SYLLABI

Basic data of the subject	
Academic unit:	**Faculty of Management**
Program:	**Business Management and Entrepreneurship**
Course title:	**Information System Management-ISM**
Level:	**Bachelor**
Subject status:	**O**
Year of studies:	**II**
Semester:	**IV**
Number of hours per week:	**3**
Credit value – ECTS:	**4**
Time / location:	**UASF**
Subject professor:	
Contact details:	
Course Description	This course aims to provide an in-depth and structured understanding of information systems management and the strategic role of artificial intelligence (AI) in the development of modern businesses. It explores the interaction between technology and management, with a particular focus on the impact of advanced technologies on strategic decision-making, increasing operational efficiency and strengthening market competitiveness. During the course, students will be equipped with important knowledge of information systems, organizational strategies and the integration of these systems into managerial practices. Topics include networks and the Internet, e-business, customer relationship management (CRM), databases, information security, as well as the use of new technologies in project management and decision-making processes. The course aims to prepare students to apply these concepts in a practical way, contributing to improving organizational performance and ensuring sustainability in an increasingly digitalized and global environment.
Purpose of the course	The aim of this course is to provide students with advanced knowledge on the strategic role of information systems and the transformative impact of artificial intelligence (AI) on the management of modern organizations. Through an integrated theoretical and practical approach, the course aims to develop students' skills in the effective use of new technologies to increase operational efficiency, improve decision-making processes and address the challenges associated with digital transformation. The focus is also on analyzing ethical issues and the impact of technology on organizational sustainability. Students will develop competencies in the technical and managerial aspects of information systems, including databases, data processing and analysis for strategic purposes, enabling them to contribute to maintaining competitiveness in a dynamic and global market.

Expected learning outcomes	After completing this course, students will: 1. Analyze and evaluate the strategic impact of information systems and advanced technologies (such as AI, Big Data, Cloud Computing) in increasing the performance and competitiveness of organizations. **ECTS: 0.60** 2. Implement technological solutions using artificial intelligence to address business challenges, improve operational efficiency and support the decision-making process. **ECTS: 0.80** 3. Develop effective information systems management strategies, aligning them with overall business goals and strategies. **ECTS: 0.70** **4.** Acquire technical and managerial skills for the design, supervision and improvement of information systems in various organizations. **ECTS: 0.60** 5. Reflect critically on ethical and social issues related to the use of technology in business, including privacy, data security and social responsibility. **ECTS: 0.50** 6. Demonstrate skills in teamwork and interdisciplinary collaboration, to contribute to the development and effective management of information systems projects. **ECTS:0.80**

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	2	2
Preparation for project assignments	1	5	5
Course project - Test (planning + implementation)	2	2	4
Homework	1	2	2
Student's own study time (in the library or at home)			20
Final exam preparation	1	10	10
Time spent on assessment (tests, final exam)	1	2	2
Projects, presentations, etc.	1	5	5
Total			**100**

Teaching methodology and learning methodology	The course is delivered over a 15-week period, with 3 hours of lectures and/or exercises each week, organized both individually and in groups. The exercises aim to encourage active participation of students in discussions on concrete examples, deepening theoretical and practical knowledge. Regular participation and active contribution to lectures and exercises constitute a key component of the course, being considered essential for the development of students' critical, analytical and collaborative skills. Students are encouraged to engage in discussions, share ideas and work collaboratively to build a more complete understanding of the concepts

	covered. The course methodology combines: • Theoretical lectures to introduce basic and advanced concepts and principles. • Practical exercises to apply concepts to real-world situations. • Analysis of case studies to link the literature to best practices. • Seminar papers and structured assignments to develop research and presentation skills. • Periodic assessments to measure progress and level of knowledge acquisition. Learning materials will be presented in audio-visual formats using modern technologies, including Windows Office programs and other supporting digital tools. In the theoretical aspect, the course provides knowledge based on the latest scientific literature, while the practical part focuses on concrete applications, case studies from international practice and the solution of analytical tasks with interpretation of results. This combination aims to create an interactive environment that strengthens cooperation between professors and students, as well as among students themselves, increasing the quality of learning and the ability to apply knowledge in real business situations.
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): • 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 (%), **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 10 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	**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 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.
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 (%),**

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: **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
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	The structure of this module is built on a careful balance between the theoretical and practical components, with the aim of providing a comprehensive and effective experience. The integrated approach aims for students to initially build a solid conceptual foundation, to then enable them to apply knowledge in practical contexts and situations close to professional reality. In this regard, the module is structured according to the ratio of 60% theory and 40% practice, as follows: 60 hours (60%) are dedicated to theoretical lectures, through which students gain knowledge on basic management concepts, theoretical approaches, contemporary methodologies and professional standards, all reflected in the modular content. 40 hours (40%) are oriented towards practical activities, including: ➢ Classroom exercises, ➢ Analysis of concrete cases, ➢ Group work and development of simulation projects, ➢ Thematic quizzes and structured reflections in the field of management. In accordance with this hour structure, the distribution of 4 ECTS is also done proportionally: • 2.4 ECTS (60%) are dedicated to theoretical content, which focuses on building academic knowledge and a deep understanding of management topics. • 1.6 ECTS (40%) are dedicated to practical content, guiding students towards developing analytical, practical and critical thinking skills through the application of concepts in concrete cases. This division represents a contemporary model of integrating theory with practice and aims to prepare students comprehensively for professional challenges in the field of management.
Literature	
Basic literature:	1. **Laudon, K. C., & Laudon, J. P. (2021).** *„Management Information Systems: Managing the Digital Firm" (17th ed.)* Edition, Global Edition. Pearson Education Limited. 2. **Turban, E., Pollard, C., & Wood, G. (2021). „***Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability",*

