UNIVERSITETI
I SHKENCAVE TË APLIKUARA
FERIZAJ

Quality assessment report for the academic year 2025/2026
Faculty of Management
Program: Business Management and Entrepreneurship-BME-BSc

- **Introduction**

The **Business Management and Entrepreneurship** (BME) program within the **Faculty of Management** during the academic year 2025/26 has offered education to students according to the 2022/25 Accredited curriculum by the Kosovo Accreditation Agency (KAA). The BME program provides students with contemporary theoretical and practical knowledge in the field of business and entrepreneurial thinking. The BME program curriculum is designed in cooperation with the industry and taking into account the best international experiences - it is adapted to the development trends in the labor market and provides students with knowledge, skills/abilities and competencies in the fields of innovation, finance, law, business decision-making, then economic fields, project and operations management, accounting, digital marketing, change management, etc., which are also in demand by the labor market..

The Faculty of Management has a qualified staff and has modern working environments that enable students to acquire the necessary skills/abilities in accordance with the requirements of the modern economy for the profession they will exercise in the future.

The mission of the program is “to prepare qualified cadres (professionals) who, through advanced methods in business management and entrepreneurship development, will contribute to continuous positive changes in the business environment”.

The mission of the program is in full harmony with the **Mission of the University** “...to prepare qualified professionals, dedicated researchers and educated and responsible citizens to develop a professional career and lead a productive life”.)

The quality assessment report by students for the academic year 2025/26 contains data on the evaluation of the program, the evaluation of the academic staff/course and the evaluation of the infrastructure and services.

1. Summary quality assessment report (program, academic staff/courses, infrastructure)

The general report - for three areas (program, academic staff/courses and infrastructure/services), presents in Table no. 1 - the data for the academic year 2025/26, also illustrated in Chart 1. The questions for the three areas were mainly constructed in the form of statements and their evaluation was made according to the Likert scale (1 - I don't know; 2 - I disagree completely; 3- I partially agree; 4-I agree; and 5- I completely agree).

Table no. 1 - Quality assessment by areas (program, academic staff and infrastructure)

	Previous Years		Current year
	2023/24	**2024/25**	**2025/26**
Academic staff/course evaluation	**4.26**	**4.21**	**4.32**
	2023/24		**2025/26**
Program evaluation	**3.88**		**4.61**
Infrastructure and services evaluation			**3.24**

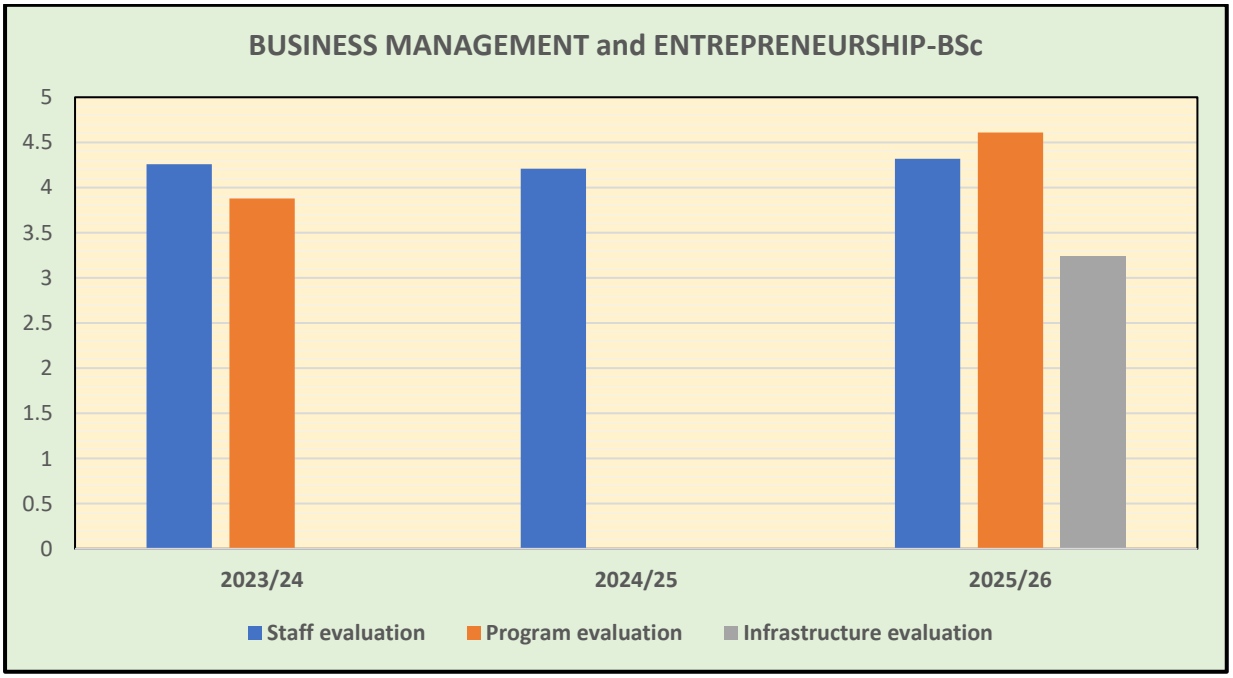


Chart 1 - Quality assessment by areas (program, academic staff and infrastructure),

From the data presented in table no. 1 and reflected in graph no. 1 - for the areas evaluated by students - it is noted that the evaluation of the program, staff and infrastructure is very good, this obliges the Faculty management and staff to be committed to continuing the positive progress of activities within the program with the aim of improving the evaluation in the coming period.

2. Academic/teaching staff evaluation report

The evaluation report for academic staff/subjects within the BME program presents data for the academic year 2025/26. The questions were mainly constructed in the form of statements, and their evaluation was made according to the Likert scale (1 - I don't know; 2 - I disagree at all; 3 - I partially agree; 4 - I agree; and 5 - I completely agree). The evaluation of academic staff/subjects by students was carried out through a questionnaire that contains 11 components for which an average grade was found. The evaluation results are presented in table no. 2, from the data presented we note that all academic staff/subjects were positively evaluated by students, the average grade at the program level for professors/subjects is 4.32, an excellent assessment of the work and commitment of teachers in the respective subjects.

Table no. 2 - Evaluation of academic staf/subjects

		Previous Years		Current year
No.	**Subject Name**	**2023/24**	**2024/25**	**2025/26**
1	Business Informatics	**4.33**	**4.60**	**4,63**
2	Business Mathematics	**4.27**	**4.37**	**3,87**
3	Business Environment	**4.45**	**4.51**	**4,47**
4	Introduction to Economics	**4.51**	**4.52**	**4,57**
5	Academic and Communication Skills in Business	**4.24**	**4.51**	**4,33**
6	Management	**4.31**	**4.57**	**4,58**
7	Business Decision Making	**4.21**	**4.28**	**4,68**
8	Innovation Management	**4.36**	**4.48**	**4,62**
9	Business Statistics	**3.99**	**4.45**	**4,51**
10	English Language I	**4.19**	**4.57**	**4,52**
11	German Language I	**4.18**	**4.34**	**4,48**
12	Market Analysis and Consumer Behavior	**4.11**	**4.31**	**4.71**
13	Human Resource Management	**3.88**	**4.00**	**4.26**
14	Marketing	**3.99**	**4.00**	**4.55**
15	Operations Management	**3.85**	**4.19**	**4.56**
16	English II	**3.50**	**3.74**	**4.31**
17	German II	**4.23**	**3.97**	**4.36**
18	Knowledge Management	**4.08**	**4.15**	**4.71**
19	Social Entrepreneurship	**4.31**	///	**4.90**
20	Entrepreneurship	**3.79**	**4.19**	**4.71**
21	Accounting	**4.05**	**4.02**	**4.26**
22	Business Law and Ethics	**3.97**	**3.94**	**4.58**
23	Organizational Behavior	**3.92**	**4.19**	**4.44**
24	English III	**3.40**	**4.13**	**4.38**
25	German III	**4.01**	**3.97**	**4.41**
26	Enterprise Information System Management	**4.06**	**4.25**	**4.40**
27	Environmental Sustainability and Entrepreneurship	**4.31**	**4.56**	**4.60**
28	Customer Relationship Management	///	**4.09**	**4.56**

