

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economics		
Title of the course:	Principles of Management		
Level:	Bachelor		
Status of the course:	Obligatory		
Year of studies:	First Year – Second semester		
Number of hours per week:	2+1		
ECTS credits:	6		
Time/location:	Faculty of Economics, University of Prishtina “Hasan Prishtina”		
Tutor:	Prof. Asoc. Dr. Ymer Havolli		
Tutor’s contact details:	Ymer.havolli@uni-pr.edu		
Content of the course			
	Topics to be covered in the frame of the course: are the marketing environment, strategic planning, market segmentation, product development, pricing, distribution, promotion, consumer decision making, control, and marketing Management; logistics and the bottom line measuring costs and performance; The difference between managers and entrepreneurs; the changing environment of management.		
Course’s objectives:			
	Provides an understanding of the roles of marketing in the economy and the firm, and develops a rationale for a marketing perspective as a guide to organizational and individual actions.		
The expected outcomes:			
	At the end of the course student should be able to: Work as an effective team member and leader; Look for opportunities to work with and better understand diverse populations; Use problem-solving strategies and critical thinking in real life situations; Approach change with enthusiasm; Demonstrate understanding of successful planning.		
The students’ workload (hours per semester, ECTS)			
Activity	Week	Hours	Total
Lectures	13	2	26
Seminars (theoretical and practical)	1	15	15
Case studies	1	15	15
Direct contact with tutor	1	2	2
Field research			
Colloquiums	2	1	2

Homework	1	15	15
Individual study (at library or at home)	1	43	43
Final preparation for the exam	2	15	30
Evaluation			
Projects, presentation etc.	1	2	2
Total			150
Teaching methods:	<p>Teaching and learning methods: Independent and collaborative learning activities will be assigned within and outside the classroom to assist students to achieve the intended learning outcomes. Those activities will include class discussions, reading assignments, case studies and guest speakers.</p> <p>Ratio between the theoretical and practical part of teaching: The course consists of assignments and case studies of actual situations dealing with concepts covered in class and engaging in meaningful and critical class discussion with the peers.</p> <p>Needed facilities: Projector Computer.</p>		
Assessment methods:	<p>Evaluation methods and passing criteria:</p> <ul style="list-style-type: none"> - Active participation in class sessions 10 points - Development and presentation of a paper 10 points - First assessment 40 points - Second assessment 40 points 		
Literature			
Basic literature:	<ol style="list-style-type: none"> 1. Principles of Marketing (15th Edition) [Hardcover], Philip Kotler (Author), Gary Armstrong (Author), Publication Date: January 19, 201, ISBN-10: 0133084043 , ISBN-13: 978-0133084047, Edition: 15 2. Logistics and Supply Chain Management (4th Edition) (Financial Times Series), ISBN-10: 0273731122, ISBN-13: 978-0273731122, FT Press; 4 edition (January 6, 2011) 		
Additional literature:	<i>Case studies related to the subject.</i>		

The detailed plan of work:

Week	Topic
<i>Week 1</i>	Marketing environment
<i>Week 2</i>	Strategic planning, market segmentation
<i>Week 3</i>	Product development
<i>Week 4</i>	Pricing
<i>Week 5</i>	Distribution
<i>Week 6</i>	Promotion
<i>Week 7</i>	Test 1
<i>Week 8</i>	Consumer decision making
<i>Week 9</i>	Control, and marketing Management
<i>Week 10</i>	Logistics and the bottom line measuring costs and performance
<i>Week 11</i>	Logistics and the bottom line measuring costs and performance
<i>Week 12</i>	The difference between managers and entrepreneurs
<i>Week 13</i>	The changing environment of management
<i>Week 14</i>	the changing environment of management
<i>Week 15</i>	Test 2

Academic policies and code of conduct:

Cheating on examination; Plagiarism; Misrepresentation or falsification of data of an examination; Unauthorized communication during examinations; Knowingly allowing another student to represent your work as his or her own; Forgery, alteration, or knowing misuse of graded examinations, quizzes, grade lists, or official records of documents; Theft or destruction of examinations or papers; Submitting the same work in more than one course; Altering or destroying another student's work or records, Attempting improperly to influence the award of any credit, grade, or honor; Violation of the rules governing teamwork; Failure to comply with the sanctions imposed under the authority of this cod.