SYLLABUS

Basic data of the subject	
Academic unit:	**Faculty of Applied Arts**
Program:	**Graphic Design and Multimedia**
Course title:	**Entrepreneurship**
Level:	**Bachelor**
Case status:	**OBLIGATORY**
Year of studies:	**III**
Semester:	**V**
Number of hours per week:	**3**
Credit value – ECTS:	**4**
Time / location:	**USHAF**
Course description	The Entrepreneurship course addresses the entrepreneurial process in an integrated manner, from identifying and evaluating ideas and business opportunities to creating, developing and growing a business. The content includes entrepreneurial mindset, creativity and innovation, market and consumer analysis, feasibility, business model, idea validation, financial planning, financing, organization, marketing and growth management. Digital transformation, artificial intelligence, internationalization, sustainability and risk management are also addressed. Through a theoretical and practical approach, students develop skills for analysis, decision-making and application of knowledge in concrete entrepreneurial situations.
Course objectives	The aim of the **Entrepreneurship course** is to provide students with a structured understanding of the entrepreneurial process and to enable them to identify, evaluate and develop business ideas and opportunities. The course aims to develop entrepreneurial mindset, analytical skills and decision-making, integrating market analysis, feasibility, business model and plan, financing, organization, marketing and growth. At the same time, students are able to assess the impact of technology, internationalization, sustainability and risk on the development of enterprises and to apply the knowledge in practical situations.
Expected learning outcomes	After successfully completing the **Entrepreneurship course** , the student will be able to: 1. **Explain** the main concepts, theories and processes of entrepreneurship, as well as the role of the entrepreneur and the entrepreneurial ecosystem in business development. **(ECTS: 1) ,** 2. **IDENTIFIABLE AND evaluate** ideas and OPPORTUNITIES BUsINEss through creativity , analysis OF THE market , consumer , competition AND feasibility . **(ECTS: 1) ,** 3. **Build AND assay** business model AND value proposition , using ACCESS THE validation , opinion

	designers AND minimum product of feasible . **(ECTS: 1) ,** 4. **DEVELOPING AND analyze** elements KEY THE PLAN THE business , including financing , organization , marketing , sales AND pLANNING financial . **(ECTS: 1) ,** 5. **assess AND PROCEED** kNOWLEDGE entrepreneur IN situation practical , analyzing the impact of technology , internationalization , sustainability AND RISK IN development AND business continuity . **(ECTS: 1) ,**

Contribution to the student workload (which should correspond to the student's learning outcomes)			
ACTiViTY	**hour**	**Day/week**	**in total**
Lecture	2	15	30
Theoretical exercises/tasks	1	15	15
Work/Practical Visits			
Contacts with teachers – consultations	1	5	5
Preparation for project assignments			
Course project – Test (planning + implementation)	1	2	2
Homework	1	5	5
Student's personal study time (in the library or at home)			30
Final exam preparation	1	7	7
Time spent on assessment (tests, final exam)	1	1	1
Projects, presentations, etc.	1	5	5
TOTAL			**100**

Teaching and learning methodology	Teaching will be conducted with a student-oriented approach, combining theoretical lectures with practical application of knowledge. The learning process will be carried out through interactive lectures, discussions, case analysis, individual and group exercises, practical assignments and business plan development. Concrete examples, case studies and contemporary materials will be used in addressing the topics, in order for students to connect theoretical concepts with real-life situations of entrepreneurship and business management. Group work, presentations and discussions will be used to develop critical thinking, analytical skills, communication and decision-making. Teaching will also rely on the use of technology and digital tools for content presentation, research, collaboration, and the implementation of practical activities.
Assessment methods and passing criteria	**The assessment method** - is based on three activities - on the basis of which the final grade will be built: ➢ Activity and Case Study..... **max 10 points (%),** ➢ Business Plan Drafting/Presentation..... **max 20 points (%)** , ➢ Final exam (or two tests)..... **max 70 points (%),**

	Passing criteria - related to the activities foreseen by the assessment method: **1. ACTiViTY in the lesson and Case study – evaluated 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, between students and students, opening up new topics that are related to the subject, providing ideas, opinions, and critical thoughts with the aim of stimulating debate during lectures. • Case study **(5) points (%))** - means that the student carries out a case study related to entrepreneurship and presents it to the students. **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 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 plan work must be presented during the hours designated 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 content, analysis, creativity, and ability to present it clearly.
Concretization tools – IT	Use of whiteboard, 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	**80% - Theory,** **20% - Practical 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 125 hours planned for the course, the division is made according to the ratio of 80% focusing on theory and 20% on practical exercises/tasks. • 100 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the course module. • 25 hours are focused on practical exercises/tasks, case studies, group work, and development of simulation projects. Distribution of 5 ECTS according to the ratio 80%-20% ❖ 4 ECTS - dedicated to the theoretical part, ❖ 1 ECTS - dedicated to the practical exercises/tasks part, This division reflects the balance between acquiring basic concepts and applying them through practical activities.