29	Sales and Sales Management	///	**3.89**	**4.63**
30	Change Management	///	**3.90**	**4.64**
31	Product and Pricing	**4.36**	**4.31**	**4.67**
32	Strategic Management	**4.28**	**3.90**	**4.70**
33	Management and Development of New Products and Services in Enterprises	///	**4.24**	///
34	Business Planning	///	**4.16**	**4.72**
35	Project Management	**4.04**	**4.07**	**4.78**
36	Financial Management	**4.50**	**4.36**	**4.26**
37	Internship	///	**3.84**	**4.84**
38	Leadership	///	**4.33**	**4.77**
39	SMEs	**4.34**	**4.24**	**4.77**
40	Logistics and Transport	///	**3.89**	**4.79**
41	Social Media and the Digital Economy	///	**4.28**	**4.74**
	Overall average:	**4.26**	**4.21**	**4.32**

Based on the data processed and presented in table no. 2 (academic staff/course evaluation), we conclude that the absolute majority of professors and courses have received a high evaluation - above grade 4 - only one professor/course has received a lower evaluation - below grade 4. Based on these findings, it is recommended that the program management, together with the professors and the program committee, should be committed to continuing the progress of the staff's professional work, aiming to increase performance and continuously improve the evaluation for the following period, while staff/courses with an evaluation below grade 4 should show commitment to improvement in the following evaluation period (in this case, additional engagement in the teaching process will be discussed and requested).

3. Program evaluation report

The evaluation of the Business Management and Entrepreneurship (BME) 2025/26 program was carried out through questionnaires containing 21 components, this evaluation is carried out once within an academic year and the evaluation is done by the students of the respective program. The questions were mainly constructed in the form of statements and their evaluation was done according to the Likert scale (1 - I don't know; 2 - I disagree completely; 3 - I agree partially; 4 - I agree; and 5 - I agree completely). Based on the results of the evaluation of the program - teaching and learning presented in Table no. 3, we note that all components of this session were positively evaluated by the students, the average evaluation grade of the program is 4.61 which is a very good evaluation - which requires commitment to continuity with the aim of improving in the following year.

Table no.3 – Program evaluation – BME- BSc

No.		Previous Years		Current year
		2022/23	2023/24	2025/26
1	The materials presented during the lectures are provided to students regularly	**4.00**	**3.80**	**4.54**
2	Suggested literature for the courses is made known to us at the beginning of the semester	**4.00**	**3.98**	**4.67**
3	Course syllabuses are provided to students in a timely manner	**4.10**	**3.92**	**4.68**
4	Students are informed of the schedule of teacher consultations	**3.90**	**3.89**	**3.74**
5	The schedule of teacher consultations is respected	**3.85**	**3.80**	**4.46**
6	From the beginning of the year, students are informed of the assessment method for the respective course	**4.00**	**4.03**	**4.70**
7	Teaching methods offer the best way to achieve learning outcomes	**3.90**	**3.81**	**4.55**
8	Online learning (through Microsoft Teams) does not differ much from in-class learning	**3.95**	**3.75**	**4.43**
9	The Electronic Management System - SMIS is easy to use and meets the needs of students	**3.90**	**4.02**	**4.28**
10	The classrooms are well equipped with audio-visual aids for quality learning	**3.85**	**3.81**	**4.72**
11	There is a good connection between theoretical and practical learning	**3.80**	**3.70**	**4.49**
12	The student is free to determine his/her own elective courses	**3.85**	**3.94**	**4.98**
13	The teaching schedule is announced in time	**3.95**	**3.82**	**4.85**
14	The announced teaching schedule is respected by the teachers	**3.95**	**3.83**	**4.88**
15	The study program is in line with the needs of the labor market	**3.85**	**3.81**	**4.60**
16	The study program is comparable to similar programs at other universities	**3.85**	**3.80**	**4.51**
17	The student's engagement in the course is balanced (not overloaded)	**3.75**	**3.80**	**4.72**
18	Practical work outside the institution is well organized by the university	**3.75**	**3.65**	**4.62**
19	Employment opportunities after completing studies are known to students	**3.75**	**3.75**	**4.76**
20	My overall opinion about this study program is positive	**4.00**	**3.90**	**4.68**
21	I would suggest this study program to others	**3.85**	**3.90**	**4.75**
	Overall average:	**4.00**	**3.88**	**4.61**

