Quality assessment report for the academic year 2024/2025
Faculty of Management
Program: Business Management and Entrepreneurship (BSc)

• Introduction

The Business Management and Entrepreneurship (BME) program within the Faculty of Management during the academic year 2024/25 has offered education to students according to the 2022/25 Accredited Curriculum by the Kosovo Accreditation Agency (KAA). The BME program offers students contemporary theoretical and practical knowledge in the field of business and entrepreneurial thinking. The BME program curriculum is designed in cooperation with the industry and taking into account the best international experiences - it is adapted to the development trends in the labor market and provides students with knowledge, skills/abilities and competencies in the fields of innovation, finance, law, business decision-making, then economic fields, project and operations management, accounting, digital marketing, change management, etc., which are also in demand by the labor market.

The Faculty of Management has a qualified staff and has modern working environments that enable students to acquire the necessary skills/abilities in accordance with the requirements of the modern economy for the profession they will exercise in the future.

The mission of the program is "to prepare qualified cadres (professionals) who, through advanced methods in business management and entrepreneurship development, will contribute to continuous positive changes in the business environment".

The mission of the program is in full harmony with the Mission of the University "...to prepare qualified professionals, dedicated researchers and educated and responsible citizens to develop a professional career and lead a productive life".)

The quality assessment report by students for the academic year 2024/25 contains data on the assessment of academic/course staff, which report is compared with the previous two years.

1. **Summary report of the quality assessment of academic staff/courses,**

The general report - for academic staff/subjects - is presented in Table no. 1 - data for the academic year 2024/25 (compared to the previous two years), also illustrated in Fig. 1. The questions for the two areas were mainly constructed in the form of statements and their evaluation was made according to the degree of agreement (1 - I don't know; 2 - I completely disagree; 3- I partially agree; 4-I agree; and 5- I completely agree).

Table no. 1 - Quality assessment according to the last three years - academic staff

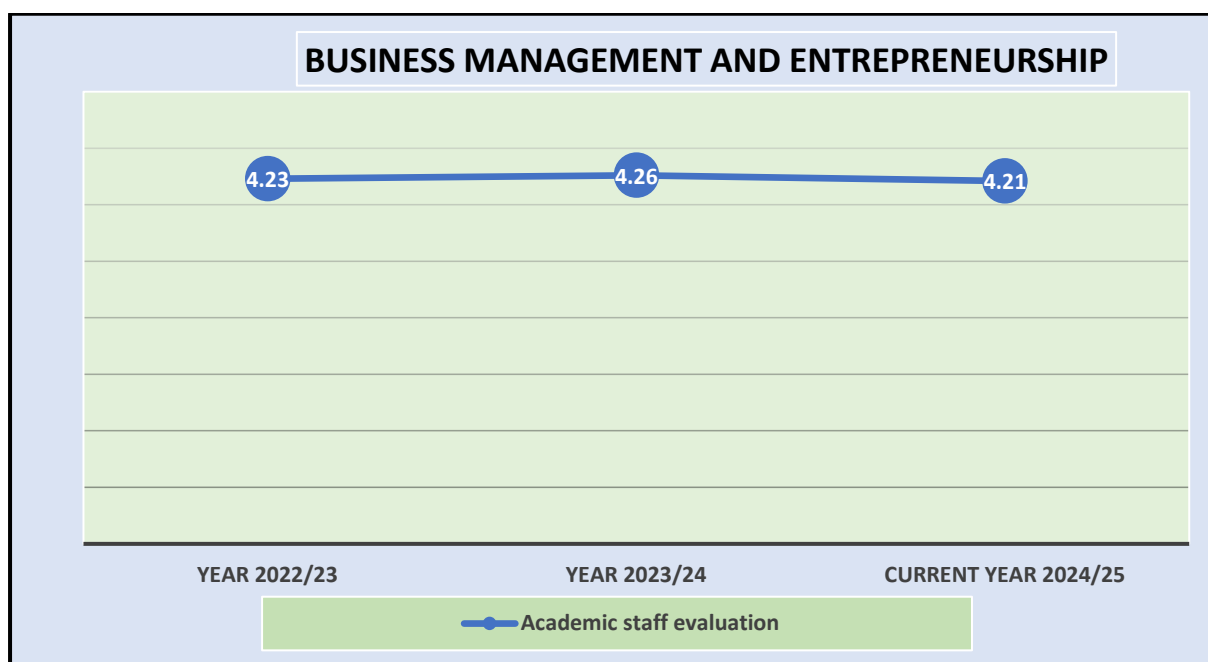|	Previous Years		Current year
	2022/23	2023/24	2024/25
Academic staff/course evaluation	4.23	4.26	4.21

Fig.1 – Graphic- quality assessment - academic staff,

From the data presented in table no. 1 and reflected in graph no. 1 within the field of evaluation of academic staff/course, there is a constant evaluation by students throughout the academic years (2022/23, 2023/24 and 2024/25). Referring to table and graph no. 1 for the academic year 2024/25, the evaluation for academic staff/course is with a grade of 4.21 or about 85% is the percentage evaluation - it is an excellent evaluation for the work and commitment of academic staff and the taught course.

