

EKONOMSKI FAKULTET U SARAJEVU

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Ekonomski fakultet u Sarajevu osnovan je 1952. godine. Fakultet je prvi u Bosni i Hercegovini usvojio i počeo realizovati (školske 2001/2002. godine) nastavni plan i program zasnovan na Evropskom sistemu za prijenos i prikupljanje bodova (European Credits Transfer System - ECTS), odnosno tzv. kreditni sistem studiranja. Ekonomski fakultet u Sarajevu je jedina obrazovna institucija u BiH koja je članica AACSB-a.

EFSA je stekao EPAS akreditaciju evropske akreditacijske kuće EFMD (European Foundation for Management Development) i akreditaciju Austrijske agencije za osiguranje kvaliteta - AQA. U ovom trenutku, EFSA je jedini fakultet u Bosni i Hercegovini koji posjeduje evropske akreditacije, što znači da će ova institucija i njene diplome biti priznate u Evropskom obrazovnom prostoru.

EFSA je također uveo sistem upravljanja kvalitetom u skladu sa ISO 9001:2008 standardima. U 2009. godini, EFSA je stekao certifikaciju od strane Bureau Veritas. Uvođenjem i certifikacijom sistema za upravljanje kvalitetom po ISO standardima označava Ekonomski fakultet kao uspješnu instituciju u razvoju i implementaciji akademskih programa za prvi, drugi i treći ciklus studija visokog obrazovanja.

Godine 2009., EFSA je nagrađen sa EDUNIVERSAL Palmes Certificate. Ovaj certifikat naglašava sve veći uspjeh ove institucije u međunarodnim razmjerama, i stavlja Ekonomski fakultet u Sarajevu među 1000 najboljih poslovnih škola u svijetu.

Prema Webometrics-u, sistemu koji ocjenjuje univerzitete širom svijeta prema WEB aktivnostima, naš fakultet je rangiran na respektabilno 390. mjesto, među 400 najboljih poslovnih škola u svijetu.

Prvi ciklus studija koncipiran je u tri paralelna programa, u trajanju od 3 godine: Akademski program, sa odsjecima: ekonomija, menadžment, menadžment (na engleskom jeziku); praktični orijentisan program - visoka poslovna škola; međunarodni studij u suradnji sa Griffith College Dublin: Sarajevo Business School.

Sarajevo Business School: SBS je prvi studij u Bosni i Hercegovini koji ima ENQA međunarodnu akreditaciju kvaliteta. Nastava se izvodi u potpunosti na engleskom jeziku, a predavači su eminentni profesori sa Univerziteta u Sarajevu i Griffith College Dublin, kao i drugi inostrani predavači. Prve dvije godine programa se izvode u Sarajevu, a ostatak u Dublinu, Irska. Studenti diplomiraju u Dublinu, nakon čega mogu nastaviti postdiplomski studij u Irskoj, BiH, zemljama Commonwealtha ili u bilo kojoj zemlji u Evropskoj uniji ili pronaći adekvatno

zaposlenje i dobiti trajnu boravišnu vizu za zemlje EU.

FM&MM na engleskom jeziku: smjerovi „Marketing menadžment“ i „Finansijski menadžment“ izvode se na Odsjeku Menadžment od akademske 2008/09. godine. Od akademske 2011/12. godine nastava se održava na engleskom jeziku u potpunosti. Ova dva smjera u procesu su evropske akreditacijske kuće EFMD (www.efmd.org) čija akreditacija EPAS garantuje prepoznavanje i priznavanje diplome širom svijeta.

Drugi ciklus studija - Master studij je organiziran kroz sljedeće oblike:

- Master studij, sa odsjecima: Ekonomija (Makrofinansijski menadžment) i Menadžment (Bankarstvo i osiguranje, Marketing, finansijski menadžment)
- Zajednički master studij u suradnji sa Ekonomskim fakultetom u Zagrebu sa slijedećim smjerovima: Korporativno upravljanje, Računovodstvo i porezi, Finansijsko izvješćavanje i revizija, Upravljanje kvalitetom u obrazovanju, Upravljanje kvalitetom u zdravstvu, Strateški informatički menadžment.
- Zajednički master studij sa Ekonomskim fakultetom u Ljubljani iz oblasti Ekonomije i upravljanja javnim sektorom i ekonomije okoliša.

Treći ciklus studija - doktorski studij se izvodi sa Ekonomskim fakultetima iz Beča i Ljubljane, a predviđena su dva doktorska programa: PhD - Doctor of Philosophy Program (Economics, Management/Business) - akademski i istraživački orijentiran studij u trajanju od 3 godine, sa 180 ECTS poena i DBA - Doctor in Business Administration (Executive Doctorate ili "profesionalni doktorat") - praktični orijentiran doktorski program, part-time, također u trajanju od 3 godine i 180 ECTS kreditnih poena.

The School of Economics and Business in Sarajevo (SEBS) was founded in 1952 as the Faculty of Economics and it represents one of the oldest institutions of higher education in Bosnia and Herzegovina. The entire period since its establishment to date has been characterized by intensive development focused on improving the quality of teaching and educational process, as well as efforts to make it fully independent.

SEBS is implementing the main postulates of the Bologna Process and defines its quality policy and quality assurance policy in accordance with the Standards and Guidelines for Quality Assurance in the European Higher Education Area. What is more, SEBS has recently obtained the recognition for quality of higher education from the following institutions: AACSB, AQA and EFMD.

SEBS also introduced a quality management system in accordance with ISO 9001:2008. In 2009, SEBS was granted certification by Bureau Veritas, and today is the only educational institution in the region with the latest version of this norm.

In 2009, SEBS was awarded the EDUNIVERSAL Palmes Certificate. This certificate highlights the growing success of this institution on the international scale, and puts SEBS among 1.000 best business schools worldwide.

SEBS was ranked as 390th among the top 400 business schools in the world within Webometrics, university ranking system by WEB activities.

The programme of the first study cycle includes the following: Academic programme with majors in Economic and Management with several concentrations (out of which Financial and Management Marketing



studies are lead completely in English language), Applied Business School/Business Management, Sarajevo Business School (in cooperation with Griffith College in Dublin)

Sarajevo Business School is the first study programme in BiH with the ENQA European accreditation of quality. Classes are conducted entirely in English, and the lecturers are prominent professors at the University of Sarajevo and Griffith College Dublin, and other foreign lecturers. The first two years of the program is carried out in Sarajevo and the third year in Dublin, Ireland. Students are graduating in Dublin, after which they can pursue master study in Ireland, Bosnia, the Commonwealth or in any country in the European Union, or to find a proper job and get a permanent residence visa for EU countries.

Marketing Management and Financial Management concentrations have been taught at the Management Department since the academic year 2008/2009. From the academic year 2011/2012, the classes are held completely in the English language.

The reason behind the introduction of classes is keeping abreast with the latest global trends in education. Students gain many benefits by studying in English, the most important is the fact that they are able to master the language which they will need in their further career endeavors. This way of studying increases their opportunities for studying abroad, participating in student exchanges, benefits when enrolling into the Master's studies and, of course, provides greater chances for getting employment.

During the second study cycle, students may choose one of the following study programmes:

- SEBS Masters Programme with Departments of Economics (Macro Financial Management) and Management (Banking and Insurance, Marketing, Financial Management).
- Joint Master Programme in collaboration with the Faculty of Economics in Zagreb with the following departments: Corporate Governance, Accounting and Taxes, Financial Reporting and Auditing, Quality Management in Education, Quality management in health care, strategic IT management.
- Joint master study program with the Faculty of Economics in Ljubljana on Economics and Public Sector Governance and Economic Environment.

Within the new ECTS-based concept of studies that School of Economics and Business in Sarajevo adopted in 2005, the Tempus project with universities of Vienna and Ljubljana provides for two doctoral programs: PhD - Doctor of Philosophy Program (Economics, Management/Business) - a three-year long academic and research oriented program, with 180 ECTS points and DBA - Doctor in Business Administration (Executive Doctorate or "professional doctorate") - a practice oriented, part-time, three-year long doctoral program, also with 180 ECTS credit points.





FOTO ART

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Foto Art d.o.o. je full marketing agencija, koja posluje u skladu sa sloganom : „Efikasnost i kvalitet, uz pomoć znanja i najnovijih tehnologija!“

Osnovna djelatnost Foto Arta je komunikacija koja je u kulturi globalne društvenosti preduslov za svaki vid modernog poslovanja.

U tom okviru Foto Art za svoje klijente isporučuje usluge u najvišoj kategoriji kvaliteta:

- web dizajn: izrada, održavanje i administriranje internetskih prezentacija;
- grafički dizajn: izrada knjiga grafičkih standarda, print materijala - godišnjih izvještaja, tematskih brošura, fascikli i drugih štampanih proizvoda;
- TV i radioprodukcija: posjeduje vlastitu mobilnu i studijsku opremu za audiovizuelnu produkciju te adekvatne kadrovske i prostorne kapacitete, u okviru kojih može zadovoljiti svaku potrebu i zahtjev naručilaca. Foto Art radi sve forme televizijske komunikacije, od radio i TV džingla, do informativno-edukativnih i igranih emisija i serijala najvišeg programskog standarda i gledanosti;
- promotivne kampanje: osmišljava, kreira i realizira promotivne i marketinške kampanje u svim oblicima mas medijske izvedbe;
- odnosi s javnošću: kreira i proizvodi specifične instrumente i sredstva komuniciranja sa ciljanim grupama;
- event management: organizira pres konferencije, promocije, kongrese, seminare, sajmove, godišnjice kompanija, kreira koncept događaja i njegov vizuelni identitet, scenario, konferansu, pisanje tekstova, obraćanja domaćina i gostiju, simultani prijevod, filmsko i foto dokumentiranje događaja, print materijali, dekoracija i brandiranje sale, rasvjeta, ozvučenje, infopultovi, hostese, ishrana, smještaj, revijalni sadržaji i sve što klijent zahtijeva;
- outdoor advertising: izrađuje idejna rješenja i producira sve vidove komuniciranja u prostoru.

Foto Art agencija je prepoznatljiva po kvalitetu i raznovrsnosti usluga koje pruža svojim klijentima. S druge strane, Foto Art posebnu pažnju pridaje produkciji s ciljem pospješivanja domaće produkcije, što je prepoznato u Bosni i Hercegovini, ali i širom svijeta.

U 2011. godini, Foto Art je producirao film Nedžada Begovića, „Cell Phone Movie/Film mobitelom“, koji je dobitnik nagrade 17. SFF-a „Srce Sarajeva“, za najbolji dokumentarni film.

Nakon nagrade „Srce Sarajeva“, sljede nagrade:

„Zlatna jabuka“ devetog Bosanskohercegovačkog filmskog festivala BHFF u Tribeca kinu, u New Yorku, nagrada za etičku ideju “Moral Approach Award” na trećem MakeDox Film Festivalu u Skopju, u Makedoniji, te specijalne projekcije studentima Cambridge University, takmičarskih programa u Jihlavi i ZagrebDox-u

Foto Art d.o.o. is a full marketing agency, operating in accordance with the following slogan: Efficiency and quality, together with the knowledge and new technologies .

Foto Art's primary business activity is communication, which is a prerequisite for all modern forms of running business in the culture of global sociality.



Srce Sarajeva za najbolji dokumentarni film

Film mobitelom A cell phone movie

by Nedžad Begović

produced by 

Within that framework, Foto Art provides services of the highest quality:

- Web design - website design, maintenance and administration;
- Graphic design - creating a book of graphic standards, print materials - annual reports, thematic pamphlets, folders and other printed products;
- TV and radio production - the company owns mobile and studio equipment for audio-visual

production, as well as adequate staff and premises enabling it to meet every need and demand of its clients. Foto Art provides all forms of television communication, from radio and TV jingles to informational, educational programmes and serials of the highest programming standards and ratings;

- Promotional campaigns - designs, creates and implements promotional and marketing campaigns, in all forms of mass-media presentation;
- Public relations - creates and produces specific instruments and means of communication with target groups;
- Event management - organises press conferences, promotions, congresses, fairs, company anniversaries, it creates event concept and its visual identity, scenario, hosting, writes speeches for hosts and guests, provides simultaneous translation, filming and photographing of events, print materials, decoration and branding of halls, lighting, sound, info desks, hostesses, meals, accommodation, entertainment contents and everything else requested by the client;
- Outdoor advertising - prepares conceptual designs and produces all forms of outdoor communication.

Foto Art Agency is known for its quality and variety of services it offers. Furthermore, Foto Art devotes special attention to production in order to advance domestic production, which is recognized in Bosnia and Herzegovina and around the world.

In 2011, Foto Art produced the documentary film "CELL PHONE MOVIE / FILM Mobitelom", by Nedžad Begovic, the winner of the Heart of Sarajevo Award for the best documentary of the 17th Sarajevo Film Festival.

This award was followed by the Golden Apple Award at the 9th Annual BHFF at Tribeca Cinema in New York, and the Moral Approach Award at the 3rd MakeDox Film Festival in Skopje, Macedonia, but also by special screenings for Cambridge University students, competing programs in Jihlava and ZagrebDox.

