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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 | Public relations and corporate entrepreneurship | | | | | | | |
| Level of Study | ☐ Bachelor | | | ☒ Master’s | | | | ☐ Doctoral |
| Type of Course | ☒ Obligatory | | | ☐ Elective | | | | |
| Semester | ☐ Autumn | | | ☒ Spring | | | | |
| Year of Study | I | | | | | | | |
| Number of ECTS Allocated | 6 | | | | | | | |
| Name of Lecturer/Lecturers | Miloš D Milovančević, Živojin M Stamenković | | | | | | | |
| Teaching Mode | ☒ Lectures | | | ☐ Group tutorials | | | | ☐ Individual tutorials |
| ☒ Laboratory work | | | ☒ Project work | | | | ☒ Seminar |
| ☐ Distance learning | | | ☐ Blended learning | | | | ☐ 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** | | | | | | | | |