

SYLLABUS

Basic data of the subject	
Academic unit:	Faculty of Management
Program:	Business Management and Entrepreneurship
Course title:	Social Media and Digital Economy
Level:	Bachelor
Subject status:	Elective
Year of studies:	III
Semester:	VI
Number of hours per week:	3
Credit value – ECTS:	4
Time / location:	UASF
Subject professor:	
Contact details:	
Course Description:	<p>This course aims to provide students with structured knowledge on the basic concepts of new media and the role that digital media play in contemporary society. Through topics based on scientific literature, the technological evolution of digital media and their impact on communication, the digital economy and social developments will be examined. The program includes the analysis of new media audiences, the concept of digital distribution and digital participation, as well as the main elements of e-commerce, including its definition, development, opportunities and models.</p> <p>An important part is dedicated to electronic marketing and its strategies in the digital environment. The course also addresses key moments in the history of informatics and social media, in order to provide a broad perspective on the processes of technological innovation and their impacts on the digital economy. In this way, students will acquire the ability to understand, analyze and apply new media concepts in various professional and academic contexts.</p>
Purpose of the course:	<p>The main objective of this course is to provide students with advanced knowledge and skills on best practices in the use of social media and the digital economy, analyzing their impact on the profitability of the enterprise, the process of digitalization of products and their development in the market.</p> <p>Students will also be introduced to the psychological aspects of consumer behavior, with the aim of building lasting relationships and creating loyal customers through effective communication and continuous interaction.</p> <p>A special emphasis is placed on product and service positioning strategies, using modern information technologies to optimize market presence and increase the value of the enterprise's offer.</p>

Expected learning outcomes:	<p>Upon completion of the course, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Explain the basic concepts of social media and the digital economy, as well as their impact on profitability and product development. ECTS: 0.60 2. Analyze the process of digitalization of products and services, identifying the opportunities offered by modern information technologies. ECTS: 0.60 3. Evaluate the psychological factors that influence consumer behavior and create loyal customers. ECTS: 0.60 4. Develop mutual communication strategies to increase customer interaction and engagement. ECTS: 0.40 5. Apply techniques for positioning products and services in the market using digital tools and platforms. ECTS: 0.60 6. Use social media and digital marketing tools to optimize the company's presence in the target market. ECTS: 0.80 7. Integrate theoretical and practical knowledge to design innovative strategies that combine the technological, psychological and commercial aspects of digital business. ECTS: 0.40.
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Contribution to the student workload (which should correspond to the student's learning outcomes)

Activity	Hours	Day/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 and learning methodology:	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, 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.
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Assessment methods and passing criteria:	<p>The assessment method – is based on three activities – on the basis of which the final grade will be built:</p> <ul style="list-style-type: none"> ➢ Activity and Engagement in Learning.....max 20 points (%), ➢ Project Presentation/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 - assessed with 20 points (%) out of 100 points (%) possible:</p> <ul style="list-style-type: none"> • Activity in learning (10 points %) - means that the student is active and involved in interactive discussions between professors and students, students and students, opening new topics that are related to the subject, giving ideas, opinions, critical thoughts in order to stimulate 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>Purpose: Encouraging critical thinking and creative solutions to 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 evaluated with 10 points out of 100 points (%) possible,</p> <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.</p> <p>The topic of the paper can be proposed by the professor and by the student - the topic proposed by the student must be approved by the professor, and the same must be in full correlation with the course. The paper is presented in front of the group and evaluated based on the quality of content, analysis, creativity and ability to present it clearly.</p> <table border="1"> <thead> <tr> <th data-bbox="649 1389 1421 1431">Project/seminar paper evaluation criteria</th><th data-bbox="649 1431 1421 1495">Points (%)</th></tr> </thead> <tbody> <tr> <td data-bbox="649 1495 1241 1533">Structure and Purpose of the paper</td><td data-bbox="1241 1495 1421 1533">3</td></tr> <tr> <td data-bbox="649 1533 1241 1571">Content/elaboration of the paper</td><td data-bbox="1241 1533 1421 1571">4</td></tr> <tr> <td data-bbox="649 1571 1241 1609">Conclusions drawn and presentation of the paper</td><td data-bbox="1241 1571 1421 1609">3</td></tr> <tr> <td data-bbox="649 1609 1241 1643" style="text-align: right;">Total:</td><td data-bbox="1241 1609 1421 1643" style="text-align: right;">10</td></tr> </tbody> </table> <p>Purpose: developing research, analytical and scientific skills, through addressing a specific topic independently and academically - related to teaching and learning in the subject module.</p> <p>2. The final exam test is evaluated with 70 points (%) out of 100 points (%) possible,</p> <p>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</p>	Project/seminar paper evaluation criteria	Points (%)	Structure and Purpose of the paper	3	Content/elaboration of the paper	4	Conclusions drawn and presentation of the paper	3	Total:	10
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	<p>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 (%), after the student is evaluated as having 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 course lectures and within the exam deadlines determined by the University Senate.</p> <p>The purpose of the exam is to assess the student's knowledge, skills, abilities and competencies, 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 is evaluated according to the criteria and contains:</p> <ul style="list-style-type: none"> ➤ Objective multiple-choice questions, the same will be used to assess the student's ability to recall and recognize the concepts and material of the course.....30 points (%), ➤ Subjective questions of the type of topic for explanation/written answer/tasks - for which the student himself must be able to give answers related to the material of the lectured course, the same answers will be used to assess the student's understanding and ability to apply the knowledge acquired in the analysis, synthesis/evaluation of the problem....40 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 in UShAF:</p> <table border="1" data-bbox="633 1058 1416 1332"> <thead> <tr> <th>Grading</th><th>ECTS/Grade</th><th>Percentage (%)</th><th>Definition</th></tr> </thead> <tbody> <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> </tbody> </table>	Grading	ECTS/Grade	Percentage (%)	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 tables, the Internet, wireless technology, computers, projectors, PowerPoint, use of online platforms and tools to support communication and teamwork, etc.																												
The ratio between the theoretical and practical part of the study:	<p>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.</p> <p>In this regard, the module is structured according to the ratio of 60% theory and 40% practice, as follows:</p> <p>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.</p> <p>40 hours (40%) are oriented towards practical activities, including:</p> <ul style="list-style-type: none"> ➤ Classroom exercises, 																												

