

SYLLABUS

The basic course information:	
Academic unit:	Faculty of Engineering and Informatics
Title of the subject:	Entrepreneurship and Innovation
Level:	Bachelor
Course Status:	Core
Year of studies:	II
Number of hours per week:	3
Value of Credits - ECTS:	4
Time / location:	
Course lecturer:	Arben Terstena
Contact details:	arben.terstena@ushaf.net
Course description:	
	<i>Entrepreneurship and Innovation equips students with knowledge of entrepreneurs, its characteristics as well as the importance and nature of innovation. The course will address the aspect: Definition of Entrepreneurship and Innovation, Nature of Innovation and Creative Thinking, Organizing Innovation and Entrepreneurship, Commitments and the Process of Creating an Entrepreneurship, The Product Life Cycle and the Importance of Creating New and Innovative Products Existing business analysis, business presentation, competitive position analysis, objectives, market analysis, market research, consumer definition, market segmentation, competition analysis, marketing plan, SME creation and organization, Planning business etc.</i>
Objectives of the course:	<i>The aim of the course is for students to know the basic concepts on entrepreneurship and innovation. Familiarize students with the process of creating new ideas (products, services or even new ways of solving problems), ways to test the entrepreneurial and innovative idea, creating and compiling a business plan and managing the enterprise</i>
Learning outcomes:	<i>After successful completion of the course, students will be able to:</i> <ul style="list-style-type: none"> • <i>understand the concept of entrepreneurship and innovation;</i> • <i>recognize the process of creating new ideas,</i> • <i>create and design a business plan;</i> • <i>recognize the management and organizational structure of entrepreneurship.</i>
Contribution to the student load (which must correspond with learning outcomes)	

Activity	Hour	Day/week	In total
Teaching (Lectures and exercises)	3	15	45
Internship			
Contacts with teacher / consultations	1	4	4
Field exercises			
Midterm, seminars and projects.	2	3	6
Homework			
Self-learning time student (at the library or at home)	3	10	30
Final preparation for the exam	2	6	12
Time spent on evaluation (tests, quiz and final exam)	1		1
Projects and presentations.	1	4	4
Total			102
Teaching methodology:	<i>Lectures and exercises combined with case studies and class discussions</i>		
Assessment methods:	<p><i>Evaluation method in the Entrepreneurship course. The student can choose one of two forms of evaluation to be evaluated:</i></p> <ol style="list-style-type: none"> <i>1. Form 1: Evaluation with note construction,</i> <i>2. Form 2: Evaluation by exam,</i> <p><i>Form 1:</i> <i>In the first form of assessment "Grade construction form", assessment with active engagement in lectures, case studies, Business Plan, colloquiums "the student is assessed in four activities that are carried out during the lectures:</i></p> <ol style="list-style-type: none"> <i>1. Colloquium 1 (35%), individual assessment</i> <i>2. Colloquium 2 (35%), individual assessment</i> <i>3. Participation in class activity with a case study (10%), individual assessment</i> <i>4. Business plan (20%), group assessment (2-4 student).</i> <p><i>Clarification:</i> <i>If the student in each activity above reaches the maximum points, then he will be evaluated with 100 points.</i> <i>Students who pass the exam according to form 1 of the assessment, are released from the obligation to take the final exam. Only if the student is not satisfied with the grade achieved according to form 1, then he can undergo the final exam to obtain a higher grade.</i></p> <p><i>Form 2:</i> <i>In the second form of evaluation, "Evaluation with the</i></p>		

final exam", the student will undergo the exam which is held after the completion of the course lectures, and is organized in the exam deadlines, determined by the University senate.

Through the final exam, the student can achieve a maximum of 70% of the points from the total of 100 points.

The rest of the 30% points must be completed by group work in the Project, active participation with case studies during lectures.

