

SYLLABI

Basic data of the subject				
Academic unit:		Faculty of Management		
Program:		Business Management and Entrepreneurship		
Course title:		Product and Pricing		
Level:		Bachelor		
Subject status:		O		
Year of studies:		III		
Semester:		V		
Number of hours per week:		3		
Credit value – ECTS:		6		
Time / location:		UASF		
Subject professor:				
Contact details:				
Course Description		This course includes basic knowledge on products and pricing, topics for students will be: The notion of product and price, Product classification Product features, Brand / product brand, New product, Product Lifecycle, Price understanding , Price calculation methods, Price-demand ratio analysis, Inclusion of costs in price, Sales and price, New product and price, Price change, Retail, Wholesale.		
Purpose of the course		It is for students to get acquainted and gain knowledge about the product, price, how the product penetrates the market, the product-consumer ratio, students to get acquainted with the methods for calculating the price of the product, identifying the types of costs, identifying of the cost price of the product, and other topics arising from the discussion with students about the course.		
Expected learning outcomes		After completing this course, students will: 1. Gain knowledge about product and price, (ECTS: 1) , 2. Identify branded products according to their type and characteristics, (ECTS: 1) , 3. Build skills for calculating product costs when setting prices, (ECTS: 1) , 4. Use knowledge to identify products with international standards. (ECTS: 1) , 5. Be informed about the impact of Artificial Intelligence on product development and pricing, (ECTS: 1) , 6. Be competent to participate in team work related to the product and price in the sales contest, (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	1	10	10
Student's own study time (in the library or at home)			40
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	<p>The lecture will be organized following the student in the center, the teaching will be developed through lectures, exercises, practical examples, individual and group interpretations, seminar work, periodic evaluations, etc. All this will be realized in the theoretical and practical aspect by presenting the materials in audio-visual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and student works, the students' opinion will be heard about the literature that will be used, about the way of organizing the lecture which will be interactive in relation to the taught topics, orientation in the elaboration of material will be discussed in the group - practical visit, presentation of students for case studies, seminar papers or research.</p>		
Assessment methods and passing criteria	<p>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):</p> <ul style="list-style-type: none"> • Activity and Engagement in the lesson.....max 20 points (%), • Presentation of the project/seminar paper.....max 10 points (%), • Final exam (or two tests).....max 70 points (%), <p>Passing criteria related to the activities foreseen by the assessment method:</p> <p>1. Activity and Engagement in Learning – is assessed with 20 points (%) out of 100 points (%) possible:</p> <ul style="list-style-type: none"> • 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. <p>Goal: Encouraging critical thinking and creative solution of real situations related to the problems posed - related to teaching and learning in the subject module.</p> <p>2. Drafting and presenting a project/seminar paper - is assessed with 10 points out of 100 points (%) possible,</p>		

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	3
Content/explanation of the paper	4
Conclusions drawn and presentation of the paper	3
Total:	10

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 points (%) possible,

Within the semester, two Tests (2 x 35 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 18 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.

The exam test (question form) must be completed individually by the student and the same is evaluated according to the criteria and contains:

- ♦ 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 of 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.....40 points (%),

Purpose of the test: to assess the acquisition of learning outcomes and the ability to apply them in practical situations.

The student passes the exam if he/she **collects 50 points (%)** from all activities foreseen by the assessment method,

	Grades at UASF: <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	70% - Theory, 30% - Theoretical exercises/tasks, 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% with a focus on theory and 30% on practice. <ul style="list-style-type: none">• 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. Distribution of 6 ECTS <ul style="list-style-type: none">❖ 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:	1. Simon, Hermann, Fassnacht, Martin, 2019, Price Management: Strategy, Analysis, Decision, Implementation, Springer, Boon, 2. Ismail Mehmeti, PhD - “Produkti dhe Vendosja e Çmimit”, Prishtinë 2025, (Ligjëratë e autorizuar),																												
Additional literature:	1. David Meerman Scot – “The new rules of marketing and PR” (in eng) “Rregullat e reja te Marketingut dhe PR-i” (shq), përkthim ne shqip Leonard Boduri, Shtëpia Botuese: Living, Tirane 2021, 2. Philip Kotler, Hermawan Kartajaya and Iwan Setiawan – “Marketing 4.0 - Moving from Traditional to Digital”, 2016, Wiley, London, 3. Philip Kotler and Gary Armstrong – “Parimet e Marketingut”, 2013, Tirane,																												
<u>Additional information</u> – Scientific Paper from the course professor:	* Scientific Paper - by author: A. Terstena, G. Deda, S. Todorova, I. Mehmeti dhe S. Krasniqi, Title: “The Impact of Inflation on the Profitability of Businesses: Evidence from Kosovo”,																												

