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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Marketing | | |
| Course title | | | | Intellectual Capital Management | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Fourth | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Bojan Krstić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Familiriaze students with the theoretical basis of intellectual capital management (ICM); Analyze phases of the ICM process and identify all the key elements of the processes of knowledge management, innovation management, intellectual property management, as well as the relations with stakeholders of modern enterprise business; To investigate the impact of intellectual capital on key business (financial) performances and the enterprise value in the era of the knowledge economy; To familiarize students with the methodology of valuation, measurement and evaluation of intellectual capital in the company; To investigate the effects of the application of the contemporary model of ICM in company.*  *Acquiring the knowledge and skills to solve problems in the field of ICM by applying theoretical knowledge and concepts that the scientific discipline provides; Acquiring the knowledge about practical aspects and problems related to the management of the all elements of intellectual capital.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *The origins and evolution of ideas and concept of IC; IC as a vital factor for the development and competitiveness of enterprises in the era of the knowledge economy; The differentiation of the concepts of IC; The content and substance of IC of the company (human capital, Structural capital (organizational capital and intellectual property)), Relational capital or capital in relations with external stakeholders; The relevance and benefits of IC for improving the business performance and competitiveness of an enterprise, The sources of IC; Internal sources of IC, External sources of IC, Cooperative forms as sources of IC, IC and their impact on the performance of enterprise competitiveness; IC as a determinant of the enterprise value; Chains of creating the value of intellectual capital in the company, Performance measurements of IC, Intellectual capital reporting, IC management with the aim of value creation, Determinants of managing the intellectual capital, Knowledge management as an element of the process of intellectual capital management; Innovation management as part of the process of intellectual capital management, Intellectual property management as an element of the process of intellectual capital management.* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |