

SYLLABI

Basic data of the subject			
Academic unit	Faculty of Management		
Subject	Business Environment		
Level	Bachelor		
Course status	Mandatory		
Year of studies	I		
Semester	I		
Number of hours per week	3		
Value of credits - ECTS	6		
Time/ Location	USHAF		
Course lecturer	Prof. As. Dr. Aziz Rexhepi		
Contact details	aziz.rexhepi@ushaf.net		
Course description			
	Business Environment, elaborates in both theoretical and practical terms, general knowledge on the system of thinking about business and organizational theories Organizations and organizational theories, Organizational change and development External business environment, Vision, mission and philosophy of organizations, Internal business environment, SWOT analysis Demographic, social and cultural context of business, development of PEST analysis, Creation of company philosophy and mission, Business plan, its structure and design methodology Formulation of objectives and identification of strategic alternatives, Environment of International Business What are the Benefits of Information Technology, Business Governance Corporate Governance and Business Ethics Case Study Environmental Analysis, Esta Midiands Nevoa to Monitor Change, Objectives of Environmental Analysis		
Course objectives			
	Gaining new knowledge of a theoretical nature in the field of business environment. Providing opportunities for knowledge of external and internal environment, influencing factors and application of acquired knowledge, for evaluating factors affecting entities (businesses) for the exercise of productive and service activities as well as achieving the objectives of government and to them non-profit organization		
Expected learning outcomes			
	Upon successful completion of the module, the student must: able to: <ul style="list-style-type: none"> • show the basic characteristics of business activity. • know the ways of establishing and organizing businesses. • be able to compile a business plan and present it. • demonstrate the range (space, angle) and complexity of external influences on business activity. 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15

Internship	5	1	5
Contacts with teacher / consultations	1	5	5
Field exercises	2	2	4
Midterm, seminars and projects.			
Homework	2	10	20
Studying (at the library or at home)			50
Final preparation for the exam	2	5	10
Time spent on evaluation (tests, quiz and final exam)	3	2	6
Projects and presentations	1	5	5
Total			150

Teaching methodology	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
Assessment methods	<p>Within the semester period, a colloquium is organized, two written tests with 30 points each, or the student has the right to take only the final exam which has 60 points (written / oral test), the test contains open, closed and alternative questions, The student passes the exam if he / she accumulates 50 points from all the evaluation criteria,</p> <ul style="list-style-type: none"> • 20 points - Engagement and attendance at lectures, • 20 points - Seminar paper (study) / Case Studies / Research project, • 60 points - from two Tests or Final Exam,
Teaching tools	Laptop, projector, whiteboard, wireless, the Internet, Kahoot!, Quizlet, MS Teams, instruments for skill evaluation, etc.
Theory vs. practice ratio	60% - Theory, 40% - Practical work with case studies Seminar paper, Essay or Research Project
Literature	
Basic literature	<ol style="list-style-type: none"> 1. Paul Wetherly, Dorrn Otter, 2018, The Business Environment: Themes and Issues in a Globalizing World, Oxford University Press 2. Vasilika Kume, Menaxhimi Strategjik 2015,
Additional literature	<ol style="list-style-type: none"> 1. Britton, Chris, Thompson, Ed, Worthington, 2018, The Business Environment, Pearson 2. Shyqyri Llaci, Menaxhimi 2008 3. W.Orthington dhe Chris Britton - Mjedisi biznisor Univesiteti de Manfort Leicester Perkhthim Nagib Skenderi Afrim ALoku 2015 4. Prof. Dr. Ilia Kristo, Biznesi Ndërkombëtar 5. Organisations and the Business Environment, David Campbell & Tom Craig, second edition The Business Environment, Ian

	Worthington and Chris Britton, fifth edition Stephen P. Robbins & David De Cenzo
Designated learning plan	
Week	Lecture
Week one	Presentation of the course
Week two	General knowledge of the business environment
Week three	Organizations and organizational theories Interactive discussions
Week four	External business environment Interactive discussions,
Week five	The vision, mission, and philosophy of organizations Internal business environment SWOT analysis Interactive discussions
Week six	Demographic, social, and cultural context of business, development of PEST analysis Interactive discussions
Week seven	Test 1 - First intermediate assessment
Week eight	Creating the philosophy and mission of the company Interactive discussions
Week nine	Business plan, its structure and design methodology Interactive discussions
Week ten	Formulation of objectives and identification of strategic alternatives Interactive discussions,
Week eleven	International business environment Interactive discussions
Week twelve	What are the benefits of information technology? Interactive discussions
Week thirteen	Business governance corporate management and business ethics Case study Environmental analysis, Esta Midiands
Week fourteen	Need to monitor change, Objectives of environmental analysis Interactive discussions
Week fifteen	Test 2 - Second intermediate evaluation
Academic policies and rules of conduct	
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.	