



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	Public relations and corporate entrepreneurship		
Level of Study	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master's	<input type="checkbox"/> Doctoral
Type of Course	<input checked="" type="checkbox"/> Obligatory	<input type="checkbox"/> Elective	
Semester	<input type="checkbox"/> Autumn	<input checked="" type="checkbox"/> Spring	
Year of Study	I		
Number of ECTS Allocated	6		
Name of Lecturer/Lecturers	Miloš D Milovančević, Živojin M Stamenković		
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 acquisition of basic knowledge about the paradigm ma, methods, techniques of public relations. After completing the course, students will be able to independently engage in the process of creating a team business relation in commercial entities.

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

Subject analyses the necessity of the modern concept of entrepreneurship in organizations function achieve the objectives of the greatness of the business. Entrepreneurial behaviour is a way of thinking, defined creative approach to business, which increasingly takes the form of corporate entrepreneurship. The bottom line is acceptance of risks and changes based on innovative conduct, which create conditions for the development of business businesses and the economy in general. The definition and scope of public relations, causal relationship marketing and public relations, Target release function PR manager in a company, building corporate reputation, organization special events and business protocol, Media Relations, PR in crisis situations, public research opinion, evaluation and measurement of the efficiency and effectiveness of public relations, media types and characteristics, Established Funds for the establishment of relations with the media, media campaigns, creating and defining key messages.

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			