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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) | International project management and entrepreneurship | | | | | | | |
| Course Title | Entrepreneurship and creative industries | | | | | | | |
| Level of Study | ☐ Bachelor | | | ☒ Master’s | | | | ☐ Doctoral |
| Type of Course | ☐ Obligatory | | | ☒ Elective | | | | |
| Semester | ☒ Autumn | | | ☐ Spring | | | | |
| Year of Study | I | | | | | | | |
| Number of ECTS Allocated | 7 | | | | | | | |
| Name of Lecturer/Lecturers | Jelena D Stefanović Marinović | | | | | | | |
| Teaching Mode | ☒ Lectures | | | ☐ Group tutorials | | | | ☐ Individual tutorials |
| ☒ Laboratory work | | | ☒ Project work | | | | ☒ Seminar |
| ☐ Distance learning | | | ☐ Blended learning | | | | ☐ 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** | | | | | | | | |
| **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** | | | | | | | | |