

SYLLABUS

The basic data of the subject			
Academic unit:	Faculty of Tourism and Environment		
The title of the subject:	SMEs in Tourism		
Level:	Bachelor		
The status of the subject:	Obligatory		
Year of study:	II		
Number of hours per week:	4		
ECTS:	6		
Time / location:			
Professor:	PhD.c.Arta Jashari-Goga		
Contact:	arta.jashari@ushaf.net		
Description of the subject:			
Discription of the subject:	<i>This course will inform students about the basic concepts of SMEs in tourism.</i>		
Objectiv of the subject:	<i>Aims study of this module are to introduce students to methods of doing business and handling with fundamental concepts on the definition, management and growth of SMEs, and contribute that students understand the importance of entrepreneurship in economies contemporary and form skills and skills to plan, generate and manage business.</i>		
Expected learning outcome:	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> - <i>understand the importance of SMEs in modern economies,</i> - <i>understand and apply business management functions (planning, organization, coordination, motivation, control and decision-making) in SMEs,</i> - <i>gain abilities and skills to plan, generate and manage business / enterprises.</i> 		
Contribution to the student's workload (which should correspond to the student's learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	4	15	60
Practical work			
Contacts with the professor/consultations	1	8	8
Other exercises	-	-	-
Test/ seminars	2	2	4
Homework			
Student study time (in library or at	2	15	30

home)			
Final preparation for examination	2	10	20
Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations	1	2	2
Total			125
Teaching methodology:			
	<i>Lectures, seminar work, discussion, group work.</i>		
Methods of assessment:			
	<i>Activity and seminar work: 20 points Test 1: 40 Points Test 2: 40 Points Total: 100 points Evaluation of final exam, which is estimated at 80% of success, with a further building of the grade final with the other high criteria highlighted.</i>		
Literature			
Basic literature:	1. M.Mustafa, E,Kutllovci, B.Krasniqi -Biznesi i Vogël dhe i Mesëm; Botuar në 2006; Riinvest		
Additional literature:	2. <i>Organisations and the Business Environment, David Campbell & Tom Craig, second edition</i> 3. <i>The Business Environment, Ian Worthington and Chris Britton, fifth edition</i>		
Described Learning Plan:			
Weeks	Lecture to be taught		
First week:	<i>Definition of SMEs; Small and medium business specifics, the importance of SMEs, innovations and SMEs, SMEs and job creation General knowledge of the business environment</i>		
Second week:	<i>Entrepreneurship and entrepreneurship as a creator of SMEs; Entrepreneurship and Entrepreneurship Definition, SME Environment, SME Action Areas, Trends of Developing Some Entrepreneurship Forms External environmental analysis Literature: Small and Medium Business; Published in 2006; Riinvest, p. 38-51 Potential Entrepreneurial Skills</i>		
Third week:	<i>Creation and organization of SMEs; Forms of SME Organization, SME Ownership, Individual Business, Partnership, Corporations, Cooperatives, Legal Responsibility of SMEs. Analysis of the internal environment Literature: Small and Medium Business; Published in 2006; Riinvest, p. 52 -63</i>		
Fourth week:	<i>Creation and organization of SMEs; Joint Investments as a Form of Business Creation, Franchise, Business Registration</i>		

	<i>Literature: Small and Medium Business; Published in 2006; Riinvest, p. 63-69</i>
Fifth week:	<i>Commitments and the process of creating SMEs; Motives, Advantages and Weaknesses, Personal Inquiries and Skills; Identifying Business Ideas, Evaluating a Business Opportunity, BrainStorming Ideas, Business Idea Selection Methods. Literature: Small and Medium Business; Published in 2006; Riinvest, p. 70-80</i>
Sixth week:	Knowledge Assessment - The First Test
Seventh week:	<i>Business planning; The business plan and its importance, content and elements of the business plan, drafting a business plan. Objectives of environmental analysis Literature: Small and Medium Business; Published in 2006; Riinvest, p. 82-87, 152-153,</i>
Eighth week:	<i>Business plan and its structure; existing business analysis, business presentation, competitive position analysis, objectives, market analysis, market research, customer definition, market segmentation, competition analysis, marketing plan. Literature: Small and Medium Business; Published in 2006; Riinvest, p. 88- 103</i>
Ninth week:	<i>Operational Plan - Technological Analysis; Technology Plan, Expenditure Identification, Investment Identification. Java 11 Financial Analysis; Cash Flow, Statement of Loss, Balance Sheet Literature: Small and Medium Business; Published in 2006; Riinvest fq. 126- 141</i>
Tenth week:	<i>Financial Success Indicators; Interpretation of Financial Indicators The political, economic and socio-cultural environment. Literature: Small and Medium Business; Published in 2006; Riinvest fq. 142-151</i>
Eleventh week:	<i>Management and organizational structure of SMEs; forms of working capital and asset financing, financial management, factors that influence the growth of SMEs. Literature: Small and Medium Business; Published in 2006; Riinvest fq. 155-165</i>
Twelfth week:	<i>The business environment and the role of governmental and non-governmental institutions in the development of SMEs; government policies, international experiences. Literature: Small and Medium Business; Published in 2006;</i>

	<i>Riinvest, p. 168-176</i>
Thirteenth Week:	<i>Case studies of SMEs in Tourism</i>
Fourteenth Week:	<i>Presentation of seminars papers by students</i>
Fifteen week:	<i>Knowledge Assessment - The second Test</i>
Academic Policies and Rules of Conduct:	
<i>Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.</i>	