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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 | Business Performance Management |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [x]  Obligatory [ ]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | Second |
| Number of ECTS allocated | 7 |
| Name of lecturer/lecturers | Vesna SekulićBojan Krstić |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [ ]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [x]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *Acquainting students with theoretical basis of business performance management; Identifying the key phases of that process, as well as the relevant elements and factors that determine its success; Explaining strong interactions and consistency of the phases in the process of performance management; Showing students that business performance planning is the starting activity and business performance measuring is the key activity in the process of business performance management; Showing students that performance analysis is carried out with the aim of conducting all other phases in the management process. Observing the connection with other phases of the management process, such as determining measures for business performance improvement and determining the system of compensation and motivation.* *Qualifying students to manage business performance in profit and non-profit organizations; Providing consistency in practical aspects of business performance management, based on the interrelation between phases in the performance management process; Qualifying students for designing and applying the performance measurement system; Acquiring competence for the practical use of different methodologies for a business performance analysis; Acquiring practical knowledge to prepare and submit a report of conducted performance; Acquiring knowledge of designing compensation systems (for managers and other employees) based on information obtained by measuring and analyzing the realized performance; Acquiring skills for managing business performance in enterprises with a functional organizational design, as well as for using a process approach to performance management; Mastering the concept of performance management with reference to the key stakeholders; Qualifying students to adopt the specifics of the process of planning, measuring, analyzing, and reporting the realized business performance in non-profit and public sector organizations; Acquiring competence for the performance management of bank, as a specific economic entity.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Conceptual framework of business performance, Elements and determinants of business performance management, Determinants of business performance management process, Business performance planning, Business performance measurement, Analysis and reporting on business performance, Creating a performance- based compensation system, Benchmarking with the aim of business performance management, Business performance management according to the Balanced Scorecard model, Managing results of an enterprise (product, revenue, income), Managing productivity as business performance, Managing revenue-cost ratio as business performance, Managing profitability as business performance, Total quality management, Managing business success as business performance, Managing value as business performance, Vertical organization, function-oriented managers and business performance management, Horizontal organization, process-oriented managers and business performance management, Determinants of the concept of managing stakeholder relations performance, Performance management with reference to employees, customers, suppliers, and community, Non-profit organizations performance management, Bank performance management* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] 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** |