

Table 5.2 Course unit description

Study program: Hotel and Tourism Management			
Type and level of studies: DAS			
Course unit: Corporate social responsibility of tourism enterprises			
Teacher in charge: Vesna S. Milovanovic			
Language of instruction : Serbian and English			
ECTS: 15			
Prerequisites: None			
Semester: WS			
Course unit objective			
The main goal of the course is to familiarize students with the concept, importance and management of social responsibility of enterprises in the field of tourism.			
Learning outcomes of Course unit			
Acquiring the necessary theoretical and practical knowledge about corporate social responsibility in the field of tourism, as well as the ability to manage corporate social responsibility.			
Course unit contents			
<i>Theoretical classes</i>			
<ul style="list-style-type: none"> • Responsible tourism • Corporate social responsibility • Reporting systems • International policies and regulatory instruments for non-financial reporting • Socially responsible and sustainable investing • Responsible supply chain management and stakeholder involvement • Corporate social responsibility and marketing communications • Corporate social responsibility and innovation 			
<i>Practical classes</i>			
Case studies, discussion, presentations of student research			
Literature			
Mandatory:			
<ul style="list-style-type: none"> • Manente , M., Minghetti , V., Mingotto , E. (2014). <i>Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism</i> . Springer International Publishing AG, Cham, Switzerland. • Camilleri, MA (2017). <i>Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies</i> . Springer International Publishing AG, Cham, Switzerland. 			
Auxiliary:			
<ul style="list-style-type: none"> • Altenburger, R. (Ed.). (2018). <i>Innovation Management and Corporate Social Responsibility: Social Responsibility as Competitive Advantage</i> . Springer International Publishing AG, Cham, Switzerland. • Mandarić , M., Milovanović , V. (2016, June). The Role of CSR in the Development of Sustainable Tourism in Serbia. In D. Cvijanović (Ed .), <i>Tourism in Function of Development of the Republic of Serbia: Spa tourism in Serbia and experiences of other countries</i>. Thematic proceedings of the 1st international scientific conference (pp. 412–429). Vrnjačka Banja , Serbia: University of Kragujevac – Faculty of Hotel Management and Tourism in Vrnjačka Banja. • Milovanović , V., Milićević , S. (2013). Corporate social responsibility approach implementation in Serbian hotel industry. In A. Chodyński (Ed.), <i>Business Responsible to Stakeholders</i> (pp. 155–173). Krakow, Poland: Krakow Society for Education – AFM Publishing House. 			
Number of active teaching hours			Other classes
Lectures: 6	Practice: 4	Other forms of classes: Independent work:	
Teaching methods			
Oral presentations, discussions, case studies, student research papers			
Examination methods (maximum 100 points)			
Exam prerequisites	Exam prerequisites	Exam prerequisites	Exam prerequisites
Student's activity during lectures	40	oral examination	40

Research	20	
Grading system)			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	0-50	Failing	