

<b>Subject</b>	<b>Entrepreneurship</b>			
	<b>Type</b>	<b>Semester</b>	<b>ECTS</b>	<b>Code</b>
	<i>Elective</i>	II	5	
<b>Course Lecturer</b> <b>Course Assistant</b> <b>Course Tutor</b>	<b>Engelbert Zefaj</b>			
<b>Aims and Objectives</b>	<p>This course examines and thoroughly analyzes the skills each entrepreneur needs to possess, such as recognition and development of opportunities, and methods of advancing entrepreneurial skills by addressing strategic issues related to the creation and development of new enterprises.</p> <p>The course applies the key theories in entrepreneurship and innovation including emerging industries, emerging technologies and sustainable development.</p> <p>The course discusses methods and techniques, strategies and areas of entrepreneurship and innovation.</p> <p>The course aims to explore the skills entrepreneurs need to identify, systematize and develop entrepreneurial and innovative opportunities.</p> <p>The course is designed in addition to the theoretical elaborate, focusing particularly on the practical part, which provides for case study and project incentives with an interdisciplinary approach.</p> <p>Another objective is to support students in the design of a paper that includes topics discussed during lectures. The selection of the topic is done by the candidates based on their research interests and the purpose of this activity is to apply the acquired knowledge in practice.</p>			
<b>Learning Outcomes</b>	<p>Upon completion of the course, candidates must be able to:</p> <ul style="list-style-type: none"> <li>○ Recognize support structures and networking opportunities for enterprises</li> <li>○ Evaluate where and how to obtain resources to start and run an enterprise</li> <li>○ Conduct a market feasibility study</li> <li>○ Know and practice ethical behaviour</li> <li>○ Assess the role of communication in an enterprise</li> <li>○ Develop and analyze a case study in the field of enterprise within the classroom.</li> <li>○ Analyze techniques used in the growth phase of an enterprise.</li> <li>○ Assess the role of entrepreneurial activity and innovation in the success of start-ups</li> <li>○ Develop and analyze situations that enable entrepreneurship and innovation</li> <li>○ Critically evaluate techniques and methods and strategies for promoting innovation and entrepreneurship</li> <li>○ Understand the role of government, technology, education and contemporary trends in entrepreneurship and innovation</li> <li>○ Demonstrate the process of identifying, developing and implementing innovation and entrepreneurship</li> </ul>			
<b>Course Content</b>	<b>Course Plan</b>			<b>Week</b>
	Creativity, the principles of innovation and the principles of entrepreneurship			1
	Entrepreneur and his / her characteristics			1
	Identifying entrepreneurial problems			1
	Idea vs. Opportunity			2
	Resource constraints, enterprise and innovation resources			2
	Competitive Environmental Analysis			3
	Effective teamwork in complex and evolutionary environments			3
Social and economic development through entrepreneurial strategies			4	

	Analysis of enterprise models based on innovation, technology, manufacturing, products, services	4		
	Increasing effectiveness through marketing and finance in entrepreneurship	5		
	Social Entrepreneurship and Social Entrepreneurship	5		
	"Intrapreneurship" and "Extrapreneurship"	5		
	Case study analysis:Kosovo	6		
	Case study analysis:Albania	6		
	Final exam	6		
<b>Teaching/Learning Methods</b>	<b>Teaching/Learning Activity</b>		<b>Weight (%)</b>	
	1. Lectures		30%	
	2. Individual project and presentation		30%	
	3. Case studies		30%	
	4. Role play		10%	
<b>Assessment Methods</b>	<b>Assessment Activity</b>	<b>Number</b>	<b>Week</b>	<b>Weight (%)</b>
	1. Quiz	5	1, 3, 5,7,9	5%
	2. Individual project and presentation	1	5	40%
	3. Final Exam	1	TBD	45%
	4. Attending lectures	12	1-5	10%
<b>Course resources</b>	<b>Resources</b>		<b>Number</b>	
	1. Class		1	
	2. Projector		1	
	3. Moodle		1	
	4. Materials for analysis		1	
<b>ECTS Workload</b>	<b>Activity</b>		<b>Weekly hrs</b>	<b>Total workload</b>
	1. Lectures		2	30
	2. Individual project		3	40
	3. Independent learning		5	55
<b>Literature/References</b>	Chesbrough, H. (2003) <i>Open Innovation</i> , Harvard University Press: Cambridge, MA.			
	David J. Storey, Francis J. Greene, Joseph Hassid, Irene Fafaliou. (2011) <i>Entrepreneurship for Small and Medium Enterprises</i> , Kritiki.			
	Drucker, P. (2008). <i>The Essential Drucker. The Best of Sixty Years of Peter Drucker's Essential Writings on Management</i> ,Harper Business: US.			
	Drucker, P. (2006). <i>Innovation and Entrepreneurship</i> , Harper Collins, New York: NY			
	Gans, J., and S. Stern (2013) <i>The Product Market and the Market for Ideas: Commercialization Strategies for Technology Entrepreneurs</i> , Research Policy			
	Goffin, K. and R. Mitchell (2010) <i>Innovation Management</i> , 2nd edn. London: Pearson			
	Meyer, G. D. and Heppard, K. A. (2000), <i>Entrepreneurial Strategies, Entrepreneurship as strategy: Competing on the entrepreneurial edge</i>			
	Hisrich. R. D. (2013). <i>Managing Innovation and Entrepreneurship</i> . Claudine Kearney - SAGE Publication			
	Schumpeter, J. A. (1934), <i>The Theory of Economic Development</i> , Harvard University Press, Cambridge, MA.			
	Schumpeter, J. A. (1965). <i>Economic Theory and Entrepreneurial History</i> . In: Aitken HG (ed) <i>Explorations in enterprise</i> . Harvard University Press			
	Shavinina, L. (2003) <i>International Handbook on Innovation</i> . New York: Elsevier.			
	Tidd, J. and F. Hull (eds) (2003) <i>Service Innovation: Organizational responses to technological opportunities and market imperatives</i> . London: Imperial College Press. 19.			
	Leifer, R., D. McDermott and G. C. O'Connor (2000) <i>Radical Innovation</i> . Boston: Harvard Business School Press.			
	Ries, E. (2011). <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i> Crown Business			

	Baumol, W. (2002) The Free-Market Innovation Machine: Analyzing the growth miracle of capitalism. Princeton: Princeton University Press.
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