

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Faculty of Organizational
Sciences, University of Belgrade

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Faculty of Organizational Sciences, University of Belgrade, including key details and basic institutional data.

Mission

Integrated development of human potential through the provision of supreme quality education, scientific research, programs, and solutions in line with trends and international standards, with the purpose of integration into the space of higher education of technologically developed countries and the advancement of the economy and society as a whole.

FON accomplishes this mission by: fostering multidisciplinary and integrative approach in all areas of work; nurturing a sense of community and an innovative organizational culture; dedicated work of competent and motivated employees; encouraging academic spirit and synergy among students and employees; creating leaders in the fields of management and informatics; promoting excellence in scientific research; establishing networks and fostering cooperation with renowned international institutions; cultivating long-term cooperation with alumni and business partners; responsibly and sustainably providing and using resources; creating conditions for the introduction of inclusive, green, and digital education.

Vision

An innovative and responsible scientific and educational institution, a creator of sustainable solutions, and a leader in the fields of management and informatics in Southeastern Europe.

Strategy

Strategija_FON_ENG

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Strategy Alignment

Strategy Alignment FON

FON's Development Strategy 2023–2033 builds responsibility and sustainability into every level of the Faculty's direction. The vision defines FON as 'an innovative and responsible scientific and educational institution, a creator of sustainable solutions'. The mission is accomplished, among other means, by 'responsibly and sustainably providing and using resources' and by 'creating conditions for the introduction of inclusive, green, and digital education', and 'Responsibility and sustainability' is one of the seven values. The Strategy states that FON's partnerships 'contribute to the achievement of the Sustainable Development Goals' and commits the Faculty, in international cooperation, to 'sustainable development, inclusiveness, openness'.

Sustainable development: under Internal Capacities and Resources the Strategy commits FON to 'developing a reporting system on environmental sustainability, a system for waste and energy management to fulfill the Faculty's vision of becoming a responsible and sustainable institution' and to 'empowering the Faculty for environmental management and sustainable development'. FON's first Sustainability Report 2025/2026 is the first product of that reporting system; it identifies nine Sustainable Development Goals as central to FON's work: Good Health and Well-being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Industry, Innovation and Infrastructure (SDG 9), Reduced Inequalities (SDG 10), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12), Climate Action (SDG 13) and Partnerships for the Goals (SDG 17). Sustainability is taught through courses on environmental management, eco-marketing, circular economy, environmental risk and energy efficiency, and is anchored in the Centre for Environmental Management and Sustainable Development.

Quality education: the Education goal is excellent quality at all study levels, with 'equal conditions for all students' and practice-oriented learning. FON offers 25 study programmes and educates 6,926 degree students (2025/2026) – 5,703 undergraduate, 1,032 master's, 38 specialist and 153 doctoral; in 2025/2026, 1,679 candidates applied for 1,040 undergraduate places, and FON accredited undergraduate studies in English as a Strategy target.

The common good: the Strategy's indicators include the gender equality index in decision-making and employee satisfaction; FON has a Gender Equality Committee (since 2023), a Gender Equality Plan 2026–2031 and weekly anonymous well-being monitoring of staff. FON joined PRME in February 2025, is part of the UN Global Compact Local Network Serbia, hosted the 12th Responsible Management Education Research Conference in October 2025, and publishes the open-access journal *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*.

Institutional History

Institutional History FON

The Faculty of Organizational Sciences was founded in 1969; on 28 November 1970 the Council of the University of Belgrade decided to include it in the University, and it was formally opened on 4 November 1971. Today FON is a leading teaching and research institution in management and organisation and in information systems and technologies, with almost 7,000 degree students (6,926 in 2025/2026), 25 study programmes, 19 departments, more than 300 employees and more than 970 projects. Its space grew from 823 m² in 1981 to about 14,000 m² today, including a new building of about 5,300 m² opened in 2022 with a library, two amphitheatres, computer rooms and an open-air classroom in the courtyard.

FON's path towards responsible management education began well before PRME. The student organisation EkoFON was founded in 2007 to promote ecological awareness and the principles of sustainable development. The Centre for Environmental Management and Sustainable Development, founded and led by Prof. Nataša Petrović, anchored teaching, research and awareness-raising on the environment; since 2020 it has organised an annual Earth Day tree planting in the Faculty courtyard. The Research and Development Centre (IRC FON) was launched in 2017 to connect students, teachers, mentors and companies. The Faculty's journal was re-launched as Management: Journal of Sustainable Business and Management Solutions in Emerging Economies.

