



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	<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	Jelena S Petrović		
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)

Students acquire knowledge concerning the problems faced by enterprises in economic life, as well as the way in which they can be solved. At the same time, they will be able to practically apply the acquired theoretical knowledge 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 type capacity. 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 indicators business. 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
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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			