )	10
		. -	
		. -	
( ):			
• , :			
• , , , . :			
• ( , , , , , ). , , ,			
• , , , , , .			
• , ( ) , .			
• .			
• :			
•			
•			
•			
•			
•			
•			
•			
•			
•			
•			
•			
•			
•			
•			
•			
:		250	
		60	
( , , ),		45	
, ,		145	
		80	
/ ( : )		10	
		10	

( )	50	5 ( ) (F)
	51 60	6 ( ) ( )
	61 70	7 ( ) (D)
	71 80	8 ( ) (C)
	81 90	9 ( ) (B)
	91 100	10 ( ) ( )
.	.	
20.		- 2009
21.	Frederic Mishkin	Financial Markets and Institutions Addison-Wesley, New York
		2004





.	.			
22.	.	-	( )	-



.	.			
23.	.	( )	-	
24.	.		-	2009
25.	.		-	2008
26.	Shelagh Heffernan	Modern Banking	John Wiley & Sons	2005
27.	.		-	2006



		<i>Risk Strategies</i>		
31.		Aktuarska matematika 2	The Faculty and Institute of Actuaries, Zagreb	2000



35.	.		,	2008
36.				2010





				80
/ ( : )				10
				10
( )		50	5 ( ) (F)	
		51 60	6 ( ) ( )	
		61 70	7 ( ) (D)	
		71 80	8 ( ) (C)	
		81 90	9 ( ) (B)	
		91 100	10 ( ) ( )	
37.	Brealey and Myers	Principles of Corporate Finance	The McGraw-Hill/Irwin	
38.	Ross, Westerfield and Jaffe	Corporate Finance	The McGraw-Hill/Irwin	
39.	Corrado and Jordan	Fundamental of Investments: Valuation and Management	The McGraw-Hill/Irwin	

		907	
( , , , )		-	
( , , )			
/		2/IX ( )	10
		. - . -	
		:	
		,	
		,	
		,	
		.	
( ):			
,			
.			
I.	:	(	SWOT
,	,	,	,
Porter-	“	(PEST	“),
);	“	“;	-
II.	(	,	,
,	,	,	,
III.	,	);	,
	(	,	,
IV.	,	,	)
	(	,	,
	).		
:		,	
		250	
		60	
( , )		45	
		145	
		80	
/ ( : )		10	
		10	
( )		50	5 ( ) (F)
		51 60	6 ( ) ( )
		61 70	7 ( ) (D)
		71 80	8 ( ) (C)
		81 90	9 ( ) (B)
		91 100	10 ( ) ( )

.	.			
1.	-		,	2001
2.	-			2009



		909		
( , , , )		-		
( , , )				
/		2/IX ( )		10
		: -		
		: -		
		:		
( ):				
		:		
		:		
(New Public Management),		, ( , ), -		
		, ( ),		
		, , ,		
		).		
		:		
		, ,		
		250		
		-		
		60		
		( , ),		
		45		
		,		
		145		
		80		
/ ( : )		10		
		10		
( )		50	5 ( ) (F)	
		51 60	6 ( ) ( )	
		61 70	7 ( ) (D)	
		71 80	8 ( ) (C)	
		81 90	9 ( ) (B)	
		91 100	10 ( ) ( )	
40.	Borins S.	New Public Management	North American Style, University of Toronto	2000

41.	Michael Barzelay	The New Public Management - Improving Research and Policy Dialogue	ISBN: 9780520224438	2001
-----	------------------	---	------------------------	------

		911	
( ) , , ,			-
( , , )			
/	2/IX ( )		10
( ) :			
			250
			60
	( ) , ,		45
			145
			80
/ ( : )			10
			10
( )	50		5 ( ) (F)
	51 60		6 ( ) ( )
	61 70		7 ( ) (D)
	71 80		8 ( ) (C)
	81 90		9 ( ) (B)
	91 100		10 ( ) ( )
42.	-		- 2008





	-		
	<b>913</b>		
( , , , )	-		
( , , )			
/	2/IX ( )		10
	. - . -		
	:		
( ):			
,			
.			
:			
<b>I.</b>	-	-	
<b>1.</b>			
1.1.			
1.2.			
1.2.1.			
1.2.2.			
1.2.3.			
1.2.4.			
1.2.5.			
<b>2.</b>			
1.			
2.			
3.			
4.			
<b>3.</b>			
1.		-	
2.			
3.			
4.			
5.			
6.			
7.			
8.			
<b>4.</b>			
1.			
2.			
3. On-line			
4.			
<b>5.</b>			
1.			
<b>6.</b>			
1. WEB			
2. On-line			
3. -			
:			
,			
			250

