SYLLABI

Basic Course Information.	
Academic Unit:	**Faculty of Management**
Program:	**Management of entrepreneurship and innovation**
Course Title:	**Economics in Entrepreneurship and Innovation**
Level:	**Master**
Course Status:	**O**
Year of Study:	**I**
Semester:	**I**
Number of Hours per Week:	**3**
Credit Value – ECTS:	**6**
Time / Location:	**UASF**
Course Lecturer:	
Contact Details:	
Course Description	The course "Economics of Entrepreneurship and Innovation" encompasses both the theoretical and practical dimensions of entrepreneurship and innovation from an economic perspective. It aims to equip students with advanced knowledge of how economic factors, public policies, and market dynamics influence the creation and development of innovative enterprises. Through analytical approaches, case studies, and critical discussions, students will develop the ability to connect economic concepts with real challenges of management and strategic decision-making, thereby establishing a solid foundation for scientific research and practical application in the field of entrepreneurship and innovation.
Course Objectives	This module aims to develop in students the ability to understand and analyze the relationship between economics, entrepreneurship, and innovation. The objective is for students to be able to: interpret the economic factors that influence entrepreneurial activity and innovation processes; assess the impact of public policies, market structures, and technology on enterprise development; apply economic knowledge in strategic decision-making and in solving complex problems in the business environment; and develop critical thinking and research approaches to identify innovative opportunities and sustainable development models.
Learning Outcomes	Upon completion of this course, students will be able to: 1. Acquire knowledge of the basic economic concepts related to entrepreneurship and innovation. **(ECTS: 1)** 2. Analyze the economic, political, and institutional factors influencing the development of innovative enterprises. **(ECTS: 1)** **3.** Evaluate the impact of market structures, competition, and public policies on entrepreneurial activity. **(ECTS: 1)** 4. Apply knowledge to interpret the role of innovation

	and technology in enhancing productivity and competitiveness. **(ECTS: 1)** 5. Use research methods to examine concrete cases of entrepreneurship and innovation in national and international contexts. **(ECTS: 1)** 6. Demonstrate teamwork and collaboration skills to propose innovative solutions to economic challenges. **(ECTS: 1)**

Student Workload Contribution			
Activity	**Hour**	**Day/week**	**Total**
Lectures	2	15	30
Theoretical exercises / Assignments	1	15	15
Practical work / Field visits	5	1	5
Contact hours / Consultations	1	10	10
Preparation for assignments / Projects	1	5	5
Course project / Tests (planning + implementation)			
Homework	1	10	10
Self-study (in library or at home)			40
Final exam preparation	2	10	20
Time spent on assessment (tests, final exam)	2	5	10
Projects, presentations, etc.	1	5	5
Total			**150**

Teaching Methodology	Teaching will be organized by placing the student at the center of the process, through a combination of lectures, exercises, practical examples, individual and group interpretations, seminar papers, and periodic assessments. All activities will be carried out from both theoretical and practical perspectives, using audiovisual materials and electronic technologies, including Windows Office programs. From the theoretical perspective, students will be provided with general scientific knowledge based on contemporary literature. The practical component will be implemented through concrete examples from the literature and students' own work, including discussions on their opinions about the material used and the organization of lectures. The process will be interactive and will involve group discussions, practical visits, case study presentations, seminar papers, and research activities
Assessment Methods and Passing Criteria	**Assessment Methods** – The evaluation is based on three main activities, which together form the final grade: • Class Activity and Engagement – maximum **10 points (%)** • Project/Seminar Paper Preparation and Presentation – maximum **15 points (%)** • Final Exam (or two midterm tests) – maximum **75 points (%)** **Passing Criteria:** **1. Class Activity and Engagement – maximum 10 points (%)** Class Activity (10 points): Students actively participate in interactive discussions (professor–student and student–student),

propose ideas and critical analyses related to entrepreneurship and innovation, and contribute to the development of debates during lectures, students complete and present tasks and exercises assigned during lectures, demonstrating analytical skills and critical thinking. Objective: To foster critical thinking and creative problem-solving in practical contexts related to the course.

2. Project/Seminar Paper Preparation and Presentation – maximum 15 points (%)

Students, individually or in groups of up to two, prepare a project or seminar paper in Word and PowerPoint on a topic approved by the professor, fully related to the course.
The presentation takes place during designated class sessions and lasts a maximum of 15 minutes.

Assessment Criteria for Project / Seminar Paper	
Component	**Point (%)**
Structure and Purpose of the Paper	5
Content / Elaboration of the Paper	5
Conclusions and Presentation of the Paper	5
Total:	**15**

Purpose: To assess the mastery of learning outcomes and the ability to apply them in practical entrepreneurship and innovation scenarios.

3. Final Exam – maximum 65 (%)
Structure of the final exam:
Objective multiple-choice questions (25 points %): to assess basic knowledge and recall of course concepts.
Subjective/thematic questions (40 points %): to evaluate the student's ability to understand, analyze, and apply the acquired knowledge in real-life situations.
Objective: To assess the achievement of learning outcomes and the ability to apply them in practical contexts of entrepreneurship and innovation.
The student passes the course if they accumulate at least 50 points (%) from all activities included in the assessment method.