In Colloquium 1, Colloquium 2 and the final exam, the assessment of students will be done through an evaluation test, which must be completed individually by the student. The evaluation test will contain objective and subjective questions through which the student's learning outcomes will be evaluated:

- The objective questions will be of the following types: (1) Multiple choice questions, (2) True/False, (3) Completion and (4) Composition/Matching; questions that will be used to assess the student's abilities to recall and recognize the concepts and material of the course.*
- Subjective questions will be open-ended descriptive written questions that will be used to assess the student's understanding and abilities to apply the knowledge gained in the analysis, synthesis and evaluation of the problem, from the student's responses to the question submitted. Activity in class means the student's engagement in dealing with the issues discussed in class, at length lectures.*

Project (20%), group assessment: is an activity in which students implement a business plan in the seminar format for an entrepreneurial idea from the knowledge gained. It is carried out in groups of 2 to 4 students who have the obligation to work and realize the idea, document and present it to the professor and the students during the exercises.

For the form of realism and documentation of the activity, all members of the group will be evaluated with the same point (20%).

Assessment and marking in the form of building a grade and in the form of an exam will be evaluated with points earned and that;

91-100 points - graded 10 (ten)

81-90 points - graded 9 (nine)

71-80 points - grade 8 (eight)

61-70 points - graded 7 (seven)

51-60 points - grade 6 (Six)

	0-50 points – The student repeats the exam.
Literature	
Basic Literature:	<ol style="list-style-type: none"> 1. Emeric Solymossy & Safet Merovci, “Ndërmarrësia”, Prishtinë, 2006. 2. Bessant, J. dhe Tidd, J. 2007. <i>Innovation and Entrepreneurship</i>. John Wiley and Sons . Ltd.
Supplementary Literature:	<ol style="list-style-type: none"> 1. Menaxhimi i Inovacioneve (Skripta) Besnik Krasniqi, 2. Baron, R. A., & Shane, S. A. (2008). <i>entrepreneurship: A process perspective (1st ed.)</i>. 3. “Entrepreneur’s Toolkit”, Harvard Business Essentials, 2005.
Designed learning plan:	
Week	Lectures and exercises to be held
Week one:	<i>Syllabus presentation -Content of lectures</i>
Week two:	<i>Definition of entrepreneurship and innovation; Definition of Innovation; Entrepreneur and entrepreneur specifics. Entrepreneurship and entrepreneurship as creators of SMEs. Innovations and SMEs, the importance of Innovation in the Economy.</i>
Week three:	<i>Commitments and the process of creating an enterprise; Motives, strengths and weaknesses, Personal requirements and skills; Identification of Business Ideas, Evaluation of a Business Opportunity, Brainstorming of Ideas, Methods of Selection of Business Ideas.</i>
Week four:	<i>Product life cycle and the importance of creating new and innovative products. Organizing Innovation and Entrepreneurship, Engagements and the Process of Creating an Enterprise</i>
Week five:	<i>Establishment and organization of SMEs; Joint investments as a form of business creation, franchise, business registration.</i>
Week six:	<i>Business planning; Business plan and its importance, content and elements of the business plan, drafting the business plan.</i>
Week seven:	<i>First assessment</i>
Week eight:	<i>Existing business analysis, business presentation, competitive position analysis, objectives, market analysis, market research, consumer definition, market segmentation, competition analysis, marketing plan</i>

Week nine:	<i>Operation Plan - Technological Analysis; Technology plan, cost identification, investment identification. Week 11 Financial Analysis; Cash Flow, Success-Loss Statement, Balance Sheet.</i>
Week ten:	<i>Environmental analysis where entrepreneurship activities will be carried out: political, economic and socio-cultural environment.</i>
Week eleven:	<i>Management and organizational structure of the enterprise; forms of financing working capital and assets, financial management, factors that affect the growth of entrepreneurship.</i>
Week twelve:	<i>The role of governmental and non-governmental institutions in the development of entrepreneurship and innovation, government policies, international experiences.</i>
Week thirteen:	<i>Indicators of financial success; Interpretation of financial indicators.</i>
Week fourteen:	<i>Presentation of seminar papers by students.</i>
Week fifteen:	<i>Second assessment</i>

Academic policies and rules of conduct:

Regular attendance of lectures and exercises is necessary, as well as active participation with discussion and solution of tasks. Not impeding the progress required for learning using mobile phones turned off or in silent mode.