SYLLABI

Basic data of the subject	
Academic unit:	**Faculty of Management**
Program:	**Business Management and Entrepreneurship**
Course title:	**Environmental Sustainability and Entrepreneurship**
Level:	**Bachelor**
Subject status:	**Election**
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 addresses the relationship between business, environment and sustainable development. Students are introduced to the role of entrepreneurship in solving ecological challenges, the concepts of circular economy, green innovation, sustainable business models, ESG, environmental policies and natural resource management. Through practical analysis, case studies and interactive discussions, students will be able to develop business ideas that contribute to economic development without compromising the environment.
Purpose of the course	It is to: equip students with basic knowledge of sustainable development concepts and their impact on business, help students understand how entrepreneurship can provide environmentally sustainable solutions, develop skills for strategic analysis of the business environment (PEST, SWOT), encourage the creation of green ideas and sustainable business models, prepare students to assess the environmental, social and economic impacts of enterprises. Encourage the implementation of ESG principles and corporate social responsibility
Expected learning outcomes	After completing this course, students will: 1. Explain the basic concepts of sustainability and green entrepreneurship. **(ECTS: 0.5)** 2. Analyze the internal and external business environment by applying strategic tools. **(ECTS: 1)** 3. Identify entrepreneurial opportunities offered by ecological challenges and technological developments. **(ECTS: 0.5)** 4. Assess the impact of business activities on the environment (e.g. LCA, ESG). **(ECTS: 0.5)** 5. Develop sustainable and innovative business models and ideas **(ECTS: 0.5)** 6. Apply the concepts of circular economy and natural resource management within an enterprise. **(ECTS: 0.5)** 7. Present projects based on green entrepreneurship and

	environmental policies. **(ECTS: 0.5)**

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/assignments	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	1	5	5
Preparation for project assignments	2	2	4
Course project (planning + implementation)			
Homework	1	5	5
Student's own study time (in the library or at home)			15
Final exam preparation	2	5	10
Time spent on assessment (tests, final exam)	3	2	6
Projects, presentations, etc.	1	5	5
Total			**100**

Teaching methodology and learning methodology	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies that will be discussed in groups, learning based on a presented problem, student presentation of case studies, scientific seminar papers, essays or research, practical group and individual work, workshops on green ideas, problem-oriented learning - PBL (Problem-Based Learning) and finding the best possible solutions to the problems faced by organizations in the field of environmental protection.
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 **10 points (%),** • Project presentation of the /seminar paper…..max **20 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 10 points (%) out of 100 points (%) possible:** • Activity in the lesson (**5 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 **(5 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	**Pikët (%)**
Structure and Purpose of the paper	6
Content/explanation of the paper	7
Conclusions drawn and presentation of the paper	7
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 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 17 points (%), since the student is assessed as having passed the first test, then the student can take the second test. 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.....**35 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..... **35 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	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	**70% - Theory,** **30% - Practical exercises,** 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 100 hours planned for the course, the division is made according to the ratio of 70% with a focus on theory and 30% on practice. • 70 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module. • 30 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects. Distribution of 4 ECTS according to the ratio 70%-30%: ❖ 2.8 ECTS (70%) are dedicated to the theoretical part; ❖ 1.2 ECTS (30%) are dedicated to the practical part; This division reflects the balance between acquiring basic concepts and applying them through practical activities.
Literature	
Basic literature:	1. Taticchi, P. (Ed.). (2022). *Corporate sustainability in practice: A guide for strategy development and implementation*. Springer. 2. Roessl, D., Bartosch, B., & Teller, C. (Eds.). (2021). *Sustainable entrepreneurship: Theory, research, and practice*. Routledge. 3. Paul Wetherly, Dorron Otter, 2018, *The Business Environment: Themes and Issues in a Globalizing World*, Oxford University Press
Additional literature:	1. Stahel, W. R. (2019). *The circular economy: A user's guide*. Routledge. 2. United Nations Environment Programme (UNEP). (2021). *Sustainability and circularity in the business sector: Global outlook*

