Study programme: Bachelor with Honours in Geography

Course title: GIS application in business and public administration (MGI511)

Teacher: dr Uglješa Stankov

Status: elective

ECTS: 5

Requirements: none

Learning objectives

Introduction to the numerous aspects of GIS application in different economic and public administration sectors pub through practical work and participation in solving the actual problem situations.

Learning outcomes

Students will acquire the ability to determine how GIS can be used in solving various real-world situations in primary, secondary and tertiary industries and public administration. Students will be able to correctly assess costs and benefits of GIS application in the business and public administration.

Syllabus

Theoretical part:
Concepts and theories of GIS in business and public administration. The costs and benefits of GIS use in business and public administration. Aspects of GIS application in agriculture, hunting, forestry, mining, construction and energetic. GIS application in monitoring water supply, sewerage, roads, fleet management (railways, emergency services, shipping and airline companies, public transport, taxis). GIS and telecommunications. GIS in marketing. GIS application in tourism. GIS as decision support system. Site allocation. The application of LBS (location based services). Different types of spatial information systems (cadastral, land-use, infrastructure)

Practical part:

Practical learning is achieved through GIS analysis of the selected case studies and by performing expert practice in the chosen company or public institution

Literature

1. Manić, E. (2010): Geografski informacioni sistemi i prostorne analize u trgovini. Ekonomski fakultet Univerziteta u Beogradu, Београд.
2. Pick, J. B. (2005): Geographic Information Systems in Business. Idea Group Publishing, Hershey.
3. Gerard, G. (2006). Geo-marketing: method and strategies in spatial marketing. ISTE, London.
4. Church, R.L., Murray, A.T. (2008): Business Site Selection, Location Analysis and GIS, John Wiley & Sons

Weekly teaching load 5 (75)	**Lectures 3**	**Exercises 2**

Methods of Teaching

- Lecture method
- Demonstration method
- Practical exercise

Grading method (maximum 100 points)

Pre-examination assignments	points	**Final examination**	points
Activities during lectures	**0-5**	Written examination	
Activities during exercises	**0-5**	Oral examination	**30-45**
Colloquia	**20-40**	.....	
Seminar paper	**0-5**		