2. Academic/teaching staff evaluation report,

The evaluation report for academic staff/course within the BME program presents data for the academic year 2024/25 (compared to the previous two years). The questions were mainly constructed in the form of statements and their evaluation was made according to the degree of agreement (1 - I don't know; 2 - I disagree completely; 3 - I partially agree; 4 - I agree; and 5 - I completely agree). The evaluation of academic staff/course by students was carried out through a questionnaire that contains 11 components for which an average grade was found. The evaluation results are presented in table no. 2, from the data presented we note that all academic staff/courses were positively evaluated by students, the average grade at the program level for teachers/courses is 4.21, an excellent assessment of the work and commitment of teachers in the respective subjects.

Table no.2 - Academic staff / course evaluation

		Previous years		Current year
No.	Subject Name	2022/23	2023/24	2024/25
1	Business Informatics	3.70	4.33	4.60
2	Business Mathematics	4.11	4.27	4.37
3	Business Environment	4.40	4.45	4.51
4	Introduction to Economics	4.25	4.51	4.52
5	Academic and Communication Skills in Business	3.10	4.24	4.51
6	Management	4.12	4.31	4.57
7	Business Decision Making	4.00	4.21	4.28
8	Innovation Management	4.14	4.36	4.48
9	Business Statistics	4.19	3.99	4.45
10	English Language I	3.95	4.19	4.57
11	German I	3.90	4.18	4.34
12	Market Analysis and Consumer Behavior	///	4.11	4.31
13	Human Resource Management	4.61	3.88	4.00
14	Marketing	4.77	3.99	4.00
15	Operations Management	4.90	3.85	4.19
16	English II	4.28	3.50	3.74
17	German II	///	4.23	3.97
18	Knowledge Management	///	4.08	4.15
19	Social Entrepreneurship	///	4.31	///
20	Entrepreneurship	4.20	3.79	4.19
21	Accounting	4.13	4.05	4.02
22	Business Law and Ethics	///	3.97	3.94
23	Organizational Behavior	4.47	3.92	4.19
24	English III	///	3.40	4.13
25	German III	///	4.01	3.97
26	Enterprise Information System Management	///	4.06	4.25
27	Environmental Sustainability and Entrepreneurship	///	4.31	4.56

28	Customer Relationship Management	///	///	**4.09**
29	Sales and Sales Management	///	///	**3.89**
30	Change Management	///	///	**3.90**
31	Product and Pricing	**4.75**	**4.36**	**4.31**
32	Strategic Management	**4.17**	**4.28**	**3.90**
33	Management and Development of New Products and Services in Enterprises	///	///	**4.24**
34	Business Planning	///	///	**4.16**
35	Project Management	**3.90**	**4.04**	**4.07**
36	Finance Management	**4.27**	**4.50**	**4.36**
37	Internship (Practical Learning in Enterprises)	///	///	**3.84**
38	Leadership	///	///	**4.33**
39	SMEs	**3.75**	**4.34**	**4.24**
40	Logistics and Transport	///	///	**3.89**
41	Social Media and the Digital Economy	///	///	**4.28**
42	CAD	**4.72**	///	///
43	Metal Processing and Metal Cutting Machines	**3.95**	///	///
44	Measurement Techniques	///	///	///
45	Environmental Protection	**4.71**	///	///
46	Professional Practice (Practice Journal)	**4.17**	///	///
47	Hydraulics and Thermodynamics	///	///	///
48	Product and Process Development	///	///	///
49	Business Ethics	**4.12**	///	///
50	Databases	**4.00**	**3.97**	///
51	Quality Management	**4.30**	**4.24**	///
52	Product Design	**4.75**	**4.13**	///
53	CNC Technologies	**4.95**	///	///
54	Occupational Health and Safety	**4.50**	**4.30**	///
55	Re-engineering	**3.87**	///	///
56	Business Law	**4.90**	**4.41**	///
57	Transport and Shipping Management	**3.73**	**4.42**	///
58	E-Business	**4.15**	**4.21**	///
	Overall average	**4.23**	**4.26**	**4.21**

Based on the data processed by the SMU system (University Management System) presented in table no. 2 (academic staff / course evaluation), we conclude that there are some professors and courses that have received a higher evaluation - above grade 4 - and there are some professors and courses that have received a lower evaluation - below grade 4. Based on these findings, it is recommended that the program management, together with the profesors and the program committee, should engage in increasing the level of professional responsibility by professors in all courses that have an evaluation with a grade below 4, making efforts to improve these evaluations in subsequent years and at the same time the staff should maintain the level of teaching in those courses that have been evaluated with a grade above 4.