SYLLABI

Basic data of the subject	
Academic unit:	**Faculty of Management**
Program:	**Business Management and Entrepreneurship**
Subject title:	**Business Informatics**
Level:	**Bachelor's degree**
Case status:	**Obligatory**
Year of studies:	**I**
Semester:	**I**
Number of hours per week:	**3**
Credit value – ECTS:	**6**
Time / location:	**UASF**
Subject teacher:	
Contact details:	
Course Description	This course will introduce students to how Informatics has brought a whole new world to doing business, using innovative information technologies for management and organization. The course will provide students with comprehensive knowledge in information technology, necessary for the successful digitalization of a business, to prepare them for a successful career as part of any company/organization. During this semester, students will be introduced to Management Information System (MIS), its different types and their uses. The course combines knowledge in business, management, information technology and concepts from computer science. In addition, students will learn about the use of personal computers for business needs starting from basic knowledge of computer science, operating system, internet, basic knowledge of AI as well as topics from the use of MS Office tools (MS Word, MS Excel, MS Access, MS PowerPoint, MS Outlook).
Course objectives	The course aims to prepare students to recognize the role and importance of informatics in business, and to help them understand the great opportunities that informatics offers in increasing business success and efficiency and in increasing competitiveness. To equip all students with the necessary knowledge in Informatics and their application in the work of a business.
Expected learning outcomes	After completing the course, students will be able to: 1. Understand the impact of informatics on business and economics, will be assessed with (**1 ECTS),** 2. Conduct a basic analysis of the role and importance of information as a product of informatics in decision-making with the help of information technology. will be assessed with (**1 ECTS),** 3. Know the Information Systems used today by business companies; the structure and constituent components (Information and Communication Technology (ICT), People and Processes) will be assessed with (**1 ECTS),**

	4. Gain general knowledge about Hardware and Software; will be assessed with (**1 ECTS),** 5. Understand the organization and use of MIS in order to make effective decisions, respectively to solve business or organizational problems using MIS; will be assessed with (**1 ECTS),** 6. Know how to use and solve basic economic problems using the Office suite of application programs (MS Word, MS Excel, MS Access, MS PowerPoint, MS Outlook); will be assessed with (**1 ECTS),**

Contribution to the student workload (which should correspond to the student's learning outcomes)

Activity	hour	Day/week	in total
Lecture	2	15	30
Theoretical exercises/tasks	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	2	5	10
Field exercises			
Colloquiums - Test – seminars	2	2	4
Homework	2	5	10
Student's personal study time (in the library or at home)			50
Final exam preparation	3	5	15
Time spent on assessment (tests, final exam)	3	2	6
Projects, presentations, etc.	1	5	5
Total			**150**

Teaching methodology and learning methodology	The lecture and teaching process will be developed by placing the student at the center of academic activities, making him an active participant in the construction of knowledge. Teaching will be organized through interactive lectures, practical exercises and concrete examples that are directly related to the subject. Students will engage in individual and group interpretations, as well as in the preparation of seminar papers with the aim of developing research and analytical skills. A special place will be occupied by class discussions, which aim to stimulate critical thinking and the exchange of ideas among students. Also, practical exercises with computers will be used, combined with the review and analysis of case studies, enabling the connection of theory with practical applications. The methodology will also include independent research activities, organized group work and presentations in front of the class, with the aim of fostering communication and collaborative skills. Periodic assessments will serve as a mechanism to measure student progress and provide continuous feedback. This comprehensive approach aims not only to acquire theoretical knowledge, but also to develop practical and professional competencies necessary for the labor market.

Assessment methods and passing criteria

The assessment method - is based on three activities - on the basis of which the final grade will be built:

- Activity and Engagement in Learning,,,,,**max 10 points (%),**
- Project /presentation/seminar paper……**max 20 points (%)**
- Final exam (or two tests)…….**max 70 points (%),**

Passing criteria:

1. **Engagement and attendance in lectures – evaluated with 10 points out of 100 possible points,**
   Engagement in lectures - means that the student is active and involved in interactive lectures, professor-student, student-student, opening up new topics related to the subject, providing ideas, opinions, critical thoughts with the aim of stimulating debate during lectures. Attendance - means physical participation during lectures.

