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| **UNIVERSITY OF NIŠ** | | | | | | | | |
| **Course Unit Descriptor** | | | **Faculty** | | Faculty of Mechanical Engineering | | | |
| **GENERAL INFORMATION** | | | | | | | | |
| Study Program | **Engineering Management** | | | | | | | |
| Study Module (if applicable) | International project management and entrepreneurship | | | | | | | |
| Course Title | Business bon ton and corporate entrepreneurship | | | | | | | |
| Level of Study | ☐ Bachelor | | | ☒ Master’s | | | | ☐ Doctoral |
| Type of Course | ☒ Obligatory | | | ☐ Elective | | | | |
| Semester | ☐ Autumn | | | ☒ Spring | | | | |
| Year of Study | I | | | | | | | |
| Number of ECTS Allocated | 6 | | | | | | | |
| Name of Lecturer/Lecturers | Miloš D Milovančević, Milan M Tica | | | | | | | |
| Teaching Mode | ☒ Lectures | | | ☐ Group tutorials | | | | ☐ Individual tutorials |
| ☒ Laboratory work | | | ☒ Project work | | | | ☒ Seminar |
| ☐ Distance learning | | | ☐ Blended learning | | | | ☐ Other |
| **Purpose and Overview (max. 5 sentences)** | | | | | | | | |
| *The acquisition of basic knowledge about the paradigm ma, methods, techniques of public relations. After course, students will be able to independently engage in the process of implementation business etiquette in business entities.* | | | | | | | | |
| **Syllabus (brief outline and summary of topics, max. 10 sentences)** | | | | | | | | |
| Model for improving the quality of domestic companies by applying the concept of corporate entrepreneurship involves the following elements: meet user requirements, process management approach organization, and to the continuous improvement of operations. Communication, verbal communication, nonverbal communication, aspects of business communication methods communication, business communication, communication in groups, formal and informal groups, relations within the groups and stages of development groups, electronic communication, to competitors in the media, business behaviour, business clothing, communication in the enterprise environment, communication in an international corporate environment. | | | | | | | | |
| **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** | | **5** | **Written Examination** | | | **50** | | |
| **Practical Teaching** | | **10** | **Oral Examination** | | | **Max. 35 (depending on Teaching Colloquia)** | | |
| **Teaching Colloquia** | | **35** | **Overall Sum** | | | **100** | | |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | | | |