



# 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	Entrepreneurship and creative industries		
Level of Study	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master's	<input type="checkbox"/> Doctoral
Type of Course	<input type="checkbox"/> Obligatory	<input checked="" type="checkbox"/> Elective	
Semester	<input checked="" type="checkbox"/> Autumn	<input type="checkbox"/> Spring	
Year of Study	I		
Number of ECTS Allocated	7		
Name of Lecturer/Lecturers	Jelena D Stefanović Marinović		
Teaching Mode	<input checked="" type="checkbox"/> Lectures	<input type="checkbox"/> Group tutorials	<input type="checkbox"/> Individual tutorials
	<input checked="" type="checkbox"/> Laboratory work	<input checked="" type="checkbox"/> Project work	<input checked="" type="checkbox"/> Seminar
	<input type="checkbox"/> Distance learning	<input type="checkbox"/> Blended learning	<input type="checkbox"/> Other

**Purpose and Overview (max. 5 sentences)**

The creative industries are becoming an important source of income. The course aims to show the creative industries as a source of entrepreneurial opportunities and to bring together in one place the knowledge necessary for starting entrepreneurial ventures in them. Through the subject of various aspects of creating an integrated business enterprise, and offered in the form of algorithm: from idea to market.

**Syllabus (brief outline and summary of topics, max. 10 sentences)**

Students who take the course, conduct exam prerequisites and passed the exam are able to: take advantage of knowledge related to the creative industries as a source of ideas for entrepreneurial ventures, to participate in its launch as initiators or as part of a team, analyze the market segment of interest and identify possible market niche, the assessment and collection of the necessary knowledge on the basis of forming the entrepreneurial team, to plan and participate in the development of ideas and their protection through intellectual property rights, to identify and approach potential sources of finance, to develop marketing strategies and approach to the market.

**Language of Instruction**

☒ Serbian (complete course)      ☒ English (complete course)      ☐ Other \_\_\_\_\_ (complete course)  
☐ Serbian with English mentoring      ☐ Serbian with other mentoring \_\_\_\_\_

**Assessment Methods and Criteria**

<b>Pre exam Duties</b>	<b>Points</b>	<b>Final Exam</b>	<b>Points</b>
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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			