



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	<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, Milan M Tica		
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 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
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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			