	(12th Edition). Publisher: John Wiley & Sons 3. **Mirdaim Axhami, PhD (2014*),"****Menaxhimi i sistemeve të informacionit", Tiranë*
Additional literature:	1. **Russell, S., & Norvig, P. (2021).** *„Artificial Intelligence: A Modern Approach"* (4thEdition).Publisher:Pearson. 2. D**avenport, T. H., & Ronanki, R. (2018).** *„Artificial Intelligence for the Real World, Harvard Business Review".*
Additional information **– Scientific Paper from the course professor:**	**A. Loku & N. Loku**; **Paper;** *"Management Optimizing Healthcare Delivery through Advanced Information System Management: A Financial and Operational Perspective for Kosovo's Healthcare Sector", 2024,* **Journal:** Pakistan Journal of Life and Social Sciences; **E-ISSN**: 2221-7630; **P-ISSN:** 1727-4915 Paper Link: https://www.pjlss.edu.pk/pdf_files/2024_2/878-892.pdf
Designed lesson plan:	
Week	**The lecture that will be held**
First week	**Presentation of the course syllabus: goals, methodology and assessment**. What is an information system? Its definition and importance in the global economy. Expected outcome no. 1, 3 & 5
Second week	**Organizational strategy and information systems management.** Global e-Business and technology in business. Expected outcome no. 1, 2, 3 & 6
Third week	**Introduction to artificial intelligence (AI);** The role of information systems in enterprises and business strategy. The effects of AI on organization and behavior. Design and adaptation of information systems to business needs. Technological strategies to cope with competition and align IT with organizational goals. Expected outcome no. 1, 2, 3 & 4
Fourth week	**Artificial intelligence in business**; Application of AI in business automation and decision-making. Ethical and social issues in information systems. Model for analyzing ethical, social and political challenges. Five Moral Dimensions of the Information Age and Their Impact. Technological Trends Bringing Ethical Issues into Focus. Expected Outcome No. 2, 4, and 5
Fifth week	**The Role of Information Technology in Improving Healthcare**; Digital Transformation in Healthcare. Technological Advances such as Artificial Intelligence and Integrated Systems. Modern Technological Environment in the Quality and Sustainability of Healthcare Services. Literature: A. Loku & N. Loku; Paper: „*Management Optimizing Healthcare Delivery through Advanced Information System Management: A Financial and Operational Perspective for Kosovo's Healthcare Sector"* 2024 Expected Result No. 1, 3, 5, and 6
Sixth week	**Basics of Business Intelligence and Information Management**; Basic concepts of file organization and database structures. Database

	Management Systems (DBMS) and their role in business. Non-relational databases, the use of cloud databases and blockchain technology. Challenges of big data and their importance for decision-making. Methods for ensuring data quality and accuracy. Expected Result No. 1, 2, 3, and 6
Seventh week	First Test,
Eighth week	**Technology Trends and Practical Applications**; Application of Technologies. Case Study: Practical analysis of the implementation of a specific technology in a selected organization. Evaluation and Reflection: Discussion on the benefits and challenges of using new technologies. Expected Result No. 1, 2, 3, 5 and 6
Ninth week	**Information Systems Security**, Interactive Discussion: Identifying Threats and Countermeasures. Case Study: Analysis of a Real-World Case Study on Security Breaches and Lessons Learned. Essay and Reflection: Students present innovative solutions to system security issues. Expected Outcome No. 1, 2, 4 and 6
Tenth week	**Information systems and data for statistical and comparative needs**; The role of Information Systems in statistical analysis. Main applications, trend identification and strategic decision-making. Comparison of the organization's performance with industry standards and competition. Expected result no. 1, 3, 5 and 6
Eleventh week	**Decision Making Based on Information Systems**; Data-Driven Decision Making: Analysis of the roles of information systems in decision-making processes. Decision-Making Models: Discussion of different models and the use of analytics to support them. Use of Artificial Intelligence: Implementation of AI tools to improve strategic decision-making processes. Expected Result No. 1, 2, 3 and 6
Twelfth week	**Developmental Trends in Information Technology and Their Impact on Business**; Key Trends in Information Technology. Business Impact, Increasing Technological Sustainability: Integrating Green Technologies and Sustainable Practices into Business Operations. Using Technology for Innovation: Strategies for Adapting New Technologies to Stay Competitive in the Global Market. Expected Result No. 1, 3, 4 and 5
Thirteenth week	**Information Management in the Health Sector and AI**: Conceptual Framework, Interpretation of Functions in Health Information Management, Electronic Health Care Delivery System, Benefits of Health Care Delivery Systems, Improving Quality of Care through Proper Management of Electronic Health Information Literature: A. Loku & N. Loku; Paper: *„Management Optimizing Healthcare Delivery through Advanced Information System Management: A Financial and Operational Perspective for Kosovo's Healthcare Sector”* 2024 Expected Result No. 1, 4, 5 and 6
Fourteenth week	**Discussion and Presentation**: Presentation by students of their seminar papers or essays on topics related to the use of SI for statistical analysis. Case study: Analysis of a real organization that uses data to improve processes and performance. Expected outcome no. 1, 2, and 6
Fifteenth week	Test 2 and prepper Final exam

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.