

SYLLABI

Basic data of module			
Academic Unit:	Faculty of Management, Program: Enterprise and Innovation Management		
The name of the subject which you lecture	Entrepreneurship and growth of innovative businesses		
Level:	Master		
Status	Mandatory		
Year:	I		
Semester:			
Number of hours:	3		
ECTS:	6		
Time /location:			
Lecturer (title/name):			
Contact details (e mail/phone of the lecturer):			
Subject description			
Subject description	<p>The course is structured to convey to students the importance of entrepreneurship and the growth of innovative businesses for the country's economy. The relationship between entrepreneurship and types of innovation as well as different types of entrepreneurship, followed by an analysis of the concepts of sustainable entrepreneurship.</p> <p>The course contains the definitions and basic concepts of entrepreneurship and innovation. The specifics of businesses and the importance of innovations in their growth, entrepreneurship and the creation of jobs, the micro and macro environment that affects the growth of innovative businesses and entrepreneurship, the areas of entrepreneurship, the development trends of some forms of entrepreneurship. Forms of organization of the enterprise, ownership of the enterprise, Commitments and the process of creating the enterprise, Business planning; The business plan and its importance, as well as other topics related to Enterprises and the Entrepreneur as a carrier of process and innovations.</p>		
The aim of the subject:	The purpose of the course is for students to understand the importance of entrepreneurship as well as the impact that innovations have on the growth of businesses. To prepare students for the labor market by encouraging them to want to do business.		
Expected of the learning outcomes:	<p>At the end of this subject, the student will be able to:</p> <ul style="list-style-type: none"> • To understand the definitions and concepts of entrepreneurship and innovations • To understand the role of the company • To know the environment in which the business takes place • To develop basic business plans for an innovative business 		
The segregated students overload (must correspond with the learning outcome)			
Activities	Hours	Days/weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15

Internship	2	5	10
Contacts with teacher / consultations	2	5	10
Field exercises	2	5	10
Midterm, Test			
Homework	3	5	15
Studying (at the library or at home)			40
Final preparation for the exam	4	1	4
Time spent on evaluation (tests, quiz and final exam)	2	3	6
Projects and presentations	1	10	10
Total			150

Teaching methodology and learning methodology	Teaching will take place through lectures, practical tasks, individual and group interpretations, seminar work, periodic self-assessments, etc. All this will be realized in the theoretical and practical aspect by presenting the materials in audiovisual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and from practical knowledge of private and public manufacturing enterprises and non-profit organizations. In this way, the creation of interactive professor-student and student-student relationships will be aimed
Evaluation method (criteria to pass exam)	<p>The evaluation and form of construction of the grade for students will be supported in the following three activities:</p> <ol style="list-style-type: none"> 1. Activity and engagement in learning - is evaluated with 20 points out of 100 possible points, Activity in learning - means that the student is active and involved in interactive discussions between professors-students, students-students, opening new topics that are related to the subject, giving ideas, opinions, critical thoughts in order to stimulate the debate during lectures. Engagement - means that the student performs and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture. 2. Drafting and presentation of a assignment, project / seminar paper is evaluated with 10 points out of 100 possible points, Within the semester, the student (can be a group of students - no more than 3 students) must prepare a seminar project/paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The topic of the paper can be proposed by the professor and by the student - the topic proposed by the student must be approved by the professor, and the same must be in full correlation with the subject. 3. The final exam test is evaluated with 70 points out of 100 possible points, The student will undergo the final exam test, after the completion of the

	<p>course lectures, and it will be organized in the exam deadlines, determined by the University senate.</p> <p>The purpose of the exam is to evaluate the student's knowledge, skills, dexterity and competences, related to the results of previous learning for the material of the lectured subject.</p> <p>The exam test (form with questions) must be completed individually by the student and it must contain:</p> <ul style="list-style-type: none"> • objective questions with multiple alternative choices, the same will be used to evaluate the student's abilities to recall and recognize the concepts and material of the course, • subjective questions of the essay/written task type for which the student himself must be able to give answers related to the material of the lectured subject, the same answers will be used to evaluate the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis and evaluation of the problem. <p>Students, after taking the exam, will build the final grade:</p> <ul style="list-style-type: none"> • max 20 points - activity and engagement in learning, • max 10 points - design and presentation of the project/seminar work, • max 70 points - final exam <p>The student passes the exam if he collects 50 points from all evaluation criteria.</p>
The teaching/learning tools/ IT	Using the chart, Internet, wireless, computer, projector, powerpoint.
The distribution of the theoretical and practical part of the studies	70% 30%
Literature	
Basic literature	<p>[1] M.Mustafa, E,Kutllovci, B.Krasniqi -Biznesi i Vogël dhe i Mesëm; Botuar në 2006; Riinvest</p> <p>[2] Ilan Bijaoui, 2017, SMEs in an Era of Globalization: International Business and Market Strategies</p>
Additional literature	<p>[1] David Campbell & Tom Craig - Organizations and the Business Environment, second edition 4.</p> <p>[2] Ian Worthington and Chris Britton - The Business Environment, fifth edition</p>
The teaching/learning plan	
Week	Lecture units
I	<p>Presentation - informing students of the course syllabus.</p> <p>Definition of entrepreneurship and innovation.</p> <p>The importance of entrepreneurship, innovation and business development, entrepreneurship and job creation.</p> <p>Expected result no. 1</p>
II	<p>Entrepreneurship and entrepreneur as creators of innovative businesses.</p> <p>The environment where the business operates, the areas of business</p>

	activity, the development trends of some forms of business. Expected result no. 2
III	Innovation Management, through Education and Knowledge Management. Furthermore, the role of Knowledge in Innovation and the relationship between Knowledge and Learning are analyzed and the Knowledge Process model is presented. Expected result no. 6
IV	Types of entrepreneurships. Types of business and analysis of sustainable business. Expected result no. 2
V	The process of creating innovative businesses Commitments and the Process of creating innovative businesses Motives, Strengths and weaknesses, Requirements and Personal Skills. Expected result no. 7
VI	Entrepreneurship environment Analysis of the internal and external environment of the business. Expected result no. 3
VII	Identification of the Business idea. Evaluation of a Business Opportunity, idea brainstorming, business idea selection method Expected result no. 7
VIII	Business plan Business planning; Business plan and its importance, content and elements of a business plan, drafting a business plan. Expected result no. 4
IX	Business plan and its structure. Existing business analysis, business presentation, competitive position analysis, objectives. Expected result no. 4
X	Operation plan Technology plan, identification of expenses, identification of investments. Expected result no. 7
XI	Interpretation of financial indicators Indicators of financial success; Interpretation of financial indicators. Political, economic and socio-cultural environment. Expected result no. 8
XII	Organizational structure. Business management and organizational structure; forms of financing working capital and assets, financial management, factors affecting business growth. Expected result no. 2
XIII	Marketing plan Market analysis, market research, customer definition, market segmentation, competition analysis. Expected result no. 4
XIV	Practical visits to new innovative enterprises.
XV	Presentation of seminar papers by students
Academic policy and the code of conduct:	
The student is obliged to follow the lectures regularly and to have correct behavior towards his colleagues	

and University staff, keeping calm and actively engaging in lectures and exercises is mandatory. During the hours of lectures and exercises, eating, whispering that interferes with class work and the use of mobile phones are PROHIBITED. At the same time, cell phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized exam aids, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the submitted work, the teacher has the right to ask the student to verify his/her work. This can be done through: repetition of work, written or oral testing, unexpected quiz or any other action deemed necessary by the lecturer.