

Basic data of the subject	
Academic unit	Faculty of Management
Program	Business Management and Entrepreneurship
Subject	Business planning
Level	Bachelor
Course status	Elective,
Year of studies	III
Semester	V
Number of hours per week	3
Value of credits - ECTS	4
Time/ Location	UASF
Course lecturer	
Contact details	
Course description	
	The business planning course will inform students about business plan design, business planning, unique point of sale plans by presenting products as ideal solutions to certain problems, detailed planning related to marketing, sales, resources of financing, based on market and competition analysis and analysis of opportunities for financing activities.
Course objectives	
	The aim of the course is to develop skills of drafting a business plan, planning and analysis of various activities within the enterprise. To develop plans for unique points of sale by presenting products / services as ideal solutions to certain problems. Based on these data, students create a basis for decision-making for or against entering a certain market.
Expected learning outcomes	
	Upon completion of this module, students will be able to: <ul style="list-style-type: none"> • Understand and gain knowledge about business planning, • Identify suitable opportunities for "start up"; • Independently draft business plans; • Develop a market environment analysis and a competition analysis and use this to design their marketing plan; • Do financial planning by making a minimum calculation of financial turnover / sales. • Demonstrate the ability to create and deliver

	an effective presentation of a new business plan.
Contribution to the student load (which must correspond with learning outcomes)	
Activity	Hours Days/Weeks Total
Lectures	3 15 45
Theoretical exercises / laboratory	
Internship	
Contacts with teacher / consultations	2 2 4
Field exercises	1 1 1
Midterm, seminars and projects.	1 2 2
Homework	1 10 10
Studying (at the library or at home)	
Final preparation for the exam	1 5 5
Time spent on evaluation (tests, quiz and final exam)	1 2 2
Projects and presentations	1 1 1
Total	
	100
Teaching methodology	Lectures, case studies, class discussions.
Assessment methods	<p>Within the semester period, a colloquium is organized, two written tests with 40 points each, or the student has the right to take only the final exam which has 80 points (written / oral test), the test contains open, closed questions and assignments,</p> <ul style="list-style-type: none"> • 20 points - Project - Business Plan, • 80 points - from two Tests or Final Exam, <p>The student passes the exam if he / she accumulates 50 points from all the evaluation criteria,</p>
Teaching tools	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.
Theory vs. practice ratio	<p>70% Theory 30% Practice work with case studies Seminar paper, case studies, essays or research project</p>
Literature	
Basic literature	<ol style="list-style-type: none"> 1. M.Mustafa, E.Kutllovci, P.Gashi, B.Krasniqi, Biznes i vogla dhe të mesme, Prishtinë 2008; 2. McKeever.P.M. 2019. How to write a business plan. Thirteenth edition. Berkeley, CA : Nolo,

Additional literature	<ol style="list-style-type: none"> 1. Longenecker. G.J et al. 2018. Small Business Management: Launching and Growing Entrepreneurial Ventures, 18e; 2. Sam A Brown, Writing A Business Plan that Works: Create a Winning Business Plan and Strategy For Your Start-up Business (Business Planning), 2015;
Designed learning plan	
Week	Lecture
Week one	Introduction to syllabus and subject
Week two	Business planning
Week three	Identifying entrepreneurial opportunities
Week four	Competitive advantage of small business
Week five	New Entrepreneurship Business Plan
Week six	Marketing in a competitive environment
Week seven	The first test,
Week eight	Business Models and Finance
Week nine	Legal issues for Start-up
Week ten	Market trends. Swot analysis
Week eleven	Business Operations
Week twelve	Financial Operations
Week thirteen	Financial plans
Week fourteen	Business Plan Executive Summary
Week fifteen	The 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.	