2. **The drafting and presentation of an assignment, project/seminar paper, is evaluated with 20 points out of 100 possible points,**

Within the semester, the student (can be a group of students - no more than 3 students) must prepare an assignment, project/seminar 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 or by the student - the topic proposed by the student must be approved by the professor, and it must be in full correlation with the subject.

Project/seminar paper evaluation criteria	
component	**Score (%)**
Structure and Purpose of the paper	**6**
Content/explanation of the paper	**8**
Conclusions drawn and presentation of the paper	**6**
Total:	**20**

Goal: development of research, analytical and scientific skills, through addressing a specific topic independently and academically - related to teaching and learning in the subject module.

3. **The final exam test is evaluated with 70 points out of 100 possible points,**

Within the semester, it is foreseen - according to the circumstances - to hold two tests (2 x 35 points), the first test in the 7th or 8th week and the second test at the end of the lectures, the student passes the first test if he has at least 17 points, since the student is assessed as having passed the first test, then he can take the second test, the student has the right to take the final exam - oral or written. The student will take the final exam test after the end of the lectures of the subject and is organized in the exam deadlines, determined by the University Senate.

<table>
<tr><td></td><td>The purpose of the exam is to assess the student's knowledge, skills, abilities, and competencies, related to the learning outcomes expected for the subject material taught.
The exam test (question form) must be completed individually by the student and contains:
• objective multiple-choice questions, which will be used to assess the student's ability to recall and recognize the concepts and material of the course,
• subjective essay/written assignment type questions for which the student must be able to provide answers related to the material of the course taught, the same answers will be used to assess the student's understanding and ability to apply the knowledge gained in the analysis, synthesis and evaluation of the problem.

The student passes the exam if he/she collects 50 points from all evaluation criteria,

Grades at UShAF:
<table>
<tr><th>Grading</th><th>ECTS/Grade</th><th>Percentage (%)</th><th>The definition</th></tr>
<tr><td>10</td><td>A</td><td>90 - 100</td><td>Excellent</td></tr>
<tr><td>9</td><td>B</td><td>80 - 89</td><td>Excellent</td></tr>
<tr><td>8</td><td>C</td><td>70 - 79</td><td>Very good</td></tr>
<tr><td>7</td><td>D</td><td>60 - 69</td><td>Good</td></tr>
<tr><td>6</td><td>E</td><td>50 - 59</td><td>Sufficient</td></tr>
<tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr>
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<tr><td></td><td></td></tr>
<tr><td>Concretization tools – IT</td><td>Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.</td></tr>
<tr><td></td><td></td></tr>
<tr><td>The ratio between the theoretical and practical part of the study</td><td>70% - Theory,
30% - Practical exercises,
This report aims to analyze the connection between the theoretical knowledge acquired during the lectures provided in the course module and the implementation of practical exercises (practical visits, exercises with students, student quizzes in class, etc.)
Of the total 150 hours planned for the course, the division is made according to the ratio of 70% focusing on theory and 30% on practice.
• 105 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module.
• 45 hours are focused on practical exercises, work visits, case studies, group work, and development of simulation projects.
Allocation of 6 ECTS according to the ratio 70%-30%
❖ 4 ECTS (70%) are dedicated to the theoretical part
❖ 2 ECTS (30%) are dedicated to the practical part.
This division reflects the balance between acquiring basic concepts and applying them through practical activities.</td></tr>
<tr><td></td><td></td></tr>
<tr><td colspan="2">LITERATURE</td></tr>
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Basic literature	1. Aferdita Berisha Shaqiri, Informatics, Pristina, 2020 2. Kenneth C. Laudon & Jane P. Laudon, "Management Information Systems: Managing the Digital Firm, Global Edition" 17th Edition, 2021 3. ECDL (MS Word, MS Excel, MS Access, MS Power Point, MS Outlook) (or other books that cover MS Office tools);
Additional literature	1. Elizabeth Hardcastle; Business Information System, Free online book. 2. Haag & Cummings & Philips: "Management Information Systems for the Information Age", McGrow Hill, 2007
Designed lesson plan:	
WEEK	**The lecture that will be held**
First week	**Course Objective - Syllabi** **Introduction to Business Informatics,** How Informatics is transforming the world of business and the way we make decisions.
Second week	**Knowledge of the Microsoft Office suite of programs** The Microsoft Office suite includes specialized programs for word processing (such as MS Word), spreadsheet management, and calculation (such as Excel), which in the latest versions (2019 and 2024) offer advanced functions and ease of use. Through this package, users are expected to achieve improved skills in creating professional documents, analyzing data, and presenting information efficiently.
Third week	**Knowledge of the Microsoft Office suite.** MS Excel 2019 and 2024 are part of this suite and are used for spreadsheet processing, data analysis, and numerical information management. Through basic functions such as Average, AverageIf, Mode, Median, CountIf, etc., users are expected to develop skills in calculating, filtering, and efficiently processing data.
Fourth week	**MS Excel offers advanced functions** Such as IF, SUMIF, and SUMIFS that allow for conditional calculations and precise data analysis. Through these functions and the processing of a basic invoice, users are expected to become skilled in the practical management of financial data and the organization of work documents.
Fifth week	**Functions with text data in MS Excel** MS Excel includes functions such as LOWER, UPPER, LEN, TRIM, LEFT, RIGHT, PROPER, REPT and MID, which are used for processing and formatting text data. The expected results are to enable users to efficiently manipulate text, clean and separate data for more accurate analysis.
Sixth week	**MS Excel – Percentage calculations**

