

Study Programme: Engineering Management			
Course Unit Title: Industrial Clusters			
Course Unit Code: IM1121			
Name of Lecturer(s): Slobodan Morača			
Type and Level of Studies: bachelor			
Course Status (compulsory/elective): elective			
Semester (winter/ summer): summer			
Language of instruction: english			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 5			
Prerequisites: none			
Course Aims: Modern forms of business enterprises include active connection with development institutions, increase the level of cooperation between companies and their joint effect on the market. Business networking and the development of industrial clusters is an effective strategy for boosting economic growth and improving competitiveness, especially for small and medium enterprises. The educational objective of the course is the acquisition of knowledge necessary to the establishment and development of business networks and clusters.			
Learning Outcomes: After completing and passing the course, students are able to, using a variety of tools and techniques: to identify needs and current state of stakeholders (companies, universities, associations, institutions, organs ...) and, on the basis of these results, to define the organizational, management and process structure of business networks and clusters, set out the strategic elements of the business, to integrate existing business plans for the company, to prepare the necessary documents for registration of a business association, to establish key information flows and create the necessary documentation required for the operation of the cluster.			
Syllabus. Analysis of the potential for establishing business networks and clusters; Mapping companies; Methods and techniques of process analysis; Identification of significant business processes, products and markets. Analysis of the needs and potential of stakeholders; Business process integration; Establishing clusters; Technology Organisation of complex organizational structures; Cost analysis and calculation of products and services at the level of cluster; Analysis of the financial performance, Standards and standardization processes; Decision-making methods; Analysis of basic parameters; Planning of business clusters needs; Managing a portfolio of projects; Cluster development.			
Required Reading: Relevant literature in English, tbd			
Weekly Contact Hours:2	Lectures: 3	Practical work: 2	
Teaching Methods: Lectures include multimedia lectures and exercises with examples of processes in specific companies and clusters, and an explanation of the methods and analysis, establishing and developing business networks and clusters. The lectures will be partially held by experienced managers in the role of guest lecturers. In the exercises will be encouraged small group work, students will be educated in the application of methods and techniques relevant to the establishment and development of the cluster. Exercises will be held in computer laboratories. The lectures will be partially held in some of the clusters.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Attendance			
Computer exercises			
Tests (4x)			

