

SYLLABUS

Basic data of the subject	
University	University of Applied Sciences in Ferizaj
Academic unit	Faculty of Engineering and Informatics
Program	Industrial Engineering and Informatics
Title of the subject	Entrepreneurship and Innovation
Level	Bachelor
Course Status	Core
Year of studies	I, Semester II
Number of hours per week	3
Value of Credits - ECTS	4
Time / location	
Course lecturer	
Contact details	_____
Course Description	
Course Description	<i>Entrepreneurship and Innovation equips students with knowledge of entrepreneurs, its characteristics as well as the importance and nature of innovation. The course will address the aspect: Definition of Entrepreneurship and Innovation, Nature of Innovation and Creative Thinking, Organizing Innovation and Entrepreneurship, Commitments and the Process of Creating an Entrepreneurship, The Product Life Cycle and the Importance of Creating New and Innovative Products Existing business analysis, business presentation, competitive position analysis, objectives, market analysis, market research, consumer definition, market segmentation, competition analysis, marketing plan, SME creation and organization, Planning business etc.</i>
Objectives of the course	<i>The aim of the course is for students to know the basic concepts of entrepreneurship and innovation. Familiarize students with the process of coming up with new ideas (products, services or even new ways of solving problems), ways of testing entrepreneurial and innovative ideas, creating and compiling a business plan as well as enterprise management.</i>
Expected learning outcomes	<p><i>After completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>understand the concept of entrepreneurship and innovation;</i> • <i>know the process of creating new ideas,</i> • <i>create and design a business plan;</i> • <i>know the management and organizational structure of entrepreneurship.</i>
Prerequisites	<i>N/A</i>
Contribution to the student load (which must correspond with learning outcomes)	

Activity	Hour	Day/Week	In total
Lectures with numerical exercises	3	15	45
Internship			
Contacts with teacher / consultations	1	4	4
Field exercises			
Midterm, seminars and projects.	2	2	4
Homework			
Self-learning time student (at the library or at home)	3	10	30
Final preparation for the exam	2	6	12
Time spent on evaluation (tests, quiz and final exam)	1		1
Projects and presentations.	1	4	4
Total			100

Teaching methodology	<i>Lectures and exercises combined with case studies, seminar papers, business plans and class discussions;</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><i>Form 1:</i></p> <p><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> <ol style="list-style-type: none"> <i>1. Test 1 (35%), individual assessment</i> <i>2. Test 2 (35%), individual assessment</i> <i>3. Class activity (10%), individual assessment</i> <i>4. Project (20%), group assessment.</i> <p><i>Additional clarification:</i></p> <p><i>If the student in each activity above reaches the maximum points, then he will be evaluated with 100 points.</i></p> <p><i>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.</i></p> <p><i>Form 2:</i></p> <p><i>In the second form of evaluation, "Evaluation with the final exam", the student will undergo the exam which will be held</i></p>

	<p><i>after the end of the course lectures and is organized in the exam deadlines, determined by the University Senate.</i></p> <p><i>Through the final exam, the student can achieve a maximum of 70% of the points from the total of 100 points.</i></p> <p><i>The rest of the 30% points must be completed through group work on the Project, an activity carried out during the lectures.</i></p> <p><i>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:</i></p> <ul style="list-style-type: none"> <i>• 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.</i> <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 (20%), 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.</i></p> <p><i>For the form of realism and documentation of the activity, all members of the group will be evaluated with the same point (10%), while the evaluation of the presentation skills of the activity is individual and includes 10%.</i></p> <p>Rating: <i>91-100 points – graded 10 (ten)</i> <i>81-90 points – graded 9 (nine)</i> <i>71-80 points – grade 8 (eight)</i> <i>61-70 points – grade 7 (seven)</i> <i>51-60 points – grade 6 (six)</i> <i>0-50 points – The student repeats the exam.</i></p>
The ratio of theory and practice	<i>70% theory with exercises and 30% practical work with case studies</i>

Literature	
Basic Literature	<ol style="list-style-type: none"> 1. Emeric Solymossy & Safet Merovci, "Ndërmarrësia", Prishtinë, 2006. 2. Bessant, J. dhe Tidd, J. 2007. <i>Innovation and Entrepreneurship</i>. John Wiley and Sons . Ltd
Additional Literature	<ol style="list-style-type: none"> 1. Menaxhimi i Inovacioneve (Skripta) Besnik Krasniqi, 2. Baron, R. A., & Shane, S. A. (2008). <i>entrepreneurship: A process perspective (1st ed.)</i>. 3. "Entrepreneur's Toolkit", <i>Harvard Business Essentials</i>, 2005.
Designed learning plan	
Week:	Lectures and exercises to be held
Week one	<i>Syllabus presentation -Content of lectures</i>
Week two	<i>Definition of entrepreneurship and innovation; Definition of Innovation; Entrepreneur and entrepreneur specifics. Entrepreneurship and entrepreneurship as creators of SMEs. Innovations and SMEs, the importance of Innovation in the Economy</i>
Week three	<i>Identification of business ideas, creative thinking in business, creativity and innovation, the process of creative problem solving in business</i>
Week four	<i>Product life cycle and the importance of creating new and innovative products. Organizing Innovation and Entrepreneurship, Engagements and the Process of Creating an Enterprise</i>
Week five	<i>Establishment and organization of SMEs; Joint investments as a form of business creation, franchise, business registration.</i>
Week six	<i>Business planning; Business plan and its importance, content and elements of the business plan, drafting the business plan</i>
Week seven	<i>First assessment</i>
Week eight	<i>Existing business analysis, business presentation, competitive position analysis, objectives, market analysis, market research, consumer definition, market segmentation, competition analysis, marketing plan</i>
Week nine	<i>Financial Analysis; Cash Flow, Success-Loss Statement, Balance Sheet.</i>
Week ten	<i>Environmental analysis where entrepreneurship activities will be carried out: political, economic and socio-cultural environment.</i>
Week eleven	<i>Management and organizational structure of the enterprise; forms of financing working capital and assets, financial management, factors that affect the growth of entrepreneurship.</i>
Week twelve	<i>The role of governmental and non-governmental institutions in the development of entrepreneurship and innovation, government policies, international experiences.</i>
Week thirteen	<i>Indicators of financial success; Interpretation of financial</i>

	<i>indicators.</i>
Week fourteen	<i>Presentation of seminar papers by students.</i>
Week fifteen	<i>Second assessment</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>	