

## SYLLABUS

Basic data of the subject	
Academic unit	Faculty of Management
Subject	Social media and the digital economy
Level	Bachelor
Course status	Elective
Year of studies	III
Semester	VI
Number of hours per week	3
Value of credits - ECTS	4
Time/ Location	USHAF
Course lecturer	Agim Thaqi, PhD
Contact details	agim.thaqi@ushaf.net
Course description	
Course description	This course will provide students with knowledge on the basic concepts of new media, as well as the role played by digital media in society, through topics from the scientific literature will examine the technological evolution of digital media, as well as their impact on communication, economy digital and society, New media audiences, The concept of digital distribution and digital participation, E-commerce (definition, development, opportunities, models), Electronic marketing, The course also addresses key moments in the history of informatics and social media, to gain a broader perspective on change and the nature of technological innovation and the impacts on the digital economy.
Course objectives	
Course objectives	The main objective of this course is for the student to learn mainly about best practices by exploring social media and the digital economy and how they affect the profitability and the process of product digitization and development. Students should also know the psychological side of consumers to create loyal customers during the process of mutual communication. Special emphasis is placed on the placement of products and services offered by these companies, but with the help of modern information technologies.
Expected learning outcomes	
Expected learning outcomes	Upon successful completion of the module, students must: <ul style="list-style-type: none"> <li>• Gain knowledge about the role and importance of social media and digitalization in the economy, in modern times in the context of enterprises,</li> <li>• Understand the great role that social media has today in business development,</li> <li>• Know about the digital economy and its role in enterprise development ,,</li> <li>• Implement effectively the use of new media and social networks,</li> <li>• Distinguish new media from traditional newsrooms - for the benefit of the enterprise,</li> <li>• Use social networks to report professionally,</li> <li>• Apply basic knowledge of e-comerc related to digital</li> </ul>

	economy, <ul style="list-style-type: none"> <li>• Create access to social media in order to benefit the enterprise in the target market,</li> <li>• Competent in teamwork to plan, design and create new media content.</li> </ul>		
<b>Contribution to the student load (which must correspond with learning outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/Weeks</b>	<b>Total</b>
<b>Lectures</b>	2	15	30
<b>Theoretical exercises / laboratory</b>	1	15	15
<b>Internship</b>	5	1	5
<b>Contacts with teacher / consultations</b>			
<b>Field exercises</b>			
<b>Midterm, seminars and projects.</b>			
<b>Homework</b>	1	5	5
<b>Studying (at the library or at home)</b>			30
<b>Final preparation for the exam</b>	3	2	6
<b>Time spent on evaluation (tests, quiz and final exam)</b>	2	2	4
<b>Projects and presentations</b>	1	5	5
<b>Total</b>			<b>100</b>
<b>Teaching methodology</b>	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a problem presented, presentation of students for case studies, seminar-scientific papers, essays or Research.		
<b>Assessment methods</b>	10 points - engagement in lectures and attendance, 20 points - seminar paper, essay, case study, research project, 70 points - final exam, Exam Test (written / oral test) - contains at least 5 questions, The student passes the exam if he collects 50 points from all the evaluation criteria,		
<b>Teaching tools</b>	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
<b>Theory vs. practice ratio</b>	60% Theory 40% Practical work through case studies Seminar paper, case studies, essay or research project		
<b>Literature</b>			
<b>Basic literature</b>	1. Ilir Doçi, E-biznesi, dispensë, Prishtinë, 2014. 2. Tim Jordan, 2020, The Digital Economy		
<b>Additional literature</b>	1. Philip Kotler, Marketingu 4.0, 2016 2. Bill Kovach & Tom Rosentiel - “FLU si të njohësh të vërtetën në epokën e mbingarkesës së informacionit”, 3. Keith Quesenberry, 2018, Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution		

	4. Eric Scherer. A na duhen më gazetarët?”, “Digital Media and Society”, (Sage Publications 2017),
<b>Designed learning plan</b>	
<b>Week</b>	<b>Lecture to be held</b>
<b>Week one</b>	Introduction to Syllabus, introduction to the basic concepts of new media.
<b>Week two</b>	The concept of new media and their connection to society and technology. Interactive discussions,
<b>Week three</b>	The growth of new media, the comparison between information capitalism and industrial capitalism, Interactive discussions,
<b>Week four</b>	New media audiences, Interactive discussions,
<b>Week five</b>	Use of new media, the concept of digital distribution and digital participation, Interactive discussions,
<b>Week six</b>	Economic decision-making perspective by accepting or rejecting an innovation in technology, Interactive discussions,
<b>Week seven</b>	Key issues addressed in social psychology around digital society Interactive discussions,
<b>Week eight</b>	Leadership, recognition, attraction, personal and social functions in the digital economy
<b>Week nine</b>	Information and digital economy, Interactive discussions,
<b>Week ten</b>	Electronic operation (development, breadth, models) and distribution management, Interactive discussions,
<b>Week eleven</b>	E-commerce (definition, development, opportunities, models) Interactive discussions,
<b>Week twelve</b>	Electronic marketing, Interactive discussions,
<b>Week thirteen</b>	New perspectives, initiatives and implications in the digital economy, Interactive discussions,
<b>Week fourteen</b>	Internet Security, Interactive discussions,
<b>Week fifteen</b>	Presentations of seminar papers
<b>Academic policies and rules of conduct</b>	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	