

Syllabus

Basic data of the subject			
Academic unit:	Faculty of Engineering and Informatics		
Title of the subject:	Entrepreneurship and innovation management		
Level:	Master		
Course Status:	Elective		
Year of studies:	I		
Number of hours per week:	3		
Value of Credits - ECTS:	6		
Time / location:			
Course lecturer:	Prof.As.Dr. Sejdi Hoxha		
Contact details:	Sejdi.hoxha@ushaf.net		
Course Description			
	<p><i>This program will provide students with the opportunity to learn the basics of theories related to the enterprise process, at the same time encouraging them to apply this new knowledge and skills in the management of existing enterprises or in the creation of new enterprises. This program will also help students to be innovative, to generate new ideas through which they can create innovative products or services</i></p>		
Objectives of the course:			
	<p><i>The purpose of this course is for students to know the process of enterprise management and the creation of new enterprises, to know the procedures for formulating a business model and a business plan, as well as to know its innovation and importance in organizations.</i></p>		
Expected learning outcomes:			
	<p><i>Upon completion of this course, the student will be able to:</i></p> <ul style="list-style-type: none"> • <i>Identify and evaluate opportunities to create new organizations, solve problems that companies have in order to attract customers,</i> • <i>Develop critical thinking in problem solving skills.</i> • <i>Provide a compelling description of the business plan to communicate the value the new venture offers to customers, investors and other stakeholders</i> • <i>Understand the importance of knowledge and creativity in terms of innovation and sustainable development,</i> • <i>Understand the nature, process and stages of creating innovations as well as the process of turning ideas into innovations in local and global context.</i> 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hour	Day/Week	In total
Lectures with lab tutorials	4	15	60

Internship			
Contacts with teacher / consultations	2	4	8
Field exercises			
Midterm, seminars and projects.	15		15
Homework			
Self-learning time student (at the library or at home)	3	15	45
Final preparation for the exam	20		20
Time spent on evaluation (tests, quiz and final exam)	1		1
Projects and presentations.	1		1
Total			150
Teaching methodology: <i>Lectures combined with case studies</i>			
Assessment methods: <i>Group assignment with presentation 30 % Exam 70 %</i>			
Literature			
Basic Literature:	<ol style="list-style-type: none"> 1. Rob Yeung: "The rules of Entrepreneurship", 2007 2. Paul Trot (2017) Innovation Management and New Product Development Sixth Edition 3. Ettlle, J.E., 2000, "Managing Technology Innovation", John Wiley & Sons 		
Additional Literature:	<ol style="list-style-type: none"> 1. Proctor, T (2005) Creative Problem Solving for Managers, Routledge 2. Safet Merovci, PhD: "Ndërmarrësia", Prishtine 2008 		
The ratio of theory and practice	<i>60% Theory, 40% Practice incorporating the student's work which can be: Case studies, Seminar-scientific work, Research project.</i>		

Designed learning plan	
Week:	Lectures and exercises to be held
Week one:	<i>Presentation of the subject</i>
Week two:	<i>Entrepreneurship</i>
Week three:	<i>Business planning</i>
Week four:	<i>Ways of drafting the action plan for the basic enterprise</i>
Week five:	<i>SWOT analysis .</i>
Week six:	<i>Enterprise profile analysis and motivation</i>
Week seven:	<i>Understanding knowledge, creativity and innovation</i>
Week eight:	<i>Types of innovation and creativity, discussion of the seminar paper,</i>
Week nine:	<i>Theoretical framework for the development of innovation and creativity</i>
Week ten:	<i>Innovation and enterprises, presentation by students</i>
Week eleven:	<i>Intellectual Property - Protection of Innovations, State Impact, Patents, Laws</i>

Week twelve:	<i>Problems in implementing innovations / Resistance to innovation</i>
Week thirteen:	<i>The importance of creative approach to innovation development Creative problem solving process, presentation by students,</i>
Week fourteen:	<i>The phase of identifying the problem and relevant facts, defining the problem and generating ideas,</i>
Week fifteen:	<i>Creative selection phase of innovative idea, presentation by students,</i>

Academic policies and rules of conduct

<i>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.</i>
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