

SYLLABI

Basic data of the subject	
Academic unit:	Faculty of Management
Program:	Business Management and Entrepreneurship
Course title:	Business Environment
Level:	Bachelor
Subject status:	Obligatory
Year of studies:	I
Semester:	I
Number of hours per week:	3
Credit value – ECTS:	6
Time / location:	UASF
Subject professor:	
Contact details:	
Course Description	Business Environment, elaborates both in theoretical and practical aspects, general knowledge on the system of thinking about business and organizational theories. Organizations and organizational theories, Organizational change and development, Impact of Artificial Intelligence on the external business environment, Vision, mission and philosophy of organizations, Internal business environment, SWOT analysis, Demographic, social and cultural context of business, Development of PEST analysis, Creation of the philosophy and mission of the company, Business plan - its structure and drafting methodology, Formulation of objectives and identification of strategic alternatives, International business environment, What are the benefits of information technology, Business governance, Corporate management and business ethics, Case study - Environmental analysis, "Esta Midiands Nevoa" to monitor change, Objectives of environmental analysis.
Purpose of the course	Gaining new theoretical knowledge from the field of business environment. Providing opportunities for understanding the external and internal environment, influencing factors and applying the knowledge gained, for assessing the factors that influence entities (businesses) in carrying out production and service activities as well as achieving the objectives of government and non-profit organizations.
Expected learning outcomes	After completing this course, students will: <ol style="list-style-type: none"> 1. show the basic characteristics of business activity (ECTS 1). 2. identify the characteristics of the entrepreneur and the entrepreneurial career – external business environment (ECTS 1). 3. know the ways of establishing and organizing businesses – internal business environment (ECTS 1). 4. be able to compile a business plan and present it (ECTS 1).

	5. know about the impact of Artificial Intelligence on the external business environment – globalization (ECTS 1), 6. understand the main instruments of management of small and medium-sized enterprises and its adaptation to the environment in which it operates – international market (ECTS 1),		
Contribution to the student workload (which should correspond to the student's learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical exercises/tasks	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	1	10	10
Preparation for project assignments	1	5	5
Course project - Test (planning + implementation)	2	2	4
Homework	2	10	20
Student's own study time (in the library or at home)			30
Final exam preparation	2	10	20
Time spent on assessment (tests, final exam)	2	3	6
Projects, presentations, etc.	1	5	5
Total			150
Teaching methodology and learning methodology	The course lasts 15 weeks with 3 hours of lectures and/or weekly individual and group exercises. The exercises will be held in the form of individual and group work in which concrete examples will be discussed. Active participation is extremely important, so students are encouraged to regularly attend lectures and exercises and contribute to the discussions that take place in lectures. Teaching will be carried out through lectures, exercises, practical examples, individual and group interpretations, seminar work, periodic assessments, etc. All of this will be carried out in the theoretical and practical aspects by presenting the materials in audio-visual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be provided, based on contemporary literature. The practical part will mainly be carried out through concrete examples from the literature and case studies, solving numerical tasks and their interpretation. In this way, the creation of interactive professor-student and student-student relations will be aimed at.		
Assessment methods and passing criteria	The Assessment method – is based on three activities – on which the final grade will be built (there may be more activities decided by the course professor): <ul style="list-style-type: none">• Activity and Engagement in the lesson.....max 20 points (%)• Presentation of the project/seminar paper.....max 20 points (%)• Final exam (or two tests).....max 60 points (%)		

Passing criteria related to the activities foreseen by the assessment method:

1. Activity and Engagement in Learning – is assessed with 20 points (%) out of 100 points (%) possible:

- Activity in the lesson (10 points (%)) - means that the student is active and involved in interactive discussions between professors and students, students and students, opening up new topics that are related to the subject, providing ideas, opinions, critical thoughts with the aim of stimulating debate during lectures.
- Engagement (10 points (%)) - means that the student completes and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture.

Goal: Encouraging critical thinking and creative solution of real situations related to the problems posed - related to teaching and learning in the subject module.

2. Drafting and presenting a project/seminar paper - is assessed with 20 points out of 100 points (%) possible,

Within the semester, the student (can be a group of students – no more than 3 students) must prepare a project/seminar paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The presentation will last a maximum of 15 minutes.

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 fully correlated with the course.

The paper is presented to the group and evaluated based on the quality of content, analysis, creativity and ability to present it clearly.

Project/seminar paper evaluation criteria	
Component	Points (%)
Structure and Purpose of the paper	5
Content/explanation of the paper	5
Conclusions drawn and presentation of the paper	10
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 60 points (%) out of 100 points (%) possible,

Within the semester, two Tests (2 x 30 points (%)) are scheduled to be held for students actively engaged in lectures, the first test in the 7th or 8th week and the second test at the end of lectures, the student passes the test if he has at least 16 points (%), since the student is assessed as having passed the first test, then the student can take the second test, the student has the right to take directly the final exam - oral or written. The student will be subject to the final exam test, after the completion of the course lectures and on the exam deadlines determined by the University Senate.

