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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) | Management of innovation and product development | | | | | | | |
| Course Title | Business economics | | | | | | | |
| 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 | Jelena S Petrović | | | | | | | |
| Teaching Mode | ☒ Lectures | | | ☐Group tutorials | | | | ☐ Individual tutorials |
| ☒ Laboratory work | | | ☒Project work | | | | ☒ Seminar |
| ☐ Distance learning | | | ☐ Blended learning | | | | ☐ Other |
| **Purpose and Overview (max. 5 sentences)** | | | | | | | | |
| *Students acquire knowledge concerning the problems faced by enterprises in economic life, as well asthe way in which they can be solved. At the same time, they will be able to practically apply the acquired theoreticalknowledge in order to improve the efficiency and effectiveness of business operations.* | | | | | | | | |
| **Syllabus (brief outline and summary of topics, max. 10 sentences)** | | | | | | | | |
| Company - definition, forms and types, Business assets - concept and structure. The concept and structure of fixed and current assets. Concept and typescapacity. The management of trade receivables, Human resources - the main factor of production, Long-term sources of funding, growth and development of the company, Economic and financial analysis of business. Analysis of the financial statements and indicatorsbusiness. Financial management of capital investments. Creating a business plan, The organizational structure and the basic business functions of the company, City Marketing in strategic mix of business functions. An explanation of the concept of marketing.The process of strategic management. Corporate, business and marketing strategies | | | | | | | | |
| **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** | | | | | | | | |