SYLLABUS

The basic course information:	
Academic unit:	**Faculty of Architecture, Design and Wood Technology**
Title of the subject:	**Entrepreneurship and Marketing**
Level:	**Bachelor**
Course Status:	**Mandatory**
Year of studies:	**II**
Number of hours per week:	**3**
Value of Credits - ECTS:	**6**
Time / location:	**USAF**
Course lecturer:	
Contact details:	
Course description:	This course introduces the fundamental concepts of entrepreneurship and marketing as two complementary fields in the development of a successful business. Students will become familiar with the role of the entrepreneur, the process of identifying opportunities and developing new ideas, conducting feasibility analysis, and building an effective business model. The course also covers the fundamentals of marketing — including understanding the market and consumer behavior, developing marketing strategies, and applying the elements of the marketing mix (product, price, distribution, and promotion). Through a practical approach and case studies, students will gain the ability to design a business plan and implement marketing strategies, including digital marketing, to create customer value and support sustainable business growth.

Objectives of the course:	The aim of this course is to enable students to develop theoretical and practical knowledge of the entrepreneurship and marketing process, equipping them with the ability to identify new business opportunities, analyze the competitive environment, develop effective business models, and apply marketing strategies to build competitive advantage and create value for customers.
Learning outcomes:	*Upon completion of this module, students will be able to:* • *identify and evaluate new business opportunities and the factors influencing their success* • *analyze the industry and competitive environment using market analysis methods* • *understand the basic concepts of marketing and their importance in developing a business idea* • *recognize marketing strategies and the elements of the marketing mix (product, price, distribution, and promotion)* • *understand the importance of digital marketing and its role in communicating with customers* • *develop a simple business model that demonstrates the creation of customer value* • *demonstrate practical skills in communication, presentation, teamwork, and professional writing in a business context*

Contribution to the student load (which must correspond with learning outcomes)			
Activity	**Hour**	**Day/week**	**In total**
Lectures with practical exercises	3	15	45
Internship			
Contacts with teacher / consultations	1	2	2
Field exercises			1
Midterm, seminars and projects.	1	2	2
Homework			

Self-learning time student (at the library or at home)	3	15	45
Final preparation for the exam	2	12	24
Time spent on evaluation (tests, quiz and final exam)	1	1	1
Projects and presentations.	1	1	1
Total			**149**
Teaching methodology:	Lectures and exercises are combined with case studies and classroom discussions. During class sessions, students are encouraged to actively participate in discussions aimed at addressing and solving problems presented through case studies.		
Assessment methods:	**Assessment Method:** 10% – Attendance and participation 10% – Seminar paper or written assignment 40% – First midterm exam 40% – Second midterm exam 100% – Final exam		
Implementation Tools – IT	Smart board		
The ratio between the theoretical and practical parts of the study	70% Theory 30% Practical, including case studies		
Literature			
Basic Literature:	1. *Emeric Solymossy & Safet Merovci, "Ndërmarrësia", Prishtinë, 2006.* 2. *Barringer, BR & Ireland, Entrepreneurship: Successfully Launching New Ventures by London, RD (6th ed.), (2019), Prentice Hall.* 3. *Philip Kotler and Gary Armstrong – "Principles of Marketing" – 13 Edition, London 2010,* 4. *Ali Jakupi "Bazat e marketingut", Prishtine,2008.* 5. *E-marketing7th Edition, by Raymond D. Frost(Author), Judy Strauss 2018*		

Supplementary Literature:	1. *Ramiz Livoreka ,,Kërkime Marketingu" Prishtinë, 2011*

Designed learning plan:	
Week	Lectures and exercises to be held
First week	What is Entrepreneurship and Who is an Entrepreneur?
Second week	Identifying Opportunities and Generating Ideas
Third week	Feasibility Study
Fourth week	Developing an Effective Business Model
Fifth week:	Industry and Competitor Analysis
Sixth week	Knowledge Assessment – First Midterm
Seventh week	Definition of Marketing and the Marketing Process
Eighth week	Understanding the Market and Consumers
Ninth week	Marketing Strategy and Marketing Mix Tools
Tenth week	Product Policy
Eleventh week	Pricing and Distribution Policy
Twelfth week	Communicating Customer Value: Integrated Marketing Communications Strategy
Thirteenth week	Digital Marketing
Fourteenth week	Writing a Business Plan
Fifteenth week	Knowledge Assessment – Second Midterm Project Presentations
Academic policies and rules of conduct:	
Regular attendance of lectures and exercises is necessary, as well as active participation with discussion and solution of tasks. Not impeding the progress required for learning using mobile phones turned off or in silent mode.	