

## SYLLABI

Basic data of the subject	
Academic unit:	Faculty of Management
Program:	Business Management and Entrepreneurship
Course title:	Entrepreneurship
Level:	Bachelor
Subject status:	Obligatory
Year of studies:	II
Semester:	IV
Number of hours per week:	3
Credit value – ECTS:	5
Time / location:	UASF
Subject professor:	
Contact details:	
Course Description	Entrepreneurship is a subject that enables students to become familiar with the figure of the entrepreneur, his characteristics, the ways of conducting proper market research, feasibility studies, ways of testing the entrepreneurial idea, getting to know the buyer, creating and compiling a business plan, managing the enterprise, etc. Entrepreneurship theory: a method, a mental apparatus, a thinking technique, which helps its owner to draw and make the right decisions, at the right time. Entrepreneurship is treated as part of business activities and leadership tasks, part of entrepreneurial management.
Purpose of the course	This course aims to provide students with basic knowledge on theoretical and scientific issues in the field of entrepreneurship. In short, the basic goals that are intended to be achieved are: easier understanding of events and trends in small private business in the Kosovar economy, and the crucial role that entrepreneurs play in building a sustainable economy; the process of entrepreneurship, by students and others, by enthusiasts and innovators, to be used as a method of enriching themselves, through the acquisition of knowledge, skills, and abilities to succeed.
Expected learning outcomes	After completing this course, students will: <ol style="list-style-type: none"> <li>1. Basic knowledge of the enterprise, <b>(ECTS: 1)</b>,</li> <li>2. Knowledge of how to establish an enterprise, <b>(ECTS: 1)</b>,</li> <li>3. Knowledge of implementing the financial strategy of the enterprise, <b>(ECTS: 1)</b>,</li> <li>4. Ability to practically apply knowledge of the work plan in the enterprise, functionalize the skills acquired by being part of the team to lead the enterprise, as well as apply knowledge of the efficiency of work in the enterprise, <b>(ECTS: 1)</b>,</li> <li>5. Competent to be part of the team to carry out the drafting of a basic plan for an enterprise, to conduct analysis to identify the best method of operating the enterprise, and</li> </ol>

	will be competent for the investment plan to identify the cost and profit in the future, (ECTS: 1),
<b>Contribution to the student workload (which should correspond to the student's learning outcomes)</b>	
<b>Activity</b>	<b>Hours      Days/week      Total</b>
Lectures	2      15      30
Theoretical exercises/assignments	1      15      15
Practical work	
Contacts with teachers – consultations	1      5      5
Preparation for project assignments	
Course project (planning + implementation)	2      2      4
Homework	1      10      10
Student's own study time (in the library or at home)	
Final exam preparation	1      10      10
Time spent on assessment (tests, final exam)	2      3      6
Projects, presentations, etc.	1      5      5
<b>Total</b>	<b>125</b>
<b>Teaching methodology and learning methodology</b>	The lecture will be organized by keeping the student at the center, teaching will be carried out through lectures, exercises, practical examples, individual and group interpretations, business plans, seminar work, periodic assessments, etc. All of 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 on the literature to be used, on the way of organizing the lecture which will be interactive regarding the topics taught, the orientation in the elaboration of the material will be discussed in the group - practical visits, student presentation of Case Studies, Seminar Works or Research.
<b>Assessment methods and passing criteria</b>	<p><b>The assessment method</b> – is based on three activities – on which the final grade will be built:</p> <ul style="list-style-type: none"> <li>• Activity and Case Study.....<b>max 10 points (%)</b>,</li> <li>• Business Plan Drafting / Presentation.....<b>max 20 points (%)</b>,</li> <li>• Final Exam (or two tests).....<b>max 70 points (%)</b>,</li> </ul> <p><b>Passing criteria related to the activities foreseen by the assessment method:</b></p> <p><b>1. Learning Activity and Case Study – is assessed with 10 points (%) out of 100 points (%) possible:</b></p> <ul style="list-style-type: none"> <li>• Activity in the lesson (<b>5 points (%)</b>) - 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.</li> </ul>

- **Case Study (5 points (%))** - it means that the student carries out a case study related to entrepreneurship and presents it to the students..

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

**2. Drafting and presenting the Business Plan - is assessed with 20 points out of 100 points (%) possible,**

Within the semester, the student (can be a group of students – no more than 4 students) must prepare a Business Plan (Word and PowerPoint), the same work of the plan must be presented during the hours assigned for presentation. The presentation will last a maximum of 15 minutes. The business plan is presented to the group and evaluated based on the quality of the content, analysis, creativity and ability to present it clearly.

<b>Business plan evaluation criteria</b>	
<b>Component</b>	<b>Point (%)</b>
Business plan structure	<b>4</b>
Content/elaboration of the plan	<b>9</b>
Conclusions drawn and presentation	<b>7</b>
<b>Total:</b>	<b>20</b>

**Goal:** development of analytical and scientific skills, through the handling of a real business plan - 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 planned 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 the lectures, the student passes the test if he has at least 18 points (%), since the student is considered to have passed the first test, then the student can take the second test. The student has the right to directly 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 within 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 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.....**40 points (%)**,

	<p><b>Purpose of the test:</b> is to assess the student's knowledge, skills, abilities and competencies, related to the learning outcomes foreseen in the course module and to apply them in practical situations.</p> <p><b>The student passes the exam if he/she collects 50 points (%) from all activities foreseen by the assessment method,</b></p> <p><b>Grades at UASF:</b></p> <table><tr><th>Grade</th><th>ECTS/Grade</th><th>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>Adequate</td></tr><tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr></table>	Grade	ECTS/Grade	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	Adequate	5	FX/F	0 - 49	Insufficient
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<b>Concretization tools – IT</b>	Use of whiteboard, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.																												
<b>The ratio between the theoretical and practical part of the study</b>	<p><b>80% - Theory,</b> <b>20% - Practical exercises,</b></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 125 hours planned for the course, the division is made according to the ratio of 80% with a focus on theory and 20% on practice.</p> <ul style="list-style-type: none"><li>• 100 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module.</li><li>• 25 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects.</li></ul> <p>Distribution of 5 ECTS according to the ratio 80%-20%:</p> <ul style="list-style-type: none"><li>❖ 4 ECTS are dedicated to the theoretical part;</li><li>❖ 1 ECTS are dedicated to the practical part;</li></ul> <p>This division reflects the balance between acquiring basic concepts and applying them through practical activities.</p>																												
<b>Literature</b>																													
<b>Basic literature:</b>	<ol style="list-style-type: none"><li>1. Prof. Dr. Anastas Angjeli, Prof. As. Dr. Ermelinda Kordha, Prof. As. Dr. Alma Spaho “Ndërmarrësi” Tiranë 2020</li><li>2. Emeric Solymossy &amp; Safet Merovci, “Ndërmarrësia”, Prishtinë, 2008.</li><li>3. Charles Bamford, Garry Bruton, 2021, Entrepreneurship: The Art, Science, and Process for Success, Fourth Edition, MC Graw Hill, Texas Christian University,</li></ol>																												
<b>Additional literature:</b>	<ol style="list-style-type: none"><li>1. Rob Yeung, “The rules of Entrepreneurship”, 2007</li><li>2. “Entrepreneur’s Toolkit”, Harvard Business Essentials, 2005,</li></ol>																												
<b><u>Additional information</u> – Scientific Paper from the course professor:</b>	<b>*Scientific Paper</b> - by the authors: Arben Tërstena, Ismail Mehmeti & Sokol Krasniqi:																												

	<p>Title: “Analysis of Owners’ and Managers’ Perceptions on Factors Affecting the Effectiveness of Small and Medium-Sized Enterprises: Evidence from Kosovo”,</p> <p>Published: International Journal of Applied Economics, Finance and Accounting</p> <p>Vol. 17, No. 1, pp. 67-75, ISSN2577-767X Jun 2023</p> <p><a href="http://onlineacademicpress.com/index.php/IJAEFA/article/view/1036/765">http://onlineacademicpress.com/index.php/IJAEFA/article/view/1036/765</a></p> <p><a href="https://www.scopus.com/authid/detail.uri?authorId=57961121300">https://www.scopus.com/authid/detail.uri?authorId=57961121300</a></p>
<b>Designed lesson plan:</b>	
<b>Week</b>	<b>The lecture that will be held</b>
<b>First week</b>	<p><b>Presentation – informing students about the course syllabus,</b> Discussion with students about the course, literature, additional material, activities planned during the lectures, receiving feedback from students, etc.</p> <p><b>Introduction - Lecture content</b> “In this lecture, students will be introduced to the goals, content and structure of the course ‘Entrepreneurship’. The main topics of the lectures, teaching and assessment methods, as well as practical activities and seminar projects that will be developed during the semester will be presented.” Expected result no. 1.</p>
<b>Second week</b>	<p><b>What is entrepreneurship?</b></p> <p>“In this lecture, students will be introduced to the concept of entrepreneurship, the main definitions of the entrepreneur and its role as a social technology. It will discuss who is considered an entrepreneur and the importance of this notion for economic and social development.” Expected outcome no. 1.</p>
<b>Third week</b>	<p><b>Who is an entrepreneur?</b></p> <p>In this lecture, students will be introduced to the individual attributes of entrepreneurs, entrepreneurial behaviors, and motivations for starting a business. The differences between entrepreneurs and managers will be addressed, emphasizing the importance of the role of entrepreneurs in value creation and innovation.”, Expected outcome no. 1 and 2.</p>
<b>Fourth week</b>	<p><b>Market Analysis and Research</b></p> <p>“In this lecture, students will be introduced to the importance of market analysis and research for entrepreneurship. The process of identifying opportunities and the ways in which they serve to develop new business ideas and create competitive advantage will be addressed.” Expected Result No. 2.</p>
<b>Fifth week</b>	<b>Market Analysis and Research</b>

	<p>“In this lecture, students will be introduced to the role of creativity and innovation in the market analysis process. It will be discussed how the ability to solve problems and provide creative solutions contributes to the development of new ideas and the competitive advantage of the enterprise.”</p> <p>Expected Result No. 4.</p>
<b>Sixth week</b>	<p><b>Feasibility Study – Fertility</b></p> <p>“In this lecture, students will be introduced to the process of feasibility study and assessing the viability of a business idea. Self-analysis of skills and resources will also be addressed to determine the potential for success of the enterprise.”</p> <p>Expected Result No. 4.</p>
<b>Seventh week</b>	<p><b>Feasibility Study – Fertility, Topic from the Scientific Paper: Analysis of the perceptions of owners and managers on the factors that influence the effectiveness of small and medium-sized enterprises,</b></p> <p>“In this lecture, students will be introduced to the feasibility study and the process of assessing the fruitfulness of a business idea. The importance of self-analysis in determining the skills, resources and capacities that influence the success of the enterprise will be addressed. The factors that influence the effectiveness of small and medium-sized enterprises will be discussed”.</p> <p>Expected result no. 2 and 3.</p>
<b>Eighth week</b>	<p><b>Knowledge Assessment</b></p> <p>“In this lecture, students will engage in the first colloquium to assess the knowledge acquired so far on the concepts of entrepreneurship, market analysis, creativity, innovation and feasibility study. The activity will strengthen understanding and preparation for practical assignments and seminar projects.”.</p> <p>Expected Result No. 5.</p> <p>It is planned to organize the <b>first Test</b>,</p>
<b>Ninth week</b>	<p><b>Business Idea Testing</b></p> <p>“In this lecture, students will be introduced to the process of testing business ideas. It will cover how to assess the feasibility and potential of a business idea in the market, identifying risks and opportunities for the success of the enterprise.”.</p> <p>Expected Result No. 2.</p>
<b>Tenth week</b>	<p><b>Buyers – Prospective Buyer,</b></p> <p>“In this lecture, students will be introduced to the concept of the buyer and the identification of the prospective buyer. The importance of understanding consumer needs and preferences for developing effective marketing strategies and the success of a business will be discussed.”</p> <p>Expected Outcome No. 2.</p>
<b>Eleventh week</b>	<p><b>Business Plan</b></p> <p>“In this lecture, students will be introduced to the structure and importance of a business plan. The analysis of the industry and business environment,</p>

	the marketing plan, the financial plan, the production plan, as well as the organizational forms and the operational plan for effective management of the enterprise will be discussed.”, Expected Result No. 2.
<b>Twelfth week</b>	<b>Business Preparation and Management</b>  “In this lecture, students will be introduced to business preparation and management, starting with the concept of ‘Starting on the Right Foot’. Organizational issues, management styles, human resource management, inventory, finance and credit for efficient business operation will be addressed.” Expected Outcome No. 3,
<b>Thirteenth week</b>	<b>Artificial Intelligence and International Business</b>  “In this lecture, students will be introduced to the opportunities of international business and the role of Artificial Intelligence in its development. The use of the internet, e-commerce, website creation, digital marketing, as well as the adaptation and expansion of AI-based management will be addressed.” Expected result no. 3.
<b>Fourteenth week</b>	<b>Presentation of ideas in business plan format by students</b>  “In this lecture, students will present their ideas in business plan format. They will practice structuring marketing, finance, production and organization plans, receiving evaluations and comments to improve their ideas and entrepreneurial skills.”. Expected outcome no. 4 and 5,
<b>Fifteenth week</b>	<b>Knowledge Assessment</b>  “In this lecture, students will engage in a second colloquium to assess their knowledge of business development and management, international business, the use of AI, and business plan development. The activity will strengthen understanding and preparation for practical assignments and final projects.” Expected Outcome No. 5, It is planned to organize the <b>second Test</b> ,
<b>Academic policies and rules of conduct</b>	
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 teacher 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.	