

SYLLABUS

Academic unit:	Faculty of Tourism and Environment		
Course title:	Theory and Practice of enterprise management		
Levels:	Master		
Course status:	Mandatory		
Year of studies:	I		
Number of hours per week:	3		
Value on credit:	5		
Time / location:	USHAF		
Subject teacher:	Prof. Asoc. Afrim Loku		
Contact details:	afrim.loku@ushaf.net		
Course description	<p>This course will introduce students to management, organizational culture and the environment.</p> <p>Introduction to Management. management over time. organizational culture and environment, global environmental management. social responsibility and managerial ethics. Decision making and planning. Planning techniques. Organizational structure and its design. Decision making process. Communication in BVM and IT. Leadership and Change Management in Innovation and Entrepreneurship.</p>		
Course purpose:	<p>The aim of this course is to equip students with contemporary concepts of management theory in innovation and entrepreneurship and their skills for practical application in businesses, companies and other organizations.</p>		
Expected learning outcomes:	<p>Upon successful completion of the module, the student will benefit from:</p> <ul style="list-style-type: none"> • Knows the theoretical concepts on system management and management in the enterprise and innovation environment with special emphasis on the field related to planning, organization, management and control. • Understand the critical role of management in entrepreneurship and innovation and its implementation in BVM • Create, analytical and creative ideas and develop contemporary management approaches to build a successful and successful organization <ul style="list-style-type: none"> • Evaluate management practices in the enterprise and advance in the field of time management for a competitive market 		
Contribution to student workload (which should correspond to student learning outcomes)			
Activity	Hours	Day	Week Total
Lectures	2	15	30
Exercises - tasks			
Practical work	5	1	5

Contacts with teachers - consultations	1	5	5
Field exercises			
Seminar paper (research)	1	15	15
Homework	2	5	10
Student's own study time (in the library or at home)			40
Final preparation for the exam	3	2	6
Time spent on assessment (tests, quizzes, final exam)	2	2	4
Paper, projects, presentation of the paper, etc.	1	5	10
Totali			125

Teaching (and learning) methodology	Interactive lectures with students on the topics taught, orientation in the elaboration of the material taking study cases which will be discussed in groups, learning based on a problem presented, presentation in groups by students and role play, practical lessons for subject and commitment for the student to present the knowledge gained during the lecture. Lectures clarify and discuss key concepts and interactivity. Students are encouraged to read in advance the topics for which the lectures take place. Students should read the basic text and electronic articles to prepare for lectures During the exercises - case presentation, explanation of theoretical concepts, discussions, presentation of student works.
Assessment methods (passing criteria)	60 points - from the final exam which will be organized with open analytical and logical questions with the choice of creative options and ideas. 10 points - Engaging in lectures and discussions as well as attendance. 30 points - Student work elaborated in professional form with special cases of study of scientific and research character
Means of concretization - IT	Use of table, Internet, wireless, computer, projector and other necessary equipment, etc.
The relationship between the theoretical and practical part of the study	60% Theory 40% Engagement in discussions, practical work, case studies of scientific and research character
Literature	
Basic literature	1. Basics of Management Prof. Dr Berim Ramosaj, Prishtina 2013
Additional literature	1. Robbins & DeCenzo, Basics of Management, UET, Tirana, translation into Albanian. 2. Management: Stephen Robbins & Mary Coulter, Prentice Hall, 2007 or later editions 3. Basics of Management: Stephen P! O "" at San Diego State University 4. "Management" Hicks and Gullet, McGraw-Hil - New York
Designed lesson plan:	

	Lecture to be held
The first week	Introduction to management theory and practices,
The second week	Key concepts and application in business, managements over time
Third week	Organizational culture and business environment in tourism
Fourth week	Management of tourism businesses
Fifth week	Social responsibility and managerial ethics
Sixth week	Decision making and planning
Seventh week	Management strategic plans and techniques
Week eight	Organizational structure and its design in tourism businesses
Ninth week	Innovation, communication and IT
Week ten	Leadership and trust
Eleventh week	Change management
Twelfth week	HR management in tourism businesses
Week thirteen	Control as a function of management and application in tourism
Week fourteen	Presentation of student work of scientific and research character
Week fifteen	Presentation of student work of scientific and research character
Academic policies and etiquette	
The student is obliged to attend the lectures more regularly and to have correct behavior towards the colleagues and the staff of the University, keeping calm and interactive engagement during the lectures and exercises is obligatory.	