

(Table 5.2) Course unit description

Study program: Business Administration and Management			
Type and level of studies: Undergraduate studies			
Course unit: Economics of Enterprise (Business Economics)			
Teacher in charge: Violeta M. Domanovic, Sladjana D. Savovic			
Language of instruction: English			
ECTS: 7			
Prerequisites: Basic knowledge in the field of Management and Organisation			
Semester: Summer Semester			
Course unit objective: The objective of the course is to introduce students with theoretical, methodological and practical aspects of the enterprise's key phenomena, the key elements of its economic system, the basic goals and principles of its functioning, the place and role of the enterprise in the market, the influence of the market and competition on the functioning of the enterprise, as well as measuring the performance of the enterprise and to provide the analytical instruments necessary for mastering materials from other microeconomic disciplines.			
Learning outcomes of Course unit It is expected that students will adopt a basic categorical apparatus of the enterprise's economy that would serve them to overcome more complex economic issues in the process of functioning of the enterprise, as well as to overcome matters from other microeconomic disciplines. In addition, it is expected that students will gain insights into real economic developments through practical seminar papers and be able to apply acquired theoretical knowledge in practice.			
Course unit contents <ul style="list-style-type: none"> • Introduction to Business Economics courses; • Concept, characteristics and types of enterprises – basic and special types of enterprises; • Demand and revenue; • Market structure and competition; • Human resources, technology and productivity; • Costs and economy; • Profit and profitability; • Business goals and performance measurement. 			
Literature <ul style="list-style-type: none"> • Mankiw, N. G., Taylor, P. M. & Ashwin, A. (2016). <i>Business Economics</i>, Cengage Learning EMEA. • McGuigan, R. J., Moyer, R. C. & Harris, H. deB. F. (2005). <i>Managerial Economics</i>, South-Western, Thomson Corporation. • Boyes, W., Melvin, M. (2002). <i>Microeconomics</i>, Houghton Mifflin Company. 			
Number of active teaching hours			Other classes
Lectures	Practice	Other forms of classes: Mentoring system 3 weekly	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures		Oral examination	50
practical classes/tests	40	Written examination	/
Seminars/homework	10		
Project			
Other			
Grading System			
Grade	Bo. Of Points:		Description
10	91-100		Excellent
9	81-90		Exceptionally good
8	71-80		Very good
7	61-70		Good
6	51-60		Passing
5	0-50		Failing