

SYLLABI

Basic data of the subject	
Academic unit	Faculty of Management
Subject	Entrepreneurship
Level	Bachelor
Course status	Mandatory
Year of studies	II
Semester	IV
Number of hours per week	3
Value of credits - ECTS	5
Time/ Location	USHAF
Course lecturer	Prof. As. Dr. Bashkim Mustafa
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Course description	
Course description	This course will introduce students to management, planning, organizational culture, and the business environment and control. They will also be introduced to the entrepreneur and the individual entrepreneur. Business planning, how to draft an action plan for the founding enterprise, Business Plan Leverage, SWOT analysis, Financial strategy design, Profit idea, Identification of budget projections, Entrepreneurial challenges, Entrepreneurship and entrepreneurship, Forms of entrepreneurship, Identification of opportunities - market penetration strategy for the enterprise, Problem forecasting, Risk management, Production plan, Operational plan, Analysis of profitability point in the enterprise, Accounting system in the enterprise, Cash flow in the enterprise.
Course objectives	The aim of this course is to equip students with the concepts of management and skills for practical application in businesses, companies and other organizations. Students to get acquainted with the entrepreneur and the process of formation of the enterprise, the ideas of the entrepreneur to start the process of formation of the economic entity.
Expected learning outcomes	<p>Upon completion of this course students will:</p> <ul style="list-style-type: none"> • Know the theoretical concepts on management and business environment related to planning, organization, management and control, • Understand the critical role and functions of managers and its implementation in the organization, • Evaluate management practices in the enterprise and advance them to a higher level. • Analyze the ideas and resources and procedures for establishing an enterprise, • Apply the skills to draft an action plan on paper to follow the steps on establishing the enterprise, • Be able to identify cost and profit in the future through the investment plan, • Be train to draft a strategic conceptual plan of the enterprise's field of 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			
Field exercises			
Midterm, seminars and projects.	2	2	4
Homework	2	5	10
Studying (at the library or at home)			45
Final preparation for the exam	3	2	6
Time spent on evaluation (tests, quiz and final exam)	2	2	4
Projects and presentations	1	6	6
Total			125
Teaching methodology	Learning based on a problem presented, group presentation by students and role play, practical lessons for the subject and commitment for the student to introduce the knowledge gained during the lecture.		
Assessment methods	10 points - attendance, engagement in lectures, 10 points - seminar paper , research project, 80 points - from two written tests or from the final exam, The student has the right to take the Exam directly (written / oral test) - the test contains open-ended questions, assignments and multiple choice questions, The student passes the exam if he collects 50 points from all the evaluation criteria,		
Teaching tools	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
Theory vs. practice ratio	75% - Theory 25% - Practical work with exercises		
Literature			
Basic literature	1. Safet Merovci, “Ndërmarrësia”, Prishtine 2008, 2. Charles Bamford, Garry Bruton, 2021, Entrepreneurship: The Art, Science, and Process for Success, Fourth Edition, MC Graw Hill, Texas Christian University ,		
Additional literature	1. Rob Yeung: “The rules of Entrepreneurship”, 2007 2. Stephen Robins & Mary Coulter, Prentice Hall, Management: 2007, 3. Emeric Solymossy & Safet Merovci, “Ndërmarrësia”, Prishtinë, 2006. 4. “Entrepreneur’s Toolkit”, Harvard Business Essentials, 2005.		
Designed learning plan			

Week	Lecture
Week one	Presentation - introducing students to the syllabus of the course,
Week two	Entrepreneurship - the meaning, the process of formation.
Week three	Entrepreneurship and entrepreneurial skills
Week four	Business planning, the way of drafting the action plan for the founding enterprise.
Week five	Key concepts and application in business
Week six	Business Plan Leverage, SWOT analysis,
Week seven	Communication and information in entrepreneurship - The first test,
Week eight	Drafting the financial strategy,
Week nine	The idea of profit, Identification of budget projections,
Week ten	Challenges of Entrepreneurship, Entrepreneur and Entrepreneur,
Week eleven	Identifying opportunities - market penetration strategy for the enterprise,
Week twelve	Problem forecasting, production plan,
Week thirteen	Operational plan, Analysis of profitability point in the enterprise
Week fourteen	Social responsibility and entrepreneurial managerial ethics
Week fifteen	Market penetration strategy for the enterprise, 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.	