**SYLLABUS for the course**

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| **Basic data for the course** | | | | |
| **Academic unit:** | Faculty of Economy | | | |
| **Title of the course:** | Business environment | | | |
| **Level:** | Bachelor | | | |
| **Status of the course:** | Compulsory | | | |
| **Year of studies:** | Third Year- Fifth semester | | | |
| **Number of hours per week:** | 2+1 | | | |
| **ECTS credits:** | 4 | | | |
| **Time/location:** | Faculty of Economics, University of Prishtina “Hasan Prishtina” | | | |
| **Tutor:** | Ass. Dr. Lura Rexhepi Mahmutaj | | | |
| **Tutor’s contact details:** | lura.rexhepi@uni-pr.edu | | | |
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| **Content of the course** | | Business environment, elaborates theoretically as well as practically general knowledge about the system of thinking about business and organizational theories. Introduction to Macro environment, Industry environment and Micro environment. Analysis of external factors: PESTLE - analysis and evaluation of political, economic, social, technological, legal and ecological factors. Application of SWOT method for recognizing and assessing the environmental elements of environment. | | |
| **Course’s objectives:** | | Gaining new knowledge from the business environment field. Provide opportunities for the recognition of the external environment and internal influencing factors and apply the knowledge gained to evaluate the factors that affect the entities (businesses) to exercise manufacturing and service activities and the realization of the objectives of government and not-for-profit organizations. | | |
| **The expected outcomes:** | | After completing this course, students will be able to: • Know the basic features of business activity. • Portray business organization as a system that interacts with its environment. • Demonstrate the range and the complexity of external influences on business activity. • Identify pivotal factors influencing operating, industry and general environment of businesses. | | |
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| **The students’ workload *(hours per semester, ECTS)*** | | | | |
| **Activity** | | **Hours** | **Day/week** | **Total** |
| Lectures | | 2 | 13 | 26 |
| Seminars (theoretical and practical) | |  |  |  |
| Case studies | | 1 | 10 | 10 |
| Direct contact with tutor | | 1 | 2 | 2 |
| Field research | |  |  |  |
| Colloquiums | | 2 | 2 | 4 |
| Homework | |  |  |  |
| Individual study (at library or at home) | | 2 | 15 | 30 |
| Final preparation for the exam | | 1 | 23 | 23 |
| Evaluation | |  |  |  |
| Projects, presentation etc. | | 1 | 5 | 5 |
| **Total** | |  |  | **100** |
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| Teaching methods: | | Teaching will be provided through lectures, practical tasks, individual and group presentations, seminars, periodical evaluations, etc. All these will be realized both theoretically and practically, presenting the material in audiovisual form through electronic technology with Windows Office programs. In theoretical terms general scientific knowledge, based on contemporary literature will be offered.  The practical part will mainly be achieved through concrete examples and case studies from literature and practical knowledge of public and private organizations. | | |
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| **Assessment methods:** | | Student evaluation will be based on attendance and their involvement (10 points), the level of completion of the seminar paper or written work (20 points), results in exams (2 x 35 = 70 points), and the final exam. | | |
| **Literature** | | | | |
| **Basic literature:** | | *1. Ian Worthington & Chris Britton: Business Environment, Volume 1, translated in Albanian language from Nagip Skenderi, December 2015, Prishtine*  *2. Ian Worthington & Chris Britton: Business Environment, Volume 2, translated in Albanian language from, December 2015, Prishtine* | | |
| **Additional literature:** | | *1. Vasilika Kume: Strategic Management, Tiranë, 2010*  *2. Llaci, Shyqyri: Management, Tiranë, 2002*  International case studies | | |

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| **Lecture Plan** | |
| **Weeks** | **Lecture** |
| **Week one:** | **General Knowledge on Business Environment** |
| **Week two:** | **Organizations and Organizational Theories** |
| **Week three:** | **External Environment** |
| **Week four:** | **Internal Environment** |
| **Week five:** | **Political Factors of the Environment** |
| **Week six:** | **Economic Factors of the Environment** |
| **Week seven:** | **Social and Cultural Factors of the Environment** |
| **Week eight:** | **First Exam** |
| **Week nine:** | **Technological Factors of the Environment** |
| **Week ten:** | **Legal Factors of the Environment** |
| **Week eleven:** | **Ecological Factors of the Environment** |
| **Week twelve:** | **International Business Environment** |
| **Week thirteen:** | **Corporate Management and Business Ethics** |
| **Week fourteen:** | **Business Environment Scanning Tools** |
| **Week fifteen:** | **Second Exam** |

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| **Academic policies and code of conduct:** |
| Participation in lectures and exercises is mandatory. Students are encouraged to always seek explanations during lectures and exercises. The teacher will be available for additional clarifications and student consultations. Students are obliged to read at least the literature they have assigned to you after each lecture and to perform the tasks and essays to be given. Students are encouraged to follow media discussions and open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, exercises and be attentive to the lectures. It is mandatory possession of IDs in tests and exams. When drafting seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work. |