From the data analysis we conclude that the final evaluation at the program level is 4.61 - which is a very good evaluation, the faculty management and the staff engaged in teaching at the Faculty should be committed to continuity with the aim of improving the evaluation in the next evaluation period. Based on the results processed from the data collected in the program evaluation system - it follows that continuous improvement should be aimed at the components that require a greater commitment - which is: the schedule of consultations with students - which is evaluated with a grade below 4, the other components are evaluated with a grade above 4 and the same should be monitored for continuity - for all components, the commitment of the management, the program committee and the organization of the staff in order to increase quality and results is required..

4. Infrastructure/services assessment report

The evaluation of the infrastructure/services of the Faculty of Management - Business Management and Entrepreneurship (BME) program 2025/26 was carried out through questionnaires containing 19 components, this evaluation is carried out once within an academic year and the evaluation is made by the students of the respective program. The questions were mainly constructed in the form of statements and their evaluation was made according to the Likert scale (1 - I don't know; 2 - I disagree completely; 3 - I agree partially; 4 - I agree; and 5 - I agree completely). Based on the results of the evaluation for infrastructure/services presented in Table no. 4, we note that all components of this session were positively evaluated by the students (with solid grades), the grade is 3.24 which is a good evaluation - which requires significant commitment to improve in the following year.

Table no.4 - Infrastructure/services assessment

No.		Current year
		2025/2026
1	The management is open to the observations, suggestions and requests of the students.	**3.48**
2	The director (leader) of the program is in constant contact with the students.	**3.65**
3	The Office for External Relations provides abundant information for the students.	**3.35**
4	The services of the university administration are satisfactory.	**3.29**
5	The classrooms and laboratories provide the necessary conditions for quality learning.	**3.08**
6	The maintenance of the university premises (level of cleanliness) is at the appropriate level.	**3.31**

7	Computer rooms are available to the students.	**2.71**
8	The university has a library with sufficient professional literature	**3.09**
9	The university library is equipped with modern books and electronic literature.	**2.36**
10	The university has special reading rooms for the students.	**3.32**
11	Services for students with disabilities at the University are adequate.	**3.02**
12	Students have access to printing and photocopying reading materials.	**2.95**
13	Student notice boards contain abundant and ongoing information.	**3.43**
14	The university website has sufficient information for students.	**3.45**
15	Communication through social media is important for information.	**3.51**
16	The career development office provides useful advice to students.	**3.53**
17	The staff of the Information Technology unit provides necessary services.	**3.54**
18	The student parliament is committed to the interests of all students at the university.	**3.53**
19	The university provides internet access to students in all parts of the building.	**3.33**
	Overall average:	**3.24**

Based on the data processed and presented in table no. 4 (assessment of infrastructure/services), we conclude that the assessed components have received an average grade above 3 - which is considered a good assessment, but this assessment should be an indicator that the Faculty management, staff and program committee should make serious efforts to improve the situation and in the following year the assessment for infrastructure and services should be better, there are some components that have been assessed with a grade below 3 and that require greater attention, for example the components - "Computer rooms available to students", "Students have access to printing and photocopying of reading materials", "The university library is equipped with contemporary books and electronic literature", "Services for students with disabilities at the University are at the appropriate level" and "University administration services are satisfactory" - all components (with special emphasis on those rated lower) should be analyzed in detail. and identify steps to improve the situation, all components should be treated seriously by the Faculty management and the same should be improved so that they are better evaluated in the next evaluation period.