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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.
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| **Course Content** | **Course Plan** | **Week** |
| Principles of entrepreneurship and management in organizations Strategic planning and decisionmaking | 12 |
| Principles of marketing in business | 3 |
| Marketing planning | 4 |
| Principles of financial management | 5 |
| Principles of entrepreneurship Mid-term exam 1 | 67 |
| 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 PlanSeminarMid-term exam 2 | 131415 |
| **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 1Midterm test 2 Seminar | 111 |  | 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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| **Contact** | Assoc. Prof. Dr. Bekim Marmullakubekim.marmullaku@ubt-uni.net  |