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**Entrepreneurship and Management**

**Syllabus**

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| **Subject** | **Entrepreneurship and Management** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| OBLIGATORY (O) | 5 | 3 |  |
| **Lecturer** | **Assoc. Prof. Dr. Bekim Marmullaku** |  |  |  |
| **Aims and Objectives** | The purpose of the course is to enable students to know, recognize and be able to use economic knowledge and knowledge in leadership. | | | |
| **Learning Outcomes** | After the successful completion of the course, the student should be able to:  • To understand the general economic principles that must be used during professional activities;  • Know how to draw up an activity plan to start a business repeatedly for finance;  • To know the basics of financial management and organization bookkeeping;  • To know the principles of organization management and to understand the importance of planning in terms of the sustainability of an organization;  • To use the principles of marketing theory in planning the work of the organization.  • Know the basics of working with staff, management and project work and be able to use them in drafting the organization's staff policy;  • Know the basics of strategic planning and be able to use them during professional activity;   * To draw up a business plan necessary to start a business organization. | | | |
| **Course Content** | **Course Plan** | | | **Week** |
| Principles of entrepreneurship and management in organizations  Strategic planning and decisionmaking | | | 1  2 |
| Principles of marketing in business | | | 3 |
| Marketing planning | | | 4 |
| Principles of financial management | | | 5 |
| Principles of entrepreneurship  Mid-term exam 1 | | | 6  7 |
| Organization in business | | | 8 |
| Business analysis | | | 9 |
| Creativity, innovation and entrepreneurship | | | 10 |
| Ethic in business and social responsibility | | | 11 |
| Business Plan | | | 12 |
| Work shop for Business Plan  Seminar  Mid-term exam 2 | | | 13  14  15 |
| **Teaching/Learning Methods** | **Teaching/Learning Activity** | | | **Weight (%)** |
| Lectures | | | 50% |
| Seminars | | | 20% |
| Exercises | | | 10% |
| Case studies | | | 10% |
| Role play | | | - |
| Problem-based learning | | | 10% |
| Study visits | | |  |
| Work placement | | |  |
| **Assessment Methods** | **Assessment Activity** | **Number** | **Week** | **Weight (%)** |
| Participation/interaction | 15 | 1-15 | 10% |
| Midterm test 1  Midterm test 2  Seminar | 1  1  1 |  | 35%  35%  20% |
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| **Course resources** | **Resources** | | | **Number** |
| Klase (e.g) | | | 1 |
| Moodle | | | 1 |
|  | | |  |
| Projector | | | 1 |
| **ECTS Workload** | **Activity** | | **Weekly hrs** | **Total workload** |
| Lectures | | 2 | 24 |
| Seminars | | 1 | 12 |
| Case studies and exercises | | 2 | 24 |
| Self-study | |  | 88 |
|  | |  | 2 |
| **Literature/References** | 1. Veland Ramadani, Robert D. Hisrich . Ndërmarrësia dhe menaxhimi i biznesit të vogël. Tetovë – 2015 2. Mustafa, M., Kutllovci, E, Gashi, P, Krasniqi, B. Biznesi I vogë dhe i mesëm. Prishtinë – 2016 3. Berim Ramosaj. Menaxhment. Prishtine – 2017 4. Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management - 8th edition, 2016. | | | |

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