	<p>The purpose of the exam is to assess the knowledge, skills, abilities and competencies of the student, related to the learning outcomes foreseen in the material of the lectured course.</p> <p>The exam test (question form) must be completed individually by the student and the same is evaluated according to the criteria and contains:</p> <ul style="list-style-type: none">♦ objective multiple-choice questions, these will be used to assess the student's ability to recall and recognize concepts and course material.....30 points (%),♦ subjective questions of the type of topic for explanation/written answer/tasks - for which the student himself must be able to provide answers related to the material of the lectured course, the same answers will be used to assess the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis/evaluation of the problem.....30 points (%), <p>Purpose of the test: to assess the acquisition of learning outcomes and the ability to apply them in practical situations.</p> <p>The student passes the exam if he/she collects 50 points (%) from all activities foreseen by the assessment method,</p> <p>Grades at UASF:</p> <table><tr><th>Grade</th><th>ECTS/Grade</th><th>Points/Percent (%)</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></table>	Grade	ECTS/Grade	Points/Percent (%)	The definition	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	Sufficient	5	FX/F	0 - 49	Insufficient
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Concretization tools – IT	Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.																												
The ratio between the theoretical and practical part of the study	<p>60% - Theory, 40% - Theoretical exercises/tasks,</p> <p>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.)</p> <p>Of the total 150 hours planned for the course, the division is made according to the ratio of 60% with a focus on theory and 40% on practice.</p> <ul style="list-style-type: none">• 90 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module.• 60 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects.❖ 4 ECTS (70%) are dedicated to the theoretical part;																												

	❖ 2 ECTS (30%) are dedicated to the theoretical exercises/tasks; This division reflects the balance between acquiring basic concepts and applying them through practical activities.
Literature	
Basic literature:	<ol style="list-style-type: none"> 1. Paul Wetherly, Dorron Otter, 2018, The Business Environment: Themes and Issues in a Globalizing World, Oxford University Press; 2. Vasilika Kume, Menaxhimi Strategjik 2015
Additional literature:	<ol style="list-style-type: none"> 1. Britton, Chris, Thompson, Ed, Worthington, 2018, The Business Environment, Pearson 2. Shyqyri Llaci, Menaxhimi 2008 3. W.Orthington dhe Chris Britton - Mjedisi biznesor Univesiteti de Manfort Leicester Perkhthim Nagib Skenderi Afrim ALoku 2015 4. Prof. Dr. Ilia Kristo, Biznesi Ndërkombëtar; 5. Organisations and the Business Environment, David Campbell & Tom 3. Craig, second edition The Business Environment, Ian Worthington and Chris Britton, fift editioStephenP.Robbins&David De Cenzo
<u>Additional information</u> – Scientific Paper from the course professor:	<p>* Paper: Title : “Decision Making in Tourism and Gastronomy Development and Exploring Alternatives: A Case Analysis of the “Ballkan Petroll” Restaurant Network in Ferizaj”;</p> <p>Authors : Besarta Rexhepi Sahatqija (PhD Cand.), Aziz Rexhepi</p> <p>Published in : Pakistan Journal of Life and Social Sciences , Vol. 22, Issue 2, 2024; https://www.scopus.com/inward/record.uri?eid=2-s2.0-85209746915&doi=10.57239%2fPJLSS-2024-22.2.00921&partnerID=40&md5=8bee0185b185bf7f0ca807d2d5b9</p>
Designed lesson plan:	
Week	The lecture that will be held
First week	<p>Syllabus presentation and introduction to the subject, Introduction to the Business Environment</p> <p>Introduction to the subject, evaluation forms, literature, group formation for projects. Introduction to the course structure and work methodology. Learning objectives: Understanding the role of business in the economy and society. Introduction to the basic concepts of the business environment. Expected outcome no. 1.</p>
Second week	<p>Organizations and Organizational Theories</p> <p>Forms of business organization, enterprise as an organizational unit, structure, production. Business objective what is business the notion of business The importance of businesses in a market economy competition in businesses. Expected result no. 1.</p>

Third week	External Business Environment Mega and microenvironment, analysis of external influences, understanding industries. Analysis of external influences, understanding industries. The four activities of the external environment analysis process Expected result no. 2.
Fourth week	The Impact of Artificial Intelligence on Analyzing the External Business Environment Students will learn how AI collects and interprets data for strategic decision-making. Studying this section equips you with the necessary knowledge of strategic management, such as: Explains the importance of understanding and analyzing the external environment of the firm. Expected Result No. 5.
Fifth week	Internal Business Environment, Tangible and intangible resources, company values, capabilities. Expected result no. 3.
Sixth week	SWOT and PEST analysis SWOT analysis, Development of PEST analysis, Vision, mission, organizational philosophy, Demographic, social and cultural context. Internal business environment, Expected result no. 3.
Seventh week	Business Environment - Demographic, Social and Cultural Context It is planned to organize the first Test, Knowledge Assessment from week 1-6 until the first test.
Eighth week	Business Plan – Introduction What is a business plan, its structure, steps for drafting it. Expected result no. 4.
Ninth week	Applying Artificial Intelligence to Business Plan Development Students will apply artificial intelligence tools to build parts of a business plan (analysis, structure, forecasts). Plan Development Methodology. Who prepares the plan, market analysis, competitor identification. Expected Result No. 5.
Tenth week	Objectives and Strategies Long-term objectives, types of strategies, choosing strategic alternatives. Expected result no. 2 and 3.
Eleventh week	Globalization and the Business Environment What is globalization, impacts on local and global markets, Expected Result No. 6.
Twelfth week	Strategies for Entering International Markets Methods of entering foreign markets (exports, partnerships, direct investments). The importance of analyzing the business environment at the

	<p>international level.</p> <p>Adapting to local regulations, culture and consumer preferences.</p> <p>Expected Result No. 6,</p>
Thirteenth week	<p>Access to International Markets</p> <p>Exports, partnerships, foreign investments, adaptation to local regulations.</p> <p>Expected Result No. 6.</p>
Fourteenth week	<p>Political and Legal Factors</p> <p>Political stability, geopolitical risks, international regulations.</p> <p>Expected result no. 3,</p>
Fifteenth week	<p>Topic from the scientific paper: Decision-making in the development of tourism and gastronomy and alternative solutions (Case analysis of the restaurant network “Ballkan Petrol” Ferizaj)</p> <p>Expected result no. 3,</p> <p>The second test is planned to be organized,</p>
Academic policies and rules of conduct	
<p>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.</p>	