		-		60	
		(	, ,	45	
		,	,	145	
				80	
	/	(	:	)	10
				10	
	(			50	5 ( ) (F)
		51	60		6 ( ) ( )
		61	70		7 ( ) (D)
		71	80		8 ( ) (C)
		81	90		9 ( ) (B)
		91	100		10 ( ) ( )
44.		-business	-	2010	
45.			,	2007	
46.	Martin Hitz, Marianna Sigala, Jamie Murphs	Information and communication technologies in tourism	Springer-Verlag, Wien	2006	
47.			,	2006	
48.				2002	

914				
( ) , , ,		-		
( , , )				
/		2/IX ( )		10
		. - . - -		
		: ;		
( ):				
, ( )				
/				
:				
; ; ; ; ;				
; Relationship ; ; ; ;				
; E- .				
: , ,				
				250
				60
( ) , ,				45
, ,				145
				80
/ ( : )				10
				10
( )		50	5 ( ) (F)	
		51 60	6 ( ) ( )	
		61 70	7 ( ) (D)	
		71 80	8 ( ) (C)	
		81 90	9 ( ) (B)	
		91 100	10 ( ) ( )	
49.	Meidan A., Lewis B., Moutinho L.	Financial Services Marketing	The Dryden Press, London	1997
50.	Marsh J.	Managing Financial Services Marketing	Pitman Publishing, London	1988
51.	Gilmore A.	Services Marketing and Management	Sage Publication Ltd, London	2003







1.	701		51019 51100	. - . -		51019; 51415; 50613 51128; 51419; 51100
2.	702	( )	50619 50326	. - . -		50326; 50619
3.	703		11004 50327	. - . -		10914; 11004; 11000 50315; 50327; 22014

1	801		50326 50800	. - . -		50830; 50800; 50826 50607; 50325
2	802		50619 50326	. - . -		50619; 50326; 50329 50600; 50605; 50619
3	803		22108 50326 11004	. - . -		50326; 5060 50624; 51411; 22108

				1-	3	
1	901		50326	. - .		50326; 50607 50326
2.	902		50619 50326	. - . -		50600; 50605; 50619 50326; 50619
3	903		50321	. - . -		50301; 50309; 50321
4	904	( )	50326 11004	. - . -		50619; 50326; 50329 10914; 11004; 11000
5	905		50619 51419	. - . -		50619; 50326; 50329 51419; 50622
6	906	-	50607 50326	. - . -		50326; 50607 50321, 50326
7	907		50605 51419	. - . -		50600; 50605; 50619 51419; 50622
8	908	-	50325	. - . -		50325 50607; 50325
9	909		50605 51419	. - . -		50600; 50605; 50619 51419; 50622
10	910			-		
			5.14; 5.06; 5.03; 5.08; 5.13; 5.02; 5.09; 5.11			
				2-	1	



1	911		50328 50326	. - . -		50328; 50607; 50624 50326; 50607
2	912		50607 50624	. - . -		50328; 50607; 50624 50600; 50605; 50619
3	913	-	50603 50624	. - . -		50623; 50603; 50624 10914; 11004; 11000
4	914		50607 50325	. - [REDACTED]		50607; 50325 [REDACTED]
5	915		50607 50326	. - [REDACTED]		50326; 50607 [REDACTED]
6	916		50706 50613	. - . -		51019; 51415; 50613 50833; 50706
7	917			-		
		1.05; 1.10; 2.01; 2.12; 2.13; 2.20; 2.21; 2.25; 4.13; 4.14; 6.02; 6.06; 6.10				

1.

.1 .2).

. 1:

.	.	
1.		36
2.		3
3.		1
		<b>40</b>

. 2:

.	.	/
1.		14
2.		9
3.		12
4.		1
5.		3
6.		/
		<b>39</b>

2.

. 3:

		/2	
	1	274	180
	7	644	318
	1	55	28
	3	276	122
-	2	186	60
-	22	272	44
		<b>1707</b>	<b>814</b>

. 4:

		/2	
	6	410	390
	1	42	30
	1	169	-
-	3	40	-
		<b>661</b>	<b>420</b>

. 5:

-	1		180
-	7		318
			<b>498</b>

. 6:

	1		30
-	7		390
			<b>420</b>