



# UNIVERSITY "ISA BOLETINI" IN MITROVICA

## FACULTY OF ECONOMICS

Course Outline Model (Syllabus)		
<b>Faculty:</b>	Faculty of Economics	
<b>Name of study program:</b>	Business and Management	
<b>Specialization:</b>	Bank, Finance and Accounting; Management and Entrepreneurship	
<b>Level:</b>	Bachelor	
<b>The code of subject:</b>		
<b>Subject:</b>	Introduction to Business	
<b>Subject Status:</b>		Elective
<b>Semester:</b>		Summer
<b>Total hours:</b>	2+0	
<b>ECTS:</b>	4	
<b>Schedule / Hall</b>		
<b>Academic year:</b>	Ist Year, Ist Semester	
<b>Professor:</b>	Prof. Ass. Dr. Filloreta KUNOVIKU DEMIRI	
<b>Assistants:</b>		
<b>Contacts:</b>	Lecturer:	Asistant:
<b>E-mail:</b>	filloreta.demiri@umib.net	
<b>Telephone:</b>	+ 383 (0) 45 701 789	

<b>CONTENT OF SUBJECT</b>	This module addresses many topics from the nature of contemporary business, addressing the types of economic systems, the business environment, the global nature of business. Topics such as small business and entrepreneurship are then addressed, including human resource management in general and motivation in particular, completing personal finance planning.
<b>AIMS OF SYBJECT</b>	This module aims to prepare and train students to understand business and its evolution; to teach students what are the types of economic systems and their impact on business, to understand the production of goods and services, as well as the requirements for them; what is the business environment and its global nature, how is business governed, business ethics and social responsibility. The student should understand what is small and medium business, their developments, marketing definition, business management and organization, etc.

EXPECTED LEARNING OUTCOMES	■ Upon completion of the course, students will be able to:  1. <b><u>Describe</u></b> how different economic factors influence business decision making, 2. <b><u>Explain</u></b> the managerial and leadership skills that are necessary for a successful business, 3. <b><u>Identify</u></b> potential sources of entrepreneurial ideas and evaluate different ways to start a successful small business, 4. <b><u>Evaluate</u></b> the benefits of free trade and explain how companies overcome the economic, sociology-cultural, technological, political, legal, and ethical challenges of conducting international business. 5. <b><u>Interpret</u></b> the basic financial statements in order to assess the financial position of a business, and 6. <b><u>Justify</u></b> the knowledge gained about the business, in practical work and further theoretical continuation.	
PROGRAM	Weeks	Topic and Readings
	Week - I	Content and introduction to the course (Syllabus)
	Week - II	The nature of contemporary business
	Week - III	Types of economic systems and their impact on business
	Week - IV	Production of goods and services
	Week - V	Demand for goods and services
	Week - VI	Business environment
	Week - VII	First Colloquium
	Week - VIII	The Global Nature of Business and the World Trade Organization
	Week - IX	Small business and entrepreneurship
	Week - X	Human Resources Management
	Week - XI	Motivation an important factor of Human Resource Management for the success of the enterprise
	Week - XII	Basics of marketing
	Week - XIII	Personal finance planning
	Week - XIV	- Summary lecture and Presentation of seminar papers, essays, field work, group work, etc.
Week - XV	Second Colloquium	

LITERATURE	<p><b>Basic literature:</b></p> <ol style="list-style-type: none"><li>1. Lumen Learning, Linda Williams, <i>Introduction to Business</i>, 2020.</li><li>2. Gaspar, Bierman, Kolari, Hise, Smith, Arreola – Risa, <i>Hyrje në biznes</i>, përkthyer nga Jonida Bregu, Tiranë, 2007.</li><li>3. Lawrence J. Gitman et al., <i>Introduction to Business</i>, 2018.</li></ol> <p><b>Supplementary literature:</b></p> <ol style="list-style-type: none"><li>1. Gaspar, Bierman, Kolari, Hise, Smith, Arreola – Risa, <i>Introduction to business</i>, 2005.</li><li>Robert A. Ristau, <i>21st Century Business: Intro to Business</i>, 2010.</li></ol>																																																
TEACHING METHODOLOGY	<p>Within this semester are foreseen 15 Weeks with 2 hours of lectures and 0 exercises (seminars and discussions), as well as two colloquies which are held within the 15 planned lectures (weeks 7 and 15). Random studies and homework are given after each lecture for students in order for students to study and research at the time of their own studies.</p> <p>The results from such activities are presented and discussed in the following week. Students are encouraged to follow current economic developments by reading articles, economic papers and other relevant materials. They can identify the next issues / topics for discussion from such readings. Essays prepared by students will also be discussed as well as individual and group presentations encouraged.</p>																																																
STUDENT LOAD ON THE SUBJECT	<table><tr><th colspan="4">Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)</th></tr><tr><th>Activity</th><th>Hours</th><th>Day/Week</th><th>Total</th></tr><tr><td>Lectures</td><td>2</td><td>15</td><td>30</td></tr><tr><td>Exercise sessions - theoretical</td><td>0</td><td>15</td><td>0</td></tr><tr><td>Field exercises</td><td>1</td><td>15</td><td>15</td></tr><tr><td>Practical work</td><td>2</td><td>2</td><td>4</td></tr><tr><td>Consultation with the professor / assistant</td><td></td><td></td><td></td></tr><tr><td>Colloquiums / seminars</td><td>5</td><td>6</td><td>30</td></tr><tr><td>Independent tasks (work)</td><td>3</td><td>4</td><td>12</td></tr><tr><td>Student self-study time (in library or at home)</td><td>/</td><td>/</td><td>/</td></tr><tr><td>Final exam preparation</td><td>1</td><td>8</td><td>8</td></tr><tr><td>Total</td><td></td><td></td><td>99 hours= 4 ECTS</td></tr></table>	Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)				Activity	Hours	Day/Week	Total	Lectures	2	15	30	Exercise sessions - theoretical	0	15	0	Field exercises	1	15	15	Practical work	2	2	4	Consultation with the professor / assistant				Colloquiums / seminars	5	6	30	Independent tasks (work)	3	4	12	Student self-study time (in library or at home)	/	/	/	Final exam preparation	1	8	8	Total			99 hours= 4 ECTS
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<b>EVALUATION</b>	<b>Evaluation methods</b> <u>Evaluation in %</u> I-st test.....25% II-nd test.....25% Class activity.....10% Seminar work.....10% Final exam.....30% <b>Shkallët e notave :</b> Less than 50 – grade 5 (five) 51-60 % - grade 6 (six) 61-70 % - grade 7 (seven) 71-80 % - grade 8 (eight) 81-90 % - grade 9 (nine) 91-100 % - grade 10 (ten)
<b>ACADEMIC POLICIES</b>	<p>Students are expected to attend lectures regularly. They are also expected to be active in individual and group lectures, seminars and discussions. The professor is available for individual consultation. Students are required to read literature before each lecture. The student is obliged to attend lectures and exercises. Plagiarism and copying in exams are punishable under the university's statute and other regulations. The code of conduct applies to both students and teachers.</p>

**Mitrovica  
December 2021**

**Subject teaching professor:**

**Prof. Ass. Dr. Filloreta Kunoviku Demiri**