

<b>Course Title</b>	SOCIAL PSYCHOLOGY				
<b>Faculty</b>	Faculty of Law and Business Studies Dr Lazar Vrkić				
<b>Study Programme</b>	Business Psychology				
<b>Professor</b>	Jasmina Nedeljković, associate professor	<b>Contact (e-mail address)</b>	jasmina.nedeljkovic@gmail.com		
<b>Code</b>		<b>Course level</b>	Graduate (MA)	<b>ECTS credits</b>	8
<b>Description (max. 100 words)</b>	Social attitudes; Structure of attitudes; Forming and changing attitudes; Attitudes and behaviors; Theory of attitudes; Specific types of attitudes; Methods and techniques of research of attitudes: questionnaires, scales of attitudes, semantic differential, social distance scale, scale of national attachment. Values; Distinctive characteristics, similarity and inter-relationship between attitudes and values; Types of values; Methods and techniques of research of values: scales of attitudes and value orientations. Public opinion: the nature and functions of public opinion; Forming and changing public opinion; Spontaneous, imposed and critical public opinion; Mass media and public opinion; Distinctive characteristics and connection of public opinion, attitudes and values; Public opinion polls.				
<b>Learning outcomes (max. 50 words)</b>	Students can <ul style="list-style-type: none"> <li>- use methods and standard techniques and analyze results of research on social attitudes, values and public opinion,</li> <li>- understand processes and mechanisms present in the influence of attitudes, values and public opinion on behavior of individuals and groups,</li> <li>- cooperate in development of new instruments for research.</li> </ul>				
<b>Semester</b>	2	<b>Maximum number of visiting students</b>			
<b>Language</b>	Serbian	<b>Available for international students (YES or NO)</b>		YES	