

## SYLLABI

<b>Basic data of the subject</b>			
<b>Academic unit</b>	<b>Faculty of Management</b>		
<b>Subject</b>	<b>Business planning</b>		
<b>Level</b>	<b>Bachelor</b>		
<b>Course status</b>	<b>Elective,</b>		
<b>Year of studies</b>	<b>III</b>		
<b>Semester</b>	<b>V</b>		
<b>Number of hours per week</b>	<b>3</b>		
<b>Value of credits - ECTS</b>	<b>4</b>		
<b>Time/ Location</b>	<b>USHAF</b>		
<b>Course lecturer</b>	<b>Prof.As.Dr.Leonora Haliti Rudhani</b>		
<b>Contact details</b>	<b>Leonora.rudhani@ushaf.net</b>		
<b>Course description</b>			
	The business planning course will inform students about business plan design, business planning, unique point of sale plans by presenting products as ideal solutions to certain problems, detailed planning related to marketing, sales, resources of financing, based on market and competition analysis and analysis of opportunities for financing activities.		
<b>Course objectives</b>			
	The aim of the course is to develop skills of drafting a business plan, planning and analysis of various activities within the enterprise. To develop plans for unique points of sale by presenting products / services as ideal solutions to certain problems. Based on these data, students create a basis for decision-making for or against entering a certain market.		
<b>Expected learning outcomes</b>			
	<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand and gain knowledge about business planning,</li> <li>• Identify suitable opportunities for "start up";</li> <li>• Independently draft business plans;</li> <li>• Develop a market environment analysis and a competition analysis and use this to design their marketing plan;</li> <li>• Do financial planning by making a minimum calculation of financial turnover / sales.</li> <li>• Demonstrate the ability to create and deliver an effective presentation of a new business plan.</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>	3	15	45
<b>Theoretical exercises / laboratory</b>			
<b>Internship</b>			
<b>Contacts with teacher / consultations</b>	2	2	4
<b>Field exercises</b>	1	1	1
<b>Midterm, seminars and projects.</b>	1	2	2
<b>Homework</b>	1	10	10

<b>Studying (at the library or at home)</b>			30
<b>Final preparation for the exam</b>	1	5	5
<b>Time spent on evaluation (tests, quiz and final exam)</b>	1	2	2
<b>Projects and presentations</b>	1	1	1
<b>Total</b>			<b>100</b>
<b>Teaching methodology</b>			
<b>Teaching methodology</b>	Lectures, case studies, class discussions.		
<b>Assessment methods</b>	<p>Within the semester period, a colloquium is organized, two written tests with 40 points each, or the student has the right to take only the final exam which has 80 points (written / oral test), the test contains open, closed questions and assignments,</p> <ul style="list-style-type: none"> <li>• 20 points - Project - Business Plan,</li> <li>• 80 points - from two Tests or Final Exam,</li> </ul> <p>The student passes the exam if he / she accumulates 50 points from all the evaluation criteria,</p>		
<b>Teaching tools</b>	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
<b>Theory vs. practice ratio</b>	<p>70% Theory  30% Practice work with case studies  Seminar paper, case studies, essays or research project</p>		
<b>Literature</b>			
<b>Basic literature</b>	<ol style="list-style-type: none"> <li>1. M.Mustafa, E.Kutllovci, P.Gashi, B.Krasniqi, Biznes i vogla dhe të mesme, Prishtinë 2008;</li> <li>2. McKeever.P.M. 2019. How to write a business plan. Thirteenth edition.   Berkeley, CA : Nolo,</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Longenecker. G.J et al. 2018. Small Business Management: Launching and Growing Entrepreneurial Ventures, 18e;</li> <li>2. Sam A Brown, Writing A Business Plan that Works: Create a Winning Business Plan and Strategy For Your Start-up Business (Business Planning), 2015;</li> </ol>		
<b>Designed learning plan</b>			
<b>Week</b>	<b>Lecture</b>		
<b>Week one</b>	Introduction to syllabus and subject		
<b>Week two</b>	Business planning		
<b>Week three</b>	Identifying entrepreneurial opportunities		
<b>Week four</b>	Competitive advantage of small business		
<b>Week five</b>	New Entrepreneurship Business Plan		
<b>Week six</b>	Marketing in a competitive environment		
<b>Week seven</b>	The first test,		
<b>Week eight</b>	Business Models and Finance		
<b>Week nine</b>	Legal issues for Start-up		
<b>Week ten</b>	Market trends. Swot analysis		
<b>Week eleven</b>	Business Operations		
<b>Week twelve</b>	Financial Operations		

<b>Week thirteen</b>	Financial plans
<b>Week fourteen</b>	Business Plan Executive Summary
<b>Week fifteen</b>	The second test,
<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.	