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Grade	**ECTS/Grade**	**Percentage (%)**	**Definitions / Grading Scale**
10	A	90 - 100	Excellent
9	B	80 - 89	Excellent
8	C	70 - 79	Very Good
7	D	60 - 69	Good
6	E	50 - 59	Satisfactory / Pass
5	FX/F	0 - 49	Unsatisfactor

Teaching and Learning Tools	For the realization of the course, the following will be used:

	whiteboard, internet, wireless connection, computer, projector, PowerPoint, as well as online platforms and tools to support communication, teamwork collaboration, and interactive activities during lectures and exercises
Ratio between Theoretical and Practical Study	The course is structured with a ratio of 70% theory and 30% practical exercises, ensuring the connection between acquired knowledge and its application. Theory (105 hours, 4 ECTS): Lectures provide knowledge on the core concepts of entrepreneurship, innovation, market structures, and implementation methodologies. Practical exercises (45 hours, 2 ECTS): Analysis of concrete cases, group work, projects, and simulations aimed at developing practical skills. This division ensures a balance between the acquisition of theoretical knowledge and the development of practical skills applicable in real-life situations of entrepreneurship and innovation
Literature	
Basic leterature	1. Hubbard, G., & O'Brien, A., (2019). Economics, 7th Edition, Boston: Pearson Education. 2. Arta Jashari- Goga PhD - "Ekonomia ne ndermarrrsi dhe inovacion", 2025, (Ligjëratë e autorizuar).
Additional literature	1. Parkin, M., (2019). Economics, 13th Edition, Boston: Pearson Education. 2. William F. Samuelson and Stephen G. Marks;, Managerial Economics , 2011
***Additional Information – Scientific Paper by the Course Lecturer*:**	Scientific paper - author: Arta Jashari- Goga Title – "The impact of corporate social responsibility on business longevity: A comprehensive analysis of enterprise strategy" Published in scientific journal: Corporate and Business Strategy Review Vol.6, No.3, July 2025. Link: https://www.researchgate.net/publication/394447647_THE_IMPACT_OF_CORPORATE_SOCIAL_RESPONSIBILITY_ON_BUSINESS_LONGEVITY_A_COMPREHENSIVE_ANALYSIS_OF_ENTERPRISE_STRATEGY#fullTextFileContent
Designed Teaching Plan	
Weeks	**Lecture Schedule / Topics to be Covered.**
First week	**Introductory Lecture** – Course Presentation Objective: To familiarize students with the course syllabus, core literature and supplementary materials, planned lecture activities, as well as to collect feedback from students. Expected Learning Outcome: No. 1
Second week	**Fundamentals of Economics and Core Theories** Analysis of economic definitions and analytical methods Expected Learning Outcome: No. 1
Third week	**Scarcity, Choice, and Opportunity Cost** Development of analytical and strategic skills Expected Learning Outcomes: 2 and 3
Fourth week	**Economic Systems and Decision-Making Units**

	Understanding the impact of economic systems on entrepreneurship and innovation Expected Learning Outcomes: 1 and 4
Fifth week	**Theory of Demand and Supply** Ability to apply the theory in practical decision-making Expected Learning Outcome: 4
Sixth week	**Elasticity, Market Equilibrium, and Strategic Implications** Understanding elasticity and equilibrium as tools for business strategy Expected Learning Outcome: 2
Seventh week	**Consumer Behavior Theory** Understanding consumer preferences and their application in innovation Expected Learning Outcome: 1 and 2
Eighth week	**Core and ordinal utility theory** Ability to analyze consumer decision-making in a market context Expected Learning Outcome: 1 and 5
Ninth week	**Market Structure – Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly** Understanding market models and their impact on entrepreneurial strategy Expected Learning Outcomes: 1 and 3
Tenth week	**Business Strategies and Innovation Management** Developing skills to create and implement innovative strategies Expected Learning Outcomes: 3 and 6
Eleventh week	**Artificial Intelligence in Entrepreneurship** Understanding the application of AI in innovation processes and decision-making Expected Learning Outcome: 3
Twelfth week	**Project/Seminar Paper Development** Ability to conduct strategic and practical analyses of enterprise cases Expected Learning Outcomes: 3 and 4
Thirteenth week	**Use of AI** Use of AI in resource management and process optimization within enterprises Expected Learning Outcome: 4 and 5
Fourteenth week	**Project/Seminar Presentations** Development of communication, analytical, and academic critical thinking skills Expected Learning Outcomes: 3 and 6
Fifteenth week	**Innovation in Entrepreneurship: Strategies and Applications** Analysis of concepts and theories of innovation in entrepreneurship Development of skills to identify innovative opportunities and create innovative business strategies Study of success cases and challenges of innovation in real enterprises Application of theoretical knowledge to propose practical and creative solutions in various business contexts Expected Learning Outcomes: 3, 4, and 6
Academic Policies and Code of Conduct	

Students are required to attend lectures regularly and maintain proper behavior towards their peers and university staff. Maintaining order and actively participating in lectures and exercises is mandatory.
During lectures and exercises, the following are prohibited: eating, whispering that disrupts class, and the use of mobile phones. Mobile phones must be turned off or set to silent mode and must not be used during lectures or exercises. Academic integrity violations (including plagiarism, copying another person's work, using unauthorized aids during exams, cheating, etc.) will not be tolerated. If there are doubts regarding the authenticity of the submitted work, the lecturer has the right to request the student to verify their work. This may be done through: resubmission of the work, written or oral testing, unannounced quizzes, or any other action deemed necessary by the lecturer.