Milestones: 2007 – EkoFON founded. 2017 – IRC FON launched. 2022 – new building opened. 2023 – Development Strategy 2023–2033 adopted; Gender Equality Committee established. 4 February 2025 – FON becomes a PRME Signatory Member. 2025 – Western Balkans Fund project and Memorandum of Understanding with the Faculty of Economics, University of Montenegro, on environmental management and circular economy. October 2025 – FON hosts the 12th Responsible Management Education Research Conference and the 8th PRME CEE Regional Meeting. 2026 – Gender Equality Plan 2026–2031; first Sustainability Report 2025/2026; Full Member of EFMD Global; Summer School on business analytics in the green transition; first cohort of undergraduate students studying in English.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1140
Faculty & Staff at the University	8032
Faculty & Staff at the Institution	302
Student Enrollment at the University	89577
Student Enrollment at the Institution	6926
Undergraduate Attendance	5703
Masters-Level Postgraduate Attendance	1070
Doctoral Student Attendance	153

Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Science (M.Sc. or M.S.)

Doctoral Programs

 Doctor of Philosophy (Ph.D.)

Additional

 Specialist Academic Studies



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Letter of Commitment



Belgrade, 28 September 2026

LETTER OF COMMITMENT

To the PRME Secretariat and the PRME community,

On behalf of the University of Belgrade, Faculty of Organizational Sciences (FON), I am pleased to confirm our commitment to the Principles for Responsible Management Education and to present our first Sharing Information on Progress report.

FON joined PRME on 4 February 2025. Our vision, to be an innovative and responsible scientific and educational institution, a creator of sustainable solutions and a leader in the fields of management and informatics in Southeastern Europe, already pointed us in this direction. PRME gives that vision a shared framework and a community against which to measure it. In our first year of membership we hosted the 12th Responsible Management Education Research Conference and the 8th PRME CEE Regional Meeting in Belgrade, and in 2026 we delivered an international Summer School on business analytics in the green transition.

This report records what we have built and states plainly where our work is still carried by committed individuals rather than by institutional structures. We commit to reporting annually, to sharing what does not work alongside what does, to integrating the Seven Principles into our Development Strategy for the period 2023 to 2033, and to engaging actively with the PRME community in Central and Eastern Europe and beyond.

Sincerely,

Prof. Marko Mihić, PhD
Dean

University of Belgrade, Faculty of Organizational Sciences
Jove Ilića 154, 11000 Belgrade, Serbia

Definition of Purpose

At FON, Purpose means educating managers and IT professionals who treat responsibility as part of professional competence: able to judge whether a decision is defensible towards people, society and the environment, not only whether it is efficient – reflecting our vision as a creator of sustainable solutions.

Institutional Engagement

0% - 25% of faculty at Faculty of Organizational Sciences, University of Belgrade actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

Values means holding FON accountable for the consequences of its own decisions: consistent rules, enforced academic integrity and the responsible use of resources our Strategy commits to, rather than only teaching students the accountability expected of others.

Who Champions Responsible Management Education at Our Institution

- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school

Student Awareness

0% - 25% of students at Faculty of Organizational Sciences, University of Belgrade are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at Faculty of Organizational Sciences, University of Belgrade actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

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Expertise in the service of safety. Prof. Boris Delibašić, Vice-Dean for Science, has been a member of the Mountain Rescue Service of Serbia since 2004 and in February 2026 was recognised as one of its most active rescuers – among the top 4% by number of rescue actions on the Kopaonik and Tornik ski resorts between 2005 and 2026. He has turned that experience into research on skier movement and injuries at Kopaonik, publishing six papers with co-authors in impact-factor journals.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Celebrating Values FON

FON's Development Strategy 2023–2033 names seven values – multidisciplinary; sense of community and innovative culture; dedication; encouraging academic spirit; leadership and excellence; networking and long-term cooperation; and responsibility and sustainability – and they are lived through institutional mechanisms and through its student community. FON's Gender Equality Committee, established in 2023 with six members from teaching and professional staff, prepared the Faculty's Gender Equality Plan 2026–2031; women currently hold 38.68% of management positions. All employees can report anonymously each week on satisfaction, motivation, stress, working atmosphere and well-being through the HeartCount application, giving the Faculty a regular picture of staff needs. The new building is accessible through ramps and lifts. Women make up about two-thirds of the students on the Management and Organization programme (67.8% of 2,430 in 2025/2026) and between 74% and 91% of its on-time graduates in each of the last four years. Non-national students are a small but varied group – 47 students from 10 countries on the Management and Organization programme alone – and the English-taught master's in International Business and Management has 54 students, 52% of them international.

FON has 15 student organisations. EkoFON, active since 2007, promotes ecological awareness and sustainable development. Sport FON, with more than 300 members (86 new in 2025/2026), takes part in humanitarian tournaments and blood-donation actions. The Union of Students of FON organises a Humanitarian Sports Tournament and a Humanitarian StandUp Evening each year, and students and staff collect plastic caps for the humanitarian initiative 'Čepom do osmeha'. The FON Debate Club, founded in 2006, trains students in critical thinking and reasoned argument.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

Teach means designing courses in which students acquire knowledge of ethics, responsibility and sustainability, apply it to real organisational problems – through cases, debates, projects and company challenges – and are assessed on that application rather than on recall.