	<ul style="list-style-type: none"> ➤ Analysis of concrete cases, ➤ Group work and development of simulation projects, ➤ Thematic quizzes and structured reflections in the field of management. <p>In accordance with this hour structure, the distribution of 4 ECTS is also done proportionally:</p> <ul style="list-style-type: none"> • 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 to concrete cases. <p>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.</p>
Literature	
Basic literature	<ol style="list-style-type: none"> 1. Tim Jordan, 2020, <i>The Digital Economy</i> 2. A. Loku. & M. Sreten (2023). <i>“Marketing Basics and Digitalization</i>
Additional literature	<ol style="list-style-type: none"> 1. Bill Kovach & Tom Rosentiel - “FLU "how to know the truth in the age of information overload" 2. Keith Quesenberry, 2018, Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution.
<u>Additional information –</u> Scientific Paper from the course professor:	<ol style="list-style-type: none"> 1. A.Loku & E.Masia; Paper; „Artificial intelligence in Management and Enhancement of Kosovo Health Information System”: 2024, Journal: Academic Journal of Interdisciplinary Studies (AJIS); ISSN:2281-3993- Paper link: https://www.richtmann.org/journal/index.php/ajis/issue/view/354
Designed lesson plan:	
Week	The lecture that will be held
First week	Presentation - informing students of the course syllabus, Description (presentation) of the course.,
Second week	The concept of new media and their relationship with society and technology. Basic concepts familiarity with the basic concepts of new media Interactive discussions, Expected result 1 & 2
Third week	The rise of new media, comparison between informational capitalism and industrial capitalism, Interactive discussions Expected outcome no. 1, 2 & 5
Fourth week	Current challenges in the Kosovo health Information System, need for technological advancements, virtual health assistants and telemedicine, Success stories and global challenges. Literature: A.Loku & E.Masia, Paper : „Artificial intelligence in Management and enhancement of Kosovo health Information system”, 2024. Expected Result No. 1, 2, 3 and 6
Fifth week	New media audiences, Use of new media, concept of digital distribution and digital participation, Interactive discussions, Expected result no. 2, 5 and 6

Sixth week	Economic decision-making perspective accepting or rejecting an innovation in technology, Interactive discussions, Expected outcome no. 1, 2, and 6
Seventh week	Main issues addressed in social psychology around digital society, Leadership, recognition, attraction, personal and social functions in the digital economy Expected result no. 2, 3, 5, and 6
Week eight	First test
Week nine	Information and the digital economy, Interactive discussions, Expected result no. 1, 3, 6 and 7
Tenth week	Electronic operation (development, width, models) and distribution management, Interactive discussions Expected result no. 1, 3, 4 and 6
Week eleven	E-commerce (definition, development, opportunities, models) Interactive discussions, Literature: Expected result no. 2, 6 and 7
Twelfth week	Digital Marketing, Interactive Discussions, Expected Result No. 2, 4, 6 and 7
Thirteenth week	New perspectives, initiatives and implications in the digital economy, Interactive discussions, Expected result no. 1, 2, 6 and 7
Week fourteen	Internet Safety, Reviews, Criticism and Project Presentation Preparation each team will have the opportunity to test their ideas and practice parts of their presentation in class. Expected Outcome No. 2, 3, 6 and 7
Week fifteen	Second test, Expected result all results (1 - 7)
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>	