	MS Excel enables various calculations with percentages, such as increasing or decreasing the price, calculating bonuses, taxes, or changing the price from the old price to the new one. The expected outcomes are the development of practical skills in financial management and comparative analysis for data-based decision-making.
Seventh week	**Assessment through the first written test** MS PowerPoint 2019 and 2024 are programs dedicated to creating visual and professional presentations, with the ability to include text, images, graphics, and animations. It is planned to organize the first Test.
Week eight	**Knowledge of the Microsoft Office suite** The expected results are to enable users to build effective and engaging presentations for educational, business or personal purposes.
Week nine	**Using the table of contents, footnotes and endnotes** MS Word enables the automatic creation of a table of contents as well as the addition of footnotes and endnotes for additional clarifications in the document. The expected results are the training of users in building structured and professional documents according to academic or official standards.
Tenth week	**Using advanced tools in MS Word** MS Word offers features such as automatic creation of a table of contents, use of "Track Changes" to track edits, generation of serial letters (Mail Merge), and automatic management of citations and bibliography. The expected outcomes are improved skills in preparing professional, academic, and official documents with accuracy and efficiency.
Week eleven	**Trends that influenced the business world** Cloud Computing, mobile digital platforms, Big Data, and social networks have transformed the way businesses operate, communicate, and make decisions. The expected results are the development of knowledge about new technologies and the ability to utilize these trends to improve business efficiency and competitiveness.
Twelfth week	**Artificial Intelligence (AI) Technology** The introduction of AI technology and its impact on Management Information Systems (MIS) have revolutionized the way businesses are done and companies are managed. Through the use of data and information, users are expected to develop skills for making more accurate decisions and improving operational efficiency.
Thirteenth week	**The Structure of Artificial Intelligence (AI)**

	Includes fundamental concepts, human resources, and procedures that support the implementation of AI in business. Strategic objectives achieved through Information Systems and AI include improving the efficiency, innovation, and competitiveness of organizations.
Week fourteen	**Assessment through the second written test,**
Week fifteen	**Presentation of projects and research.** It is planned to organize the second test.

Academic policies and rules of conduct

The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile 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 aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to verify his/her work. This can be done through repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.