

<b>Basic data of the subject</b>	
<b>Academic unit</b>	<b>Faculty of Management</b>
<b>Program</b>	<b>Business Management and Entrepreneurship</b>
<b>Subject</b>	<b>Business Environment</b>
<b>Level</b>	<b>Bachelor</b>
<b>Course status</b>	<b>Obligatory</b>
<b>Year of studies</b>	<b>I</b>
<b>Semester</b>	<b>I</b>
<b>Number of hours per week</b>	<b>3</b>
<b>Value of credits - ECTS</b>	<b>6</b>
<b>Time/ Location</b>	<b>UASF</b>
<b>Course lecturer</b>	
<b>Contact details</b>	
<b>Course description</b>	
	The Business Environment elaborates both in theoretical and practical aspects, general knowledge on the system of thinking about business and organizational theories Organizations and organizational theories, Organizational change and development External business environment, Vision, mission and philosophy of organizations, Internal business environment, SWOT analysis Demographic, social and cultural context of the business, development of the PEST analysis, Creation of the company's philosophy and mission, Business plan, its structure and drafting methodology Formulation of objectives and identification of strategic alternatives, Environment of international business What are the benefits of information technology, Business governance Corporate management and business ethics Case study Environmental analysis, Esta Midiands The need to monitor change, Objectives of environmental analysis.
<b>Course objectives</b>	
	Gaining new theoretical knowledge from the field of business environment. Providing opportunities for the recognition of the external and internal environment, influencing factors and the application of the acquired knowledge, for the assessment of the factors that influence the subjects (businesses) for the exercise of production and service activities as well as the realization of the

	objectives of governmental organizations and to those non-profits.
<b>Expected learning outcomes</b>	<p>After successful completion of the module, the student should:</p> <p>able to:</p> <ul style="list-style-type: none"> <li>• show the basic characteristics of the business activity.</li> <li>• identify the characteristics of the entrepreneurial person and the entrepreneurial career.</li> <li>• know the ways of establishing and organizing businesses.</li> <li>• be able to compile the business plan and present it.</li> <li>• identify central and natural topics for the study of the business environment.</li> <li>• to understand the main management instruments of small and medium-sized enterprises and its adaptation to the environment in which it operates.</li> <li>• demonstrate the range (space, angle) and complexity of external influences on business activity.</li> </ul>

<b>Contribution to the student load (which must correspond with learning outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/Weeks</b>	<b>Total</b>
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15
Internship	5	1	5
Contacts with teacher / consultations	1	5	5
Field exercises	2	2	4
Midterm, seminars and projects.			
Homework	2	10	20
Studying (at the library or at home)			50
Final preparation for the exam	2	5	10
Time spent on evaluation (tests, quiz and final exam)	3	2	6
Projects and presentations	1	5	5
<b>Total</b>			<b>150</b>

<b>Teaching methodology</b>	Interactive lectures with students related to the taught topics, orientation in the elaboration of the material by
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	taking study cases which will be discussed in the group, the lesson based on a presented problem, the presentation of students for study cases, seminar-scientific papers, Essays or Research.
<b>Assessment methods</b>	<p>Within the semester period, a colloquium is organized, two written tests with 30 points each, or the student has the right to undergo only the final exam which has 60 points (written/oral test), the test contains open, closed and alternative questions,</p> <p>The student passes the exam if he collects 50 points from all evaluation criteria,</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 20 points - Commitment and attendance in lectures,</li> <li><input type="checkbox"/> 20 points - Seminar Paper (colloquiation)/Case Studies/Research Project,</li> <li><input type="checkbox"/> 60 points - from two Tests or Final Exam,</li> </ul>
<b>Teaching tools</b>	Whiteboard, the Internet, wireless, computer, projector, PowerPoint, etc.
<b>Theory vs. practice ratio</b>	60% Theory 40% Practice work with case studies; Essays or Research project
<b>Literature</b>	
<b>Basic literature</b>	<ol style="list-style-type: none"> <li>1. Paul Wetherly, Dorrton Otter, 2018, The Business Environment: Themes and Issues in a Globalizing World, Oxford University Press</li> <li>2. Vasilika Kume, Menaxhimi Strategjik 2015</li> </ol>
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Britton, Chris, Thompson, Ed, Worthington, 2018, The Business Environment, Pearson</li> <li>2. Shyqyri Llaci, Menaxhimi 2008</li> <li>3. W.Orthington dhe Chris Britton - Mjedisi biznisor Univesiteti de Manfort Leicester Perkthim Nagib Skenderi Afrim ALoku 2015</li> <li>4. Prof. Dr. Ilia Kristo, Biznesi Ndërkombëtar</li> <li>5. Organisations and the Business Environment, David Campbell &amp; Tom Craig, second edition The Business Environment, Ian Worthington and Chris Britton, fifth edition Stephen P. Robbins &amp; David De Cenzo</li> </ol>
<b>Designated learning plan</b>	
<b>Week</b>	<b>Lecture</b>
<b>Week one</b>	Syllabus presentation and subject announcement

<b>Week two</b>	General knowledge of the business environment
<b>Week three</b>	Organizations and organizational theories Interactive discussions,
<b>Week four</b>	The external business environment Interactive discussions,
<b>Week five</b>	Vision, mission and philosophy of organizations The internal business environment SWOT analysis Interactive discussions,
<b>Week six</b>	The demographic, social and cultural context of the business. development of the PEST analysis, Interactive discussions,.
<b>Week seven</b>	<b>Test 1 - First intermediate assessment</b>
<b>Week eight</b>	Creation of the company's philosophy and mission Interactive discussions,.
<b>Week nine</b>	Business plan, its structure and drafting methodology Interactive discussions,
<b>Week ten</b>	Formulation of objectives and identification of strategic alternatives Interactive discussions,
<b>Week eleven</b>	International business environment Interactive discussions,
<b>Week twelve</b>	What are the benefits of information technology Interactive discussions,
<b>Week thirteen</b>	Business governance Corporate management and business ethics Case study Analyzing the Esta Midiands environment
<b>Week fourteen</b>	The need to monitor change, Objectives of environmental analysis, Interactive discussions,
<b>Week fifteen</b>	<b>Test 2 - Second intermediate assessment</b>
<b>Academic policies and rules of conduct</b>	
The student is obliged to follow the lectures regularly and to have correct behavior towards his colleagues and University staff, keeping calm and engaging interactively during the lectures and exercises is mandatory.	