Designed lesson plan:	
Week	**The lecture that will be held**
First week	Syllabus Presentation and Introduction to the Course; It is an introductory lecture, students are introduced to the course syllabus, literature, additional materials, activities planned during the lectures, etc. **Definition of Environmental Sustainability** In this lecture, students will be introduced to environmental sustainability and entrepreneurship, green entrepreneurship and its importance in the modern economy. Course approach and learning outcomes Expected outcome. no. 1.
Second week	**General knowledge of the business environment – Environmental issues in business management** In this lecture, students will be introduced to the impact of businesses on the environment, the main environmental challenges (climate, waste, water, energy) Basic sustainable business practices, etc. Expected result no. 1, 4.
Third week	**Entrepreneurship and Sustainable Development – Analysis of the External Environment** In this lecture, students will be introduced to the role of entrepreneurship in promoting sustainable development, Green enterprise models, entrepreneurial opportunities created by environmental challenges, Interactive discussions, etc. Expected result no.1, 2, 4.
Fourth week	**Vision, mission and philosophy of organizations – Internal business environment – SWOT analysis** This lecture will include exercises and lectures, where students will be introduced to the integration of sustainability in the mission and vision, environmental factors within the SWOT analysis, examples of green companies, etc. Expected result no. 2, 3, 7.
Fifth week	**Artificial Intelligence, Forecasting the Economic, Political, Technological, Social Environment – PEST Analysis** In this lecture, students will be introduced to the environmental pillars in PEST analysis, Introducing the concept of circular economy, then how Artificial Intelligence is used to analyze large amounts of economic, political, technological and social data (PEST), AI algorithms can process data from markets, government reports, social networks and global trends to generate more accurate and dynamic analysis. Expected result no.1, 2, 3, 6.
Sixth week	**Business Governance, Ethics and Social Responsibility** This lecture will include discussions with students on the material from previous lectures, then they will be introduced to ESG (Environmental, Social, Governance), Sustainability Ethics, Corporate Social Responsibility practices, interactive discussions, etc. Expected Outcome No. 3, 4, 6, 7.
Seventh week	**Social Benefits of Environmental Policies – The Economic and Social Impact of Green Businesses** In this lecture, students will be asked for their opinions on the progress of the lectures and any suggestions for change or improvement, then the community approach, social and green enterprises will be discussed and explained, there will be interactive discussions.

	Expected result no. 2, 6.
Eighth week	Interactive discussions on the course material covered, **Knowledge Assessment – First Colloquium** Expected result no. 1, 2, 3, 4.
Ninth week	**Formulating objectives and identifying strategic alternatives** This lecture will feature interactive discussions with a focus on repeating the previous lecture, then students will be introduced to sustainability objectives in business strategy, sustainable business models (Sustainable Business Models), interactive discussions. Expected result no. 3, 5.
Tenth week	**Business and Nature: Economic Development and the Environment – Market Failure – Externalities** In this lecture, students will be introduced to the importance of environmental impact assessment (LCA – Life Cycle Assessment), internal policies for reducing externalities, Case study: Environmental analysis of a real business Expected result no. 2 ,4, 5, 6, 7.
Eleventh week	**International Business Environment – International Market Entry Strategies** In this lecture there will be a repetition, students will be introduced to global trends in green businesses, international environmental standards, interactive discussions, there will also be presentations by students of their pre-assigned projects. Expected result no. 3, 5.
Twelfth week	**Environmental policies of enterprises – Models of natural resource management** In this lecture there will be exercises-repetitions, students will be introduced to energy, water, waste management, ISO environmental standards (ISO 14001, etc.), circular economy in companies, presentations of research projects by students. etc. Expected result no. 3, 4, 5.
Thirteenth week	**Entrepreneurship and Economic Development – Student Presentations** This lecture will include a review – exercises related to the lectured topics, then students will be introduced to Green Innovation, Sustainable Start-ups, Interim Project Presentations, etc. Expected Outcome No. 1, 5, 7.
Fourteenth week	**The Need for Monitoring Change – Objectives of Environmental Analysis** In this lecture, students will be introduced to environmental performance monitoring, Sustainability Management within organizations, then how AI is used to monitor environmental changes such as pollution, natural resource use, carbon emissions and climate change. Through intelligent sensors, data analysis and machine learning, businesses can track their impact on the environment in real time. There will also be student presentations. Expected outcome no. 2, 3, 4, 7.
Fifteenth week	Transparency - interactive discussions on the material of the course worked out - **Knowledge Assessment – Second Colloquium** Expected Result No. 2. 3, 4, 5, 6, 7.
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.