Courses that support RME

Faculty of Organizational Sciences, University of Belgrade reports 14 courses in 2025 that support responsible management education and sustainable development goals.

Occupational Health, Safety and Environment Management Systems | 01.000037

Creating a basis for dealing with the issues of occupational health and safety management and the environment, through the study of the appropriate system, familiarization with laws and accompanying bylaws, as well as consideration of standards for management systems applied in this area.

Theoretical teaching

P-01: Introduction. Terms and definitions The importance of occupational health and safety and the environment. Policy and objectives;

P-02: Preventive measures, Employer and employee in the occupational health and safety and environmental protection system,

Responsibilities; P-03: Documentation of the occupational health and safety and environmental management system; P-04:

Classification of hazards and harms and risk assessment; P-05: Risk assessment - continued; P-06: Working environment. Hazardous

substances. Work equipment. Installation and equipment. Personal protective equipment; P-07: Protection for construction sites intended

for work and auxiliary premises; P-08: Energy aspects of risk; P-09: Protection during construction work; P-10: Protection in chemical technological processes; P-11: Protection in agriculture; P-12: Protection from noise; P-13: Protection from fire and explosion;

Practical teaching:

P-01: Introduction to occupational health and safety and environmental management; P-02:

Development of an occupational health and

safety and environmental policy; P-03: Explanation of how to develop a project work; P-04: Explanation of terms and methods of risk

assessment; P-05: Work with checklists; P-06: Work equipment and tools in the context of protection;

P-07: Development of

documentation P-08: Personal protective equipment and safety signs; P-9 to P-13: Application of the requirements of the OHSAS 18001,

ISO 45001 and ISO 14001 standards; Company visit or showing a film on occupational health and safety measures; Preparation of a project work through which students develop a Risk Assessment Act for a specific business system. Consultations are held every week with the subject teacher and associate.

The student is able to prepare a Risk Assessment Act for a specific business system and to participate in the work on designing an occupational health and safety management system in accordance with the OHSAS 18001 and ISO 45001 standards, as well as an environmental management system in accordance with ISO 14001



Environmental Management | 01.000015

Providing knowledge in environmental change management, environmental management, environmental policies and analysis, environmental business, design and planning, education and consulting, but also traditional environmental knowledge and environmental law advocacy with a focus on the complex relationships between environmental science, management and responsible sustainable business, which require the connection of different multidisciplinary, interdisciplinary and transdisciplinary sciences. For these reasons, the course is based on new concepts of education that imply learning processes that are directly related to the goals of empowerment and critical thinking necessary for making environmental decisions in the future professional life of students.

Theoretical teaching

Fundamentals of environmental management. Environmental problems. Regional environmental problems. Global environmental problems/ecological crises. Development of environmental awareness. Sustainable development. Sustainable development strategies.

Environmental management. Dilemmas and opportunities of environmental management.

Establishment of environmental management.

Penetration of formalized eco-management systems. Application of environmental management aspects. Environmental suitability of products. Integrated environmental management. Environmentally sustainable management of products and services: Design for the

environment and the basics of the circular economy.

Practical teaching

Creative workshops and debates on current environmental topics; case analyses from practice and interactive discussions focused on major environmental challenges. Examination of the drivers and root causes of environmental problems. Development of practical approaches for applying environmental management in business contexts. Case study: environmental management in practice. Analysis of factors that led to the emergence and adoption of formalized environmental management systems (EMS). Development and critical review of an organization's environmental policy. Preparation and presentation of seminar papers and case-study assignments.

Analysis of ecological and social systems for the purpose of adequately managing environmental changes in the context of responsible business management. Application of environmental management methods with the aim of improving the environmental performance of the organization. Analysis of possible environmental management tools and their use in improving the environmental performance of organizations. Analysis and monitoring of the impact of the organization on the environment. Management, planning and implementation of comprehensive environmental activities. Development of teams and management of projects/ programs for environmental protection. Application of scientific methods and techniques for solving environmental problems. Analysis of opportunities for the transition from a linear to a circular economy. Assessment and evaluation of the environmental and economic benefits of implementing a circular economy. Management of the use of all resources and preservation of the benefits and market value of products.



Eco-Marketing | 01.I00053

Providing knowledge in ecology, environmental protection, and marketing, with the aim of strengthening the practical application of ecomarketing to support sustainable business performance and improved quality. It focuses on building and promoting environmentally responsible companies, products, and organizations. Students will learn to apply eco-marketing tools and techniques to balance

consumer satisfaction with environmental responsibility

Theoretical teaching

Products/services and the environment: problems and solutions. Environmental products and services. Environmental design. Design

for the environment. The role of marketing in the introduction of new ecologicalgreen products and services. Fundamentals of ecomarketing. Eco-marketing concepts. Eco-marketing as a response to ecological marketing management. The role of eco-marketing in the creation of ecological markets. Sustainable marketing.

