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## **UNION UNIVERSITY BELGRADE - BELGRADE BANKING ACADEMY**

Although higher education in Serbia has centuries-old roots in institutions such as the University of Belgrade, the Belgrade Banking Academy (Beogradska bankarska akademija) represents a modern evolution of specialized business and finance education in the heart of the Serbian capital. Established on 28 December 2004 as a dedicated faculty focusing on economics, finance, banking, insurance, and related fields, the Academy became one of the founding members of the Union University in Belgrade, which was officially launched on 21 June 2005 as a private and autonomous higher education institution. Union University itself was created to unite several specialized faculties and to promote interdisciplinary education and research in response to the growing demands of Serbia's market economy.



From its earliest days, the Belgrade Banking Academy (BBA) was designed to go beyond traditional academic frameworks by offering programs that reflect the realities of modern economic systems. Located in the historic Stari grad district of Belgrade — housed in the former Prometna Banka Palace — the Academy built its identity around practical expertise and professional relevance, guided by seasoned academics, economists, and industry experts from banking, finance, insurance, and business sectors.

The founding vision of BBA was to cultivate highly qualified professionals capable of navigating the complexities of modern financial systems. Its academic structure embraces international standards, with study programs fully aligned with the Bologna Process and employing the European Credit Transfer and Accumulation System (ECTS). Over time, BBA has developed a portfolio of undergraduate, graduate, and doctoral programs that include Economics, Finance and Business, Banking, Finance and Business, Information Technology in Finances, Marketing Management, and advanced studies in Finance, ensuring broad coverage of contemporary demands in economic sciences.

Throughout the 2010s and into the present, the Academy's educational philosophy has emphasized not only theoretical rigour but also professional applicability. By fostering collaborations with renowned universities in the United Kingdom, Germany, France,

Portugal, and other countries, BBA extended opportunities for student and faculty exchange, joint research projects, and international academic exposure. This commitment to international integration reflects the institution's ongoing effort to prepare graduates for careers in an increasingly globalized economy.



As an integral part of Union University Belgrade, the Belgrade Banking Academy contributes to the broader mission of creating a multidisciplinary academic environment where business, technology, law, and finance intersect. Union University itself comprises several faculties — including the Faculty of Law, the Computing Faculty, and others — all working together to support a comprehensive higher education ecosystem in Serbia's capital.

Today, the Belgrade Banking Academy is recognized as a leading institution for higher education in economics and finance in Serbia, with a strong reputation for quality instruction, research engagement, and professional development. Its graduates are equipped with advanced knowledge and competencies that enable them to pursue successful careers in banking, corporate finance, insurance, consultancy, and related sectors both within Serbia and internationally. The Academy's strategic location in Belgrade's historic centre, its adherence to modern academic standards, and its commitment to aligning education with the evolving needs of business and society underscore its enduring contribution to Serbia's educational landscape.