### Title of the curriculum/curricula:
Economics, Business Management and Statistics

### Type and level of studies:
Undergraduate academic studies

### Subject title:
Enterprise economics

### Teacher (Name, first letter of one parent’s name, last name):
Blagoje Ž. Paunović

### Subject status:
Compulsory

### Number of ECTS:
8

### Prerequisite:
no prerequisite

### Subject objective
The subject Enterprise economics enables students to understand the meaning and significance of a company, as a basic institution of market economy, to learn the basic principles of company business, which are productivity, economy and profitability, to get familiar with company goals in the market economy, to understand the meaning of investments and the way of making investment decisions.

### Subject outcome
Having completed the course, students should be able to understand the way in which the company functions in a market economy, the problems faced by companies in a life of an economy and the way they can be solved, to practically use the gained theoretical knowledge in order to improve company efficiency and effectiveness, to understand the meaning of investments and the usage of criteria when making investment decisions.

### Subject content

**Theory lessons**

Introduction to the Enterprise economics; The term, characteristics and reasons for company existence; Company differentiation (production and service company; small, medium and big companies; public companies, multinational and global companies); company efficiency and effectiveness (term, approaches); company surroundings (meaning, types, surroundings management); costs (kinds, short-term costs, long-term costs, cost calculation); investment (optimum resource allocation in time, investment decision making criteria); company income (term, total, average and marginal); technology, production and productiveness (production types, productivity definition, analysis, measurement); human resources and productivity improvement (marginal labor productivity, human capital, compensation); economy (terms, sources, economy improvement); profit (theory, kinds); profitability (meaning, analysis, measurement, conducting); business goals (profit maximizing, manager usefulness, agency problem, satisfactory goals, corporate social responsibility).

**Literature**


### Number of active teaching lessons

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Practice classes</th>
<th>Other forms of teaching</th>
<th>Study research work</th>
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<tbody>
<tr>
<td>4</td>
<td>3</td>
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### Other lessons

0

### Teaching methods

Ex cathedra lessons, class discussions, essay presentation, case study analysis, homework, tests.

### Grading (maximum number of points 100)

<table>
<thead>
<tr>
<th>Activities during lectures</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
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<tbody>
<tr>
<td>Written exam</td>
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<tr>
<td>Practice lessons</td>
<td>10</td>
<td>Oral exam</td>
<td>70</td>
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<td>Colloquium/a</td>
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<td>Semester papers</td>
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