LITERATURE	
Basic literature	1. Arben Tërstena "Entrepreneurship: From idea to business creation, development and growth", 2026. 2. Emeric Solymossy & Safet Merovci, "Entrepreneurship", Prishtina, 2008.
Additional literature	1. Prof. Dr. Anastas Angjeli, Prof. As. Dr. Ermelinda Kordha, Prof. As. Dr. Alma Spaho "Entrepreneur" Tirana 2020 2. Rob Yeung, "The rules of Entrepreneurship", 2007 3. "Entrepreneur's Toolkit", Harvard Business Essentials, 2005, 4. Charles Bamford, Garry Bruton, 2021, Entrepreneurship: The Art, Science, and Process for Success, Fourth Edition, MC Graw Hill, Texas Christian University,
Additional information **– Scientific Paper from the course professor:**	* Scientific Paper - by the authors: Arben Tërstena, Ismail Mehmeti & Sokol Krasniqi: Title: "Analysis of Owners' and Managers' Perceptions on Factors Affecting the Effectiveness of Small and Medium-Sized Enterprises: Evidence from Kosovo" Published in: International Journal of Applied Economics, Finance and Accounting Vol. 17, No. 1, pp. 67-75, ISSN2577-767X Jun 2023 http://onlineacademicpress.com/index.php/IJAEFA/article/view/1036/765 https://www.scopus.com/authid/detail.uri?authorId=57961121300
Designed lesson plan:	
WEEK	**The lecture that will be held**
First week	**Introduction to entrepreneurship, its meaning and historical development** In this lecture, students will be introduced to the structure of the course and the basic concepts of entrepreneurship. The historical development, theoretical approaches, forms of entrepreneurship and its role in value creation and economic development will be addressed. **Result The expected : RN1.**
Second week	**Entrepreneurship and the entrepreneurial mindset** This lecture will address the profile of the modern entrepreneur, his characteristics, motivation, competencies, emotional intelligence and resilience. The differences between the entrepreneur, the manager and the self-employed will be analyzed. **Result The expected : RN1.**
Third week	**The entrepreneurial ecosystem and the context of Kosovo** In this lecture, students will analyze the components and actors of the entrepreneurial ecosystem, public policies, incubators, accelerators, and the Triple Helix model. Special attention will be paid to the entrepreneurial environment and factors that influence the effectiveness of SMEs in Kosovo. **Result The expected : RN1.**
Fourth week	**Creativity, ideas and entrepreneurial opportunities** This lecture will address creativity, innovation, sources and techniques of idea generation. Students will be trained to distinguish an idea from an

	entrepreneurial opportunity and to assess its potential in relation to the market, environment and competition. **Result The expected : RN2.**
Fifth week	**Market and consumer analysis** In this lecture, students will be introduced to the process of market research, data collection, segmentation, target market, and positioning. Customer profiling, consumer needs and behavior, and competitive analysis will be covered. **Result The expected : RN2.**
Sixth week	**Feasibility and idea selection** This lecture will cover market, technical, operational, organizational, legal, financial, and environmental feasibility assessment. Students will analyze the main sources and scenarios to assess the feasibility of a business idea. **Result The expected : RN2.**
Seventh week	**Business model and value proposition** In this lecture, students will be introduced to the business model, the Business Model Canvas, and the Value Proposition Canvas. Revenue models, assumption testing, and business model pivoting will be covered. **Result The expected : RN3.**
Week eight	**Knowledge Assessment – Colloquium I** This week will see the first assessment of the knowledge gained in weeks 1–7, focusing on the concepts of entrepreneurship, ecosystem, creativity, market analysis, feasibility and business model. The first Test is planned to be organized. **Expected results: RN1, RN2 and RN3.**
Week nine	**Design thinking, MVP and validation** This lecture will cover design thinking, empathy, problem definition, prototyping, and user testing. Students will apply the concept of MVP, the build-measure-learn cycle, and methods for validating assumptions. **Result The expected : RN3.**
Week ten	**Brand and intellectual property** In this lecture, students will analyze identity, positioning, reputation, and brand equity. The main forms of intellectual property, the protection of creative assets, and the ethical use of artificial intelligence will be addressed. **Expected results: RN3 and RN5.**
Week eleven	**Business plan and basic finances** This lecture will cover the structure and main elements of a business plan, executive summary, vision, mission, market analysis, and functional plans. Students will be introduced to costs, pricing, revenue, profit, break-even point, cash flow, and financial ratios. **Result The expected : RN4.**
Twelfth week	**Financing, organization and leadership** In this lecture, students will analyze sources and stages of financing, loans, grants, investors, and alternative forms of capital. Legal forms, organizational structure, operations, leadership, team, and organizational culture will also be covered. **Result The expected : RN4.**
Thirteenth week	**Marketing, sales and business growth**

	This lecture will cover the unique selling proposition, marketing mix, digital marketing, customer journey, sales process, and negotiation. Students will analyze customer retention, product-market fit, and growth and scaling strategies. **Result The expected : RN4.**
Week fourteen	**Digital, international and sustainable entrepreneurship** In this lecture, students will analyze digital business models, e-commerce, artificial intelligence, and digital security. Internationalization, export, diaspora, social and green entrepreneurship, circular economy, and ESG will be addressed. **Result The expected : RN5.**
Week fifteen	**Risk, Crisis and Business Continuity Management – Colloquium II** This lecture will address the identification, classification and assessment of strategic, financial, operational, technological, legal and reputational risks, as well as crisis management and business continuity. In the concluding part, Colloquium II will be held. **Expected result: RN5; Assessment includes RN3–RN5**
Academic policies and rules of conduct	
STUDENT IS The obliged TO continue lectures MORE rule AND THE this behavior correct THEir peer AND STAFF of the University, maintaining silence and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that interferes with class work, 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 (which includes plagiarism, copying another person's work, using unauthorized aids in exams, cheating) etc.) will not THE tolerated. If there is doubts about the authenticity of the work presented, the teacher has right TO REQUEST sTuDenTs THE verify the work of his/her. it can THE Behe through: repeat OF THE work, tESTING with writing OR with mouth, quiz The UNEXPECTED OR with ANY action other THAT considered The REQUIRED by the lecturer.	