

| Basic course data | |
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| University: | University of Applied Sciences in Ferizaj |
| Academic unit: | Faculty of Engineering and Informatics |
| Program: | Applied Informatics |
| Title of the subject: | Management and Entrepreneurship (for IT) |
| Level: | Bachelor |
| Course status: | Obligatory |
| Year of studies: | I, Semester I |
| Number of hours per week: | 3 |
| Value on credit: | 5 |
| Time / location: | |
| Subject teacher: | |
| Contact details: | |
| Course description | |
| | <i>This course will introduce students to management, planning, organizational culture, and the business environment and control. They will also be introduced to the entrepreneur and the individual entrepreneur. Business planning, how to draft an action plan for the founding enterprise, Business Plan Leverage, SWOT analysis, Financial strategy design, Profit idea, Identification of budget projections, Entrepreneur challenges, Entrepreneurship and entrepreneurship, Entrepreneurship forms, Identification of opportunities - market penetration strategy for the enterprise, Problem forecasting, Risk management, Production plan, Operational plan, Analysis of profitability point in the enterprise, Accounting system in the enterprise, Cash flow in the enterprise.</i> |
| Course objectives: | <i>The aim of this course is to equip students with the concepts of management and their skills for practical application in businesses, companies and other organizations. Students to get acquainted with the entrepreneur and the process of formation of the enterprise, the ideas of the entrepreneur to start the process of formation of the economic entity..</i> |
| Expected learning outcomes: | <ul style="list-style-type: none"> • <i>Upon completion of this course students will gain:</i> • <i>Knowledge of theoretical concepts on management and business environment related to planning, organization, management and control,</i> • <i>Uunderstand the critical role and functions of managers and its implementation in the organization,</i> |

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| | <ul style="list-style-type: none"> • Evaluate the management practices in the enterprise and advance them to a higher level. • Analyze the ideas and resources and procedures for establishing an enterprise, • Apply the skills to draft an action plan on paper to follow the steps on establishing the enterprise, • Be able to identify cost and profit in the future through the investment plan, • Training to draft the strategic conceptual plan of the enterprise scope | | |
| Prerequisites: | <i>It is preferred that the student has basic knowledge about the business environment and the terminology used in management and entrepreneurship.</i> | | |
| Contribution to student workload (which should correspond to student learning outcomes) | | | |
| Activity | Hours | Day/Week | Total |
| Lectures with numerical exercises | 3 | 15 | 45 |
| Internship | | | |
| Contacts with teachers - consultations | | | |
| Field exercises | | | |
| Colloquia - seminars | 3 | 2 | 6 |
| Homework | | | |
| Student's own study time (in the library or at home) | 3 | 15 | 45 |
| Final preparation for the exam | 7 | 2 | 14 |
| Time spent on assessment (tests, quizzes, final exam) | | | |
| Projects, presentations, etc. | 3 | 5 | 15 |
| Total | | | 125 |
| Teaching methodology: | <i>Learning based on a problem presented, group presentation by students and role play, practical lessons for the subject and commitment for the student to present the knowledge gained during the lecture.</i> | | |
| Assessment methods: | <p><i>The student can choose to be assessed one of the two forms of assessment, given below:</i></p> <ol style="list-style-type: none"> <i>1. Form 1: Evaluation with two tests and the Project</i> <i>2. Form 2: Evaluation of the final exam.</i> <p>Form 1: <i>In the first form of assessment "Assessment with two tests and project" the student is assessed in four activities that are carried out during the lectures:</i></p> | | |

1. Test 1 (30%), individual assessment
2. Test 2 (30%), individual assessment
3. Class activity (10%), individual assessment
4. Project (30%), group assessment.

Additional clarification:

If the student in each activity above reaches the maximum points, then he will be evaluated with 100 points.

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.

Form 2:

In the second form of evaluation, "Evaluation with the final exam", the student will undergo the exam which will be held after the end 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 through group work on the Project, an activity carried out during the lectures.

In Test 1, Test 2, and the final exam, the evaluation of the students will be done through an evaluation form, which must be completed individually by the student. The evaluation form 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.*

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| | <ul style="list-style-type: none"> <i>The subjective questions will be of the Essay/written task type 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 answers prepared by the student to the question of submitting.</i> <p><i>Activity in the class means the student's engagement in dealing with the issues discussed in the class, during the lectures</i></p> <p><i>Project (30%), group assessment: it is an activity in which students apply the acquired knowledge in a concrete project. It is carried out in groups of 2 or 3 students who are obliged to carry out the activity, document it, and present it to the subject professor. For the form of realism and documentation of the activity, all members of the group will be evaluated with the same point (20%), while the evaluation of the presentation skills of the activity is individual and includes 10%.</i></p> <p>Rating: 91-100 points – graded 10 (ten) 81-90 points – graded 9 (nine) 71-80 points – grade 8 (eight) 61-70 points – grade 7 (seven) 51-60 points – grade 6 (six) 0-50 points – The student repeats the exam</p> |
| The ratio of theory and practice | 75%-theory; 25% practice; |
| Literature | |
| Basic literature | <ol style="list-style-type: none"> <i>"Basics of Management" Prof. Dr Berim Ramosaj, Prishtina 2013</i> <i>"Entrepreneurship", Prof. Dr. Safet Merovci, Prishtina 2008</i> |
| Additional literature | <ol style="list-style-type: none"> <i>Rob Yeung: "The rules of Entrepreneurship", 2007</i> <i>Roobins & DeCenzo, Bazat e Menaxhimit, UET, Tiranë, përkthim në gjuhën shqipe.</i> <i>Management: Stephen Robins & Mary Coulter, Prentince Hall, 2007 or later seditions</i> <i>"Emeric Solymossy & Safet Merovci, "Ndërmarrësia", Prishtinë, 2006.</i> |

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| | 5. <i>“Entrepreneur’s Toolkit”, Harvard Business Essentials, 2005.</i> |
| Designed lesson plan | |
| Week | This course will cover the following topics: |
| Fist week: | <i>Presentation - introducing students to the syllabus of the course,</i> |
| Second week: | <i>Introduction to management theory and practices</i> |
| Third week: | <i>Business planning, how to draft an action plan for the founding enterprise,</i> |
| Fourth week: | <i>Management theories and their development</i> |
| Fifth week: | <i>Organizational culture and business environment</i> |
| Sixth week: | <i>Social responsibility and managerial ethics</i> |
| Seventh week: | <i>Decision making and planning techniques</i> |
| Eighth week: | <i>Communication and IT</i> |
| Ninth week: | <i>Leadership and management control - The second test,</i> |
| Tenth week: | <i>Key concepts and application in business</i> |
| Eleventh week: | <i>Business Plan Leverage, SWOT analysis,</i> |
| Twelfth week: | <i>Drafting the financial strategy,</i> |
| Thirteenth week: | <i>The idea of profit, Identification of budget projections,</i> |
| Fourteenth week: | <i>Challenges of Entrepreneurship, Entrepreneurship and Entrepreneurship,</i> |
| Fifteenth week: | <i>Identifying opportunities - market penetration strategy for the enterprise,</i> |
| Academic policies and etiquette | |
| <i>The student is obliged to attend lectures more regularly and to have correct behavior towards colleagues and staff of the University, keeping calm and interactive engagement during lectures and exercises is mandatory.</i> | |