	<p>Journal - “Journal of Educational and Social Research”, e-ISSN – 2240-0524 dhe ISSN – 2239-978X, Vol. A3, No. 4, July 2023.</p> <p>Link: https://www.richtmann.org/journal/index.php/jesr/article/view/13426/13011</p>
Designed lesson plan:	
Week	The lecture that will be held
First week	<p>Presentation – informing students of the course syllabus, Discussion with students about the course, literature, additional material, activities planned during lectures, receiving feedback from students, etc. Product and pricing,</p> <p>It is an introductory lecture, students are introduced to the importance of the product and pricing for the enterprise, students select working groups for project/paper drafting, it starts with a comprehensive lecture – the role of Artificial Intelligence for product development is specified. Expected result no. 1 and 5.</p>
Second week	<p>The notion of the product, Product levels,</p> <p>In this lecture, students will be introduced to the notion of the product, what are the product levels and how they serve for a professional approach of the enterprise towards the product, there will be a discussion with students to identify a possible project/seminar paper for presentation, Expected result no. 1.</p>
Third week	<p>Product Classification, Product Characteristics,</p> <p>In this lecture, students will be discussed about the product and classification of products in the market, they will be introduced to the product characteristics and their importance for the enterprise and the consumer, Expected result no. 1 and 4.</p>
Fourth week	<p>Product – purpose,</p> <p>In this lecture, students will be introduced to the strategy that companies use to introduce a new product to the market, how they intend to penetrate local, regional and international markets to benefit as many consumers as possible so that sales are as large as possible, there will be interactive discussions with students – the beginning of the presentation of seminar. Expected result no. 1 and 4.</p>
Fifth week	<p>Artificial Intelligence and Product Development,</p> <p>In this lecture, students will be introduced to the role of Artificial Intelligence in product development and design, how AI affects product development, how data can be collected from multiple sources, and how multiple analyses are performed to develop and design a product. There will be interactive discussions with students – beginning of the presentation of seminar papers.</p>

	Expected outcome no. 5.
Sixth week	<p>Trademark and Product Life Cycle,</p> <p>Students will be introduced to the role and importance of the Brand for the product, how the trademark affects the sale and consumer confidence in the company's product. The CJP and the importance of the product's stay on the market as long as possible will be taught, students will be introduced to the product's life stages - which have different roles for the placement and sale of the product in the target market, in this lecture there will be presentations by students.</p> <p>Expected result no. 2.</p>
Seventh week	<p>Product Market Penetration Strategy,</p> <p>In this lecture, students will be introduced to the strategy that companies use to penetrate the market in order to achieve the largest possible sales of the product they produce-trade, there will be group discussions on the material of the processed subject.</p> <p>Expected result no. 4.</p> <p>It is planned to organize the first Test,</p>
Eighth week	<p>Artificial Intelligence and Pricing,</p> <p>Students will be introduced to the impact of Artificial Intelligence on pricing as one of the main activities of the company to stay in the market, students will be introduced to pricing, how pricing is defined, how important pricing is for a company that aims to dominate the target market, during the lecture there will be interactive discussions and presentations of seminar papers by students.</p> <p>Expected result no. 5.</p>
Ninth week	<p>Price including cost-calculation,</p> <p>In this lecture, students will be introduced to the method of calculating the price by including the costs of the component material in the production of a product that determine its cost, they will be introduced to the method of calculating the cost of a product that determines the basis for calculating the price for the market, during the lecture there will be group discussions and presentation of papers.</p> <p>Expected result no. 3.</p>
Tenth week	<p>Pricing Strategy, Product Cost,</p> <p>In this lecture, students will be introduced to the importance of pricing strategy, which strategy determines the company's success in staying in the market as long as possible, in addition to other pricing methods, students will be introduced to the use of the Product Cost method for calculating the cost price in the company.</p> <p>Expected result no. 3 and 6.</p>
Eleventh week	<p>Price Calculation – Methods,</p> <p>In this lecture, students will be introduced to the methods that are functional for calculating the price in an enterprise, tasks related to price formation will be discussed by engaging students in solving concrete tasks – according to the methods for calculating the price, during the lecture there will be a discussion on practical aspects of calculating the price and</p>

	placing the product for sale, there will be a presentation by students, Expected result no. 3.
Twelfth week	New product and price, There will be a discussion about the product and pricing, how the method of calculating the price affects the successful placement of a new product in the target market, how important is the professional work of the management team in a company for identifying a price acceptable to the consumer while also preserving the interest of the company, there will be an interactive discussion with students, presentation of seminar papers by students. Expected result no. 3 and 4,
Thirteenth week	Sales strategy and pricing, Students will be introduced to the strategy of creating a price that would affect the sale of the product, the modalities of price formation will be discussed and which of them will be the best - depending on the activity of the enterprise, there will be a group discussion on the practical aspects of the visit that is intended to be carried out in a company with a focus on the practical implementation of pricing and product setting, presentation of student works. Expected result no. 4 and 6.
Fourteenth week	Price change, The impact of inflation on business success (topics from the Scientific Paper) In this lecture, students will be introduced to the implications that price changes can bring for the enterprise as an entity but also for the consumers of the product that an enterprise offers in the market, how price changes affect the competition of distributors, intermediaries, etc., there will be group discussions and presentation of students' seminar papers. Expected result no. 3 and 6,
Fifteenth week	Retail, Wholesale, In this lecture we will discuss how pricing affects the sale of products and how prices are formed for retail and wholesale sales, we will discuss the forms of retail sales and who the main buyers are in these cases and also for wholesale sales cases, there will be interactive discussions on the material of the processed subject - the organization of the second Test is foreseen. Expected result no. 6, The second Test is foreseen to be organized,
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.	