Basic data of the subject				
Academic unit	Faculty of	f Management		
Subject	Business	planning		
Level	Bachelor			
Course status	Elective,			
Year of studies	III			
Semester	V			
Number of hours per week	3			
Value of credits - ECTS	4			
Time/ Location	USHAF			
Course lecturer	Prof.As.Dr.Leonora Haliti Rudhani			
Contact details	Leonora.r	rudhani@ushaf.	net	
Course description	business p plans by problems, resources	lan design, busir presenting produ detailed planni of financing, ba	burse will inform ness planning, uni ucts as ideal solu ing related to n ased on market of opportunities	que point of sale ations to certain narketing, sales, and competition
Course objectives	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.			
Expected learning outcomes	 Upon completion of this module, students will be able to: Understand and gain knowledge about business planning, Identify suitable opportunities for "start up"; Independently draft business plans; Develop a market environment analysis and a competition analysis and use this to design their marketing plan; Do financial planning by making a minimum calculation of financial turnover / sales. Demonstrate the ability to create and deliver an effective presentation of a new business plan. 			
Contribution to the student los	od (which	ust company d	with looming an	(teomos)
Contribution to the student los Activity	au (which m	Hours	Days/Weeks	Total
Activity				Total
Lectures		3	15	45
Theoretical exercises / laboratory				
Internship				
Contacts with teacher / consultations		2	2	4
Field exercises		1	1	1
Midterm, seminars and projects.		1	2	2
Homework				-

SYLLABI

Final preparation for the exam 1 5 5 Time spent on evaluation (tests, quiz and final exam) 1 2 2 Projects and presentations 1 1 1 1 1 Total 1 1 1 1 1 1 1 1 1 1 1 1 1 0 100 Teaching methodology Lectures, case studies, class discussions. Assessment methods 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, * 20 points - Fori two Two Tests or Final Exam, The student passes the exam if he / she accumulates 50 points from all the evaluation criteria, Teaching tools Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc. Theory vs. practice ratio 70% Theory 30% Practice work with case studies Seminar paper, case studies, essays or research project Literature 1 M. Mustafa, E.Kutflovci, P.Gashi, B.Krasniqi, Biznes i vogla dhe të mesme, Prishinë 2008; McKeever, P.M. 2019. How to write a business plan. Thirteenth edition. Berkeley, CA : Nolo, Additional literature 1 Longenecker, GJ et al. 2018. Small Business Management: Launching and Growing Entrepreneurial Ventures,	Studying (at the library or at h	ome)			30
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Week eleven Business Operations					
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Week thirteen Financial plans		
Week fourteen Business Plan Executive Summary		
Week fifteen	The second test,	
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.		