

SYLLABUS for the course Introduction to Business

| Basic data for the course | |
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| Academic unit: | Faculty of Economics |
| Title of the course: | Introduction to Business |
| Level: | Bachelor |
| Status of the course: | Obligatory |
| Year of studies: | First year |
| Number of hours per week: | 2 lectures + 1 exercises |
| ECTS credits: | 6 |
| Time/location: | Faculty of Economics, University of Prishtina "Hasan Prishtina" |
| Tutor: | Ass. Dr. Lura Rexhepi |
| Tutor's contact details: | lura.rexhepi@uni-pr.edu |
| Content of the course | This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. The course covers the following topics: The Environment of Business; Business Ownership and Entrepreneurship; Management and Organization; Human Resources; Marketing; Finance and Investment. |
| Course's objectives: | <ol style="list-style-type: none">1. To identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility.2. To compare the advantages and disadvantages of the major forms of business ownership and discuss why many people are willing to accept the risks of entrepreneurship.3. To understand the need for management in business organizations, the role of management in developing an organizational structure, and the process of producing products and services that satisfy customers.4. To describe the management role of acquiring and retaining human resources and creating a supportive work environment.5. To explain the marketing function and describe the concepts and processes involved in designing product strategy, promotion strategy, distribution strategy, |

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| | <p>and pricing strategy.</p> <p>6. To explore the ways of using technology to manage information and to understand accounting's role in managing financial information.</p> <p>7. To describe the financial management function and the role of money and financial institutions and to illustrate the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds.</p> | | |
| The expected outcomes: | <p>At the completion of the course the student will be able to: Identify the potential marketing opportunities that are created by the population trends; Relate how business institutions operate in our modern day political, social and economic environment; Describe various business ownership forms; Acquire information about starting your own business; Explain management functions; Acquire a vocabulary for further study of business subjects; Describe the importance of marketing activities; Explain the challenges facing management; Identify basic long- and short-term financial planning techniques; Describe how organizations protect themselves against potential losses; Identify and apply business laws as they affect business; Discuss international trade and markets.</p> | | |
| The students' workload (hours per semester, ECTS) | | | |
| Activity | Week | Hours | Total |
| Lectures | 13 | 2 | 26 |
| Seminars (theoretical and practical) | 1 | 20 | 20 |
| Case studies | 1 | 10 | 10 |
| Direct contact with tutor | 1 | 2 | 2 |
| Field research | 1 | 10 | 18 |
| Colloquiums(tests) | 2 | 2 | 4 |
| Homework | 1 | 5 | 5 |
| Individual study (at library or at home) | 15 | 3 | 45 |
| Final preparation for the exam | 2 | 5 | 10 |
| Evaluation | 0 | 0 | 0 |
| Projects, presentation etc. | 1 | 10 | 10 |
| Total | | | 150 |
| Teaching methods: | Teaching and learning methods: The teaching process is organized through lectures by applying interactive discussion, team – work and the | | |

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| | presentations of the seminars by students, which will be discussed during the class. |
| Assessment methods: | <p>Evaluation methods and passing criteria: 10% active participation in the class; 30% preparation and presentation of a seminar /business plan; Test 1 = 30%; Test 2 = 30%.</p> <p>Concretization means / IT: Computer and projector, video interviews with entrepreneur and business manager</p> <p>Ratio between the theoretical and practical part of teaching: 50% of the course is based on teaching theory, whereas 50% is organized in a practical way through case studies, discussion of presentations.</p> |
| Literature | |
| Basic literature: | <ol style="list-style-type: none"> 1. Ferrell,O.C., Hirt, G., and Ferrell, L. (2013). Business a changing world (9th ed.). New York, NY: McGraw Hill 2. Gaspar, Bierman, Kolari, Hise, Smith, Arreola - Risa: "Hyrje në biznes" , përkthyer nga Jonida Bregu, Tiranë, 2007 |
| Additional literature: | 3. William M. Pride, Robert J. Hughes, Jack R. Kapoor (2013); Business, (12 ed.), South – Western Cengage Learning |

| The detailed plan of work: | |
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| Week | Topic |
| <i>Wee 1</i> | Business Trends: Cultivating a Business in Diverse, Global Environments |
| <i>Wee 2</i> | Taking Risks and Making Profits within the Dynamic Business Environment |
| <i>Wee 3</i> | Entrepreneurship and the Challenge of Starting a Small Business |
| <i>Wee 4</i> | Understanding Economics and How It Affects Business |
| <i>Wee 5</i> | Demanding Ethical and Socially Responsible Behavior |
| <i>Wee 6</i> | Doing Business in Global Markets |
| <i>Wee 7</i> | How to Form a Business |
| <i>Wee 8</i> | EXAMINATION TEST NO. 1 |
| <i>Wee 9</i> | Management and Leadership |
| <i>Wee 10</i> | Structuring Organizations for Today's Challenges |
| <i>Wee 11</i> | Human Resource Management: Finding and Keeping the Best Employees |
| <i>Wee 12</i> | – Production and Operations Management |
| <i>Wee 13</i> | Financial Management: Understanding Financial Information and Accounting |
| <i>Wee 14</i> | Marketing: Helping Buyers Buy –Developing and Pricing Goods and Services |

Academic policies and code of conduct:

Any student who participates in cheating in ANY WAY including, but not limited to: (1) Using lecture/study notes or summaries in any form during examinations, (2) Copying examination answers, (3) Failing to cover answers on an examination, (4) Giving and/or receiving examination questions and/or answers, (5) Removing an examination from the classroom, and/or (6) Giving or receiving assistance on an assignment that goes beyond that allowed by your instructor, will receive a failing grade in this course.