Practical teaching

Creative workshops and debates on current topics in green marketing; case studies from practice and interactive discussions.

Development and analysis of an “inventory of environmental issues” for products, and an equivalent inventory for services. Examination

of key factors that shaped the emergence and development of eco-marketing. Case studies: eco-marketing in practice; an

environmentally friendly product; a green start-up. Preparation of presentations and delivery of seminar papers and case-study assignments.

The course covers the integration of eco-design and life cycle assessment (LCA) into product management, the application of the green marketing mix, and the development of eco-marketing strategies. It also examines consumer behavior and its implications for ecomarketing decisions, as well as the management of products and services based on renewable natural resources and their sustainable use.



Corporate communications | 01.000020

The aim of the course is to introduce students to the concept, goals, activities and instruments of corporate communications and to train students to analyze the effectiveness of corporate communications instruments, as well as to develop competencies for planning, organizing and evaluating internal and external corporate communications, through interactive lectures, simulations, case studies and workshops.

Theoretical teaching

The emergence and development of corporate communications as a management function. Defining

and characteristics of the concept
of corporate communications. The relationship between corporate and marketing communications.
The role of corporate communications
in the organization. Corporate communications as a process. Goals and tasks of corporate
communications. Ethics and social
responsibility of corporate communications. Corporate communications in an international
environment. Activities and instruments of
corporate communications. Building corporate identity, image and reputation. Internal
communication. Media relations. Digital media in
corporate communications. Organization of special events. Sponsorship. Lobbying. Production of
promotional and informational
materials. Investor relations. Corporate communications in crisis situations. The process of planning
corporate communications. Planning
a corporate communications campaign. Organizing the corporate communications function. Business
negotiation. Verbal and non-verbal
communication. Professional behavior. Business protocol.

Practical teaching

Analysis of practical examples and case studies in the field of corporate communications. Defining
the corporate communications
process using the example of a specific organization from the environment. Analysis of examples of
ethical and unethical corporate
communications practices. Solving corporate communications problems in an international
environment. Practical tasks for building
corporate identity, image and reputation. Simulation of organizing a press conference and other media
events. Writing a press release.
Public speaking exercises. Corporate communications planning workshops. Creating a corporate
communications program budget.
Models for measuring and evaluating corporate communications. Simulations and analysis of the
efficiency and effectiveness of
organizing various corporate communications activities.

Students distinguish the function, goals and instruments of marketing and corporate communications
and possess academic and
professional knowledge for planning the above processes. They are able to apply research results in
defining a corporate
communications strategy. They have the necessary knowledge to develop a corporate
communications plan and individual plans for
functional areas of corporate communications. Students know how to analyze the specifics of
traditional and digital media and assess
their effectiveness in corporate communications. They are trained to develop a corporate

communications budget and apply models for measuring and evaluating the effects of a corporate communications campaign. Students have developed skills in effective media performance and writing for the media. They understand the social responsibility of corporate communications and know how to apply ethical standards in internal and external communication.



Business Law | 01.I00031

Introducing students to the basic institutes of business law as well as techniques and methods of managing business systems, negotiating business transactions and resolving disputes in accordance with the legal framework.

Theoretical teaching

P01: Fundamentals of the state and law. The concept, development and importance of business law. P02: Sources and hierarchy of legal acts. Legal norm and economic analysis of law, P03: Fundamentals of private law and property. P04: Business entities.

Entrepreneurs. P05: Business companies: types, characteristics, establishment, registration, individualization and reorganization. P06:

Taxes. P07: Negotiations and conclusion of contracts. P08: Legal instruments for the protection of claims. P09: Intellectual property law and legal protection of business ideas. P10: Labor and legal relations. Termination of employment contracts by the employer. P11:

Electronic business law. P12: Personal data protection. P13: International trade law. P14: Dispute resolution in business operations. P15: Arbitration and mediation.

Practical teaching: Exercises, Case studies

Exercises follow the teaching units provided in lectures through solving case studies and include acquiring practical knowledge such as:

searching the legal regulations database "Paragraph", searching public databases such as: the Business Registers Agency, the National

Bank of Serbia, the Central Register, the Securities Depository and Clearing House, the Intellectual Property Office and others.

Students are able to search databases to identify relevant legal acts and legal norms that apply to business. Students distinguish the characteristics of business entities and know their importance for business. Students are able to

manage the processes of business negotiations related to commercial matters, intellectual property, and labor law relations. Students recognize when regulations in the field of personal data protection apply and can assess what type of compliance is needed. Students know the basic forms of dispute resolution in business operations.



Law and Ethics of Data Processing | 01.000057

Theoretical teaching

1. Legal and institutional framework and sources of law, Regulatory forces, Regulation of technology, information systems and data processing
2. Data economy, data as a new currency – socio-economic and technological foundations of the fourth industrial revolution
3. Ownership of data, Copyright, Legal protection of data collections
4. Protection of personal data, GDPR, Privacy, Personal data, Data processing of personal data, Actors in the process of processing personal data, Controller and Processor, Trustee – obligations and responsibilities
5. Principles of processing personal data, Legal basis for processing personal data, Citizens' rights in relation to the processing of personal data, Person for the protection of personal data, Export and import of personal data – cross-border business
6. Mapping of flows data in the organization, Personal data protection impact assessment
7. Organizational measures: records of processing operations, harmonization of processes, organizational structure and regulatory acts;
Technical measures: Security of personal data, Privacy by Design and Privacy by Default, pseudo-anonymization, cryptographic protection
8. Protection of personal data in the field of artificial intelligence: profiling and automatic processing
9. Damage to reputation on the Internet, Management of reputation systems, Legal risks of applying ranking systems
10. Access to information of public importance and the right to use public sector information, Open records, Open records portal, Right to open records
11. Legal framework of information security, Processing of records in critical infrastructure systems,

Obligations to report incidents

12. Contractual transfer and exchange of records

13. Ethical challenges of record processing and machine learning

14. Protection against discrimination in the application of artificial intelligence

15. Ensuring the responsible development of artificial intelligence in accordance with international ethical standards

Practical teaching: Exercises, Case studies

Exercises follow the units taught in the lectures through case study analysis and include the acquisition of practical knowledge, such as

searching the legal regulations database "Paragraf", and searching public databases such as the Business Registers Agency, the Intellectual Property Office, and others.

Improved knowledge, abilities and skills of students regarding technical, ethical and legal aspects of data processing. Identification, understanding and elimination of legal and ethical risks during the development and implementation of information systems and technologies.



Environmental Risk Management | 01.000059

Theoretical teaching

Definition of risk, elements of risk, management under conditions of uncertainty and risk.

Fundamentals of environmental risk

management. Environmental problems. Global environmental problems/ecological crises. Sustainable development. Reducing

environmental risks through the application of environmental design/ecological design. Identification of environmental risks. Hazard

analysis. Methods and techniques for assessing environmental risks: fault tree analysis, FMEA and E-FMEA, HAZOP, Event tree.

Environmental risks in industry. Global warming/climate change: implications for risk management. Global sustainable science.

Sustainable risk management techniques. Growth of environmental and social responsibility.

Practical teaching

Exercises are aligned with the lecture plan and place particular emphasis on a more detailed introduction to existing standards, as well

as on the use of available software tools for solving theoretical and practical examples.

Application of qualitative and quantitative approaches to characterize risks to the environment and human health. Identification and analysis of key sources of uncertainty in predicting environmental risks. Assessment of environmental and public health risks using established risk assessment principles and methods. Practical application of risk assessment tools to support business decision-making under conditions of environmental and market uncertainty.



Economic Development | 01.I00012

Theoretical teaching Introduction to the theory of economic growth and development; objectives, factors and indicators of economic growth and development; contemporary theories of economic development; contemporary strategies of economic development; production function – combining factors of economic development; models of economic growth; foundations of economic policy (monetary, fiscal, exchange rate policy, price policy) in sustainable economic development; business cycles and policies of stabilization and development; public debt and budget deficit; economic development and inflation; financing of economic development; domestic savings as a source of financing of economic development; external sources of financing of economic development (FDI and portfolio investment); economic crises and development; international organizations and development; small countries and the global economy; economic systems and economic development; economic reforms and development of countries in Eastern Europe, Latin America and Asia; emerging countries and their role in the global economy; inequality and poverty; population and development; climate change, energy efficiency and development; education and development; health and development; information and communication technologies and development; globalization, international trade, trade policy and development; agriculture and development; local and regional economic development; institutional mechanisms and management of the development process; indicators of the achieved

Understanding and knowing policies and strategies that can be used to achieve the goals of sustainable economic development.

Developing skills to view and analyze economic issues that characterize the process of economic development from different perspectives.



Sociology | 01.Z00008

Theoretical teaching

Introductory lesson, Sociology as a science, concept and subject of sociology; Group and organization; Bureaucratic organization; Social values; Social power; Social structure: classes and elites; Social-class structure of our society; Social mobility; Modern social systems: capitalism and socialism; Globalization of modern society; Society in transition; Scientific and technological development and society; Development of information and communication technologies and modern social changes; Ecology and society; Work, organized labor, economic democracy and participation

Practical teaching

Introductory lesson, Sociology as a science, concept and subject of sociology; Group and organization; Bureaucratic organization; Social values; Social power; Social structure: classes and elites; Social-class structure of our society; Social mobility; Modern social systems: capitalism and socialism; Globalization of modern society; Society in transition; Scientific and technological development and society; Development of information and communication technologies and contemporary social changes; Ecology and society; Work, organized labor, economic democracy and participation.

Acquiring basic sociological knowledge with the ability to practically recognize social categories and apply them, as well as demonstrating a positive attitude towards the importance of lifelong learning in personal and professional development. This includes developing the ability to:

- solve complex problems in non-standard conditions;
- apply successful communication skills in interaction and cooperation with members of different social groups;

- independently and responsibly manage complex projects related to knowledge of the social context in which one operates;
- apply professional ethical standards in accordance with the applicable social context;
- organize, control and train others for work;
- improve existing practice in accordance with the given social context, through analysis and evaluation of various concepts, principles, models and practices



Circular economy – principles and concepts | 01.M20199

Lectures:

Introduction to the theory of circular economy: concept, origin, and transition from linear to circular economy. Abandoning the traditional approach of "produce," "use," and "dispose" and considering resources as unlimited inputs. Methodologies for assessing the environmental impact of products and services. Life Cycle Assessment (LCA). Management and assessment of the total life cycle of products and services. Circular economy instruments. The 4 "R" concepts (repair, reuse, remanufacturing, recycling). Natural resource management concepts. Circular economy strategies. Business models in the circular economy. Tools for analyzing the circular economy at micro- and macro-levels. Development of environmentally friendly products in a sustainable environment and product design for the environment with a long-life cycle. Basics, actions, and waste management activities. Circular economy policy. The European Union and the circular economy. Business operations and market functioning from the perspective of modern management. Making business decisions based on cost information. Current approaches to measuring company performance.

Research study:

Workshops and case analyses from practical experience, along with interactive educational discussions on environmental changes and environmental conditions. Introduction to methodologies and models for environmental change management. Examination and analysis of indicators and factors of environmental change. Methodologies for managing new resources. Organization and management of a new environmentally sustainable resource portfolio and its environmental impact. Practical approaches to modeling the environmental impact of utilizing new non-traditional resources. An analysis of case studies and practical examples from the circular economy domain.

Application of basic concepts of circular economy. We will analyze the issues surrounding the circular economy and the shift from a linear economy to a circular economy. Defining the practical application of circular economy concepts in a sustainable business environment, as well as a responsible attitude towards the environment.



Models of Social Responsibility | 01.M20079

Теоријска настава: П-01: Контекст друштвене одговорности организација, П-02: Развојне генерације друштвене одговорности

организација, П-03: Друштвена одговорност организација – од декларативног усвајања до језгра система менаџмента, П-04:

Унутрашње димензије друштвене одговорности организација, П-05: Спољашње димензије друштвене одговорности

организација, П-06: Својствености географских регија у области друштвене одговорности, са примерима националних приступа

области друштвене одговорности. Значај друштвене одговорности организација у земљама у развоју, П-07: Својствености

друштвене одговорности организација у различитим делатностима и ланцима снабдевања,

П-08: Улога државне управе за

друштвену одговорност организација. Државни радни оквир за друштвено одговорно пословање. Државни модел вредновања

друштвене одговорности; П-09: Анализа америчких и европских модела друштвене одговорности намењених примени, П-10, П-11, П-12: Стандарди у областима повезаним и/или припадајућим друштвеној одговорности: Системи менаџмента против мита

(ISO 370001), људских ресурса (серија ISO 30400), управљање на највишем ниову и узбуњивање (ISO 37000, ISO 37002) и сл.

Практична настава: П-01: Упознавање са моделом друштвене одговорности организација за мала и средња предузећа и

начинима његове примене, П-02: Спровођење процене друштвене одговорности организација,

П-03: Идентификовање и

укључивање главних интересних страна, П-04: Развијање стратегије друштвене одговорности организација, П-05: Развијање

обавеза на основу друштвене одговорности, П-06: Израда матрице предложених акција друштвене одговорности; П-07:

Пројектовање и спровођење обуке о друштвеној одговорности организација; П-08: Примена обавеза на основу друштвене

одговорности, П-09: Провера и извештавање о извођењу, П-10: Вредновање и побољшавање,

П-11: Специфичности политика

друштвене одговорности организација; П-12: Стандард ISO 26000, П-13: Стандарди AA1000



Corporate Reputation and Social Responsibility | 01.M20059

Теоријска настава

Појам корпоративне репутације, корпоративног имиџа, корпоративног идентитета и корпоративне културе. Репутација у контексту перцепције стејкхолдера и у контексту пословне и комуникацијске стратегије. Корпоративна репутација и сродни концепти. Утицај репутације на кључне индикаторе перформанси. Модели и мерење корпоративне репутације. Културолошка детерминисаност модела. Појам и димензије корпоративне друштвене одговорности (КДО). Циркуларна економија, одрживо пословање и друштвена одговорност. Утицај КДО на пословне перформансе и понашање потрошача. Стратешко управљање друштвеном одговорношћу у компанији. Евалуација и мерење КДО. Институције и индекси друштвене одговорности. Комуницирање друштвено одговорног пословања. КДО извештавање. Интегрисање корпоративне друштвене одговорности, маркетиншких и корпоративних комуникација. Интегрисане медијске кампање у функцији управљања репутацијом. Интерна комуникација у функцији управљања репутацијом. Односи са пословном заједницом и институцијама јавне управе. Кризна комуникација и очување репутације. Идентификација и припрема за кризну ситуацију. Кризни тимови. Кризни план комуникације. Интерна кризна комуникација. Управљање односима са стејкхолдерима у кризној ситуацији. Комуникација са медијима у кризи. Дигитална комуникација у кризи.

Практична настава

Анализа примера из праксе и студија случаја из области управљања корпоративном репутацијом, корпоративном друштвеном одговорношћу и кризном комуникацијом. Израда плана корпоративних комуникација у циљу унапређења репутације на примеру конкретне организације из окружења. Анализа примера етичке и неетичке праксе корпоративних комуникација. Планирање, имплементација и извештавање о корпоративној друштвеној одговорности. Анализа доступних извештаја о одрживом

пословању. Анализа ефикасности кризних комуникација домаћих и глобалних компанија. Симулација кризне ситуације – израда плана кризне комуникације, организовања конференције за новинаре и других медијских догађаја у кризи, комуникација на друштвеним медијима у кризи, интерна комуникација у кризној ситуацији.



Socially Responsible Marketing | 01.M20027

Теоријска настава

Концепт и димензије корпоративне друштвене одговорности. Појам циркуларне економије и утицај на савремену маркетиншку праксу. Економска, законска, етичка и филантропска димензија друштвене одговорности маркетинга. Одрживо пословање и одговорност на тржишту. Заштита права потрошача. Етичка конкуренција. Развој добављача. Едукација јавности за друштвено одговорно понашање. Улагање у друштвену заједницу. Утицај друштвене одговорности на маркетиншке перформансе и понашање потрошача. Управљање друштвеном одговорношћу у компанији. Евалуација и мерење друштвене одговорности. Институције и индекси друштвене одговорности. Друштвено одговорни аспекти производа. Означавање производа. Друштвено одговорни аспекти цене. Друштвено одговорни аспекти дистрибуције. Друштвено одговорни аспекти маркетиншке комуникације. Комуницирање и промовисање друштвено одговорног пословања. Интегрисање корпоративне друштвене одговорности, маркетиншких и корпоративних комуникација. Етички аспекти комуникације. Маркетинг са друштвеним поводом. „Зелени маркетинг”. Социјални маркетинг. Интегрисане медијске кампање у функцији промоције друштвене одговорности.

Практична настава

Анализа примера из праксе и студије случаја. Израда маркетинг плана уз уважавање принципа друштвене одговорности и кључних индикатора перформанси корпоративне друштвене одговорности. Истраживање друштвено одговорне праксе у земљи и на глобалном нивоу. Симулације решавања конкретних пословних проблема. Осмишљавање кампање социјалног маркетинга

и маркетинга са друштвеним поводом. Анализа етичности промотивних и медијских кампања. Израда плана комуникације корпоративне друштвене одговорности. Израда извештаја о одрживом пословању.



Sustainable Development | 01.M20099

Теоријска настава: Одрживи развој - основни концепт и филозофија; Принципи одрживог развоја, одрживог пословања и одрживог менаџмента технологије; Нове технологије и развој друштва и економије базиране на знању; Технолошко предузетништво и одрживи развој; Технолошка конкурентност; Технолошке иновације у складу са принципима одрживог развоја и одрживог менаџмента технологије; Проширени концепт животног циклуса технологије за одрживи развој; Модели ланца вредности и компетентности; Националне стратегије одрживог развоја; Актери одрживог развоја.

Практична настава: Часови вежби прате садржај и структуру предавања и укључују следеће теме: Развој стратешког размишљања у функцији одрживог развоја (методе подршке); Технолошко предвиђање и одрживи развој (квалитативне и квантитативне методе); Генеричке стратегије и одрживост; Индикатори одрживог развоја – анализа и компарација постојећих приступа; Развој индикатора одрживог развоја; Извештавање о одрживости; Студије случаја у области одрживог менаџмента технологије, развоја и пословања.



Educator Recognition

At Faculty of Organizational Sciences, University of Belgrade, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores

- ❖ Faculty promotion and tenure consideration
- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Student-nominated teaching awards

Barriers to Innovative Curriculum

In 2025, Faculty of Organizational Sciences, University of Belgrade identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Time constraints
- ❖ Institutional culture

Barriers to Innovative Pedagogy

In 2025, Faculty of Organizational Sciences, University of Belgrade identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Accreditation limitations
- ❖ Administrative hurdles
- ❖ Budget constraints
- ❖ Institutional culture
- ❖ Resource constraints

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Summer school and exchange

FON Summer School 2026 – Application of Business Analytics in the Green Transition (6–10 July 2026). The five-day international programme brought together 20 undergraduate, master's and doctoral students from eight countries (Germany, the Czech Republic, Italy, Croatia, Slovakia, Hungary, Russia and Serbia) and 18 lecturers – 16 from FON and two from the Faculty of Organization and Informatics, University of Zagreb. Students studied sustainability and the green transition, circular economy principles, green innovation and green entrepreneurship, and the use of business analytics and artificial intelligence in the green transition. Working in five international teams, they solved a real business case prepared by the company Nelt, visited the company to see its sustainable business practices first-hand, and presented their solutions to a jury of Nelt representatives and academics. Coordinators: Prof. Dragana Makajić Nikolić and Prof. Nataša Petrović.

Regional teaching exchange on environmental management (Western Balkans Fund, MOVE call). Within the project 'Environmental Management', FON and the Faculty of Economics, University of Montenegro, exchanged teachers and students on environmental protection, circular economy and sustainable development. Prof. Nataša Petrović taught 'Eco-Marketing and Ecological Labeling' in Podgorica on 2–6 June 2025 and ran the student challenge 'Green EF: Solutions for Sustainable Practices' for World Environment Day, asking students to design solutions for waste management and for reducing the faculty's carbon footprint. Doc. Dr Milica Muhadinović gave a guest lecture and case study at FON. The project concluded with a Memorandum of Understanding between the two faculties.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

Research means studying the social, environmental and governance problems of our own region – responsible business in a transition economy, sustainable business solutions in emerging economies and sharing results openly with students, companies and policymakers so that they change practice.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Faculty of Organizational Sciences, University of Belgrade was awarded funding for research that is:



**Institution
Specific**



Regional



National



International

Socializing Research

In 2025, Faculty of Organizational Sciences, University of Belgrade contributed research findings to:

- ❖ Research collaborations
- ❖ Public events and lectures
- ❖ Open-access platforms
- ❖ Industry and business networks
- ❖ Social media and digital outreach

Research Barriers

In 2025, Faculty of Organizational Sciences, University of Belgrade identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Time constraints
- ❖ Data access and management
- ❖ Research impact and application



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

Partner means working on real problems with the organisations that face them – companies, public bodies, civil society and universities, so that responsible practice is built together with partners in an economy where it is still taking shape, not merely observed.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies

Student Organization Partnerships

- ❖ AIESEC
- ❖ ESTIEM (LG Belgrade)
- ❖ Business Case Association SEE (Case Study Club)

Continue telling your story

Partner FON

FON cooperates with more than 1,300 companies and has more than 50 strategic partnerships. It organises compulsory student internships and connects students with employers through FONBoard (digital career platform) and FONBoarding, the Faculty's largest corporate event, held in December 2025. The Research and Development Centre (IRC FON), launched in 2017, has run more than 20 projects with 25 partners, involving more than 1,000 students and 83 external lecturers. FON also runs a double-degree master's programme with Middlesex University London and has an International Advisory Board.



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

Practice means applying to FON the standards we teach about other organisations: responsible use of resources, fair and transparent governance, and inclusion – and measuring our own footprint before claiming progress on it.

Institutional Policies and Practices

- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ AI use guide
- ❖ Accreditation body recommendation documents

Policy Documents Related to RME and/or Sustainability

Plan-ravnomerne-zastupljenosti-polova-2022-2026

[View document](#) 

[Download document](#) 

Strategija_FON_ENG

[View document](#) 

[Download document](#) 

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practical

Employee well-being monitoring: all FON employees can report weekly and anonymously through the HeartCount application on satisfaction, motivation, stress, working atmosphere, engagement and mental well-being.

Accessibility: the building has ramps and lifts; access to all key spaces is only partly ensured and there are no adapted toilets for persons with disabilities yet – an identified area for improvement.

Green campus: every year on Earth Day the Centre for Environmental Management and Sustainable Development plants a tree in the Faculty courtyard; in 2026 the seventh tree, a Red Robin, was planted.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

Share means publishing an accurate account rather than a favourable one: reporting what we have built, stating where our work still depends on individuals rather than structures, and inviting students, partners and the PRME community to judge our next report against our goals.

Engagement Opportunities

Faculty of Organizational Sciences, University of Belgrade offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs

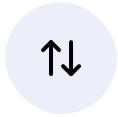
Communication Audiences

Faculty of Organizational Sciences, University of Belgrade communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

Faculty of Organizational Sciences, University of Belgrade faces the following barriers in transparent communications:



**Inconsistent
updates**



**Ownership
issues**



**Engagement
gaps**



**Feedback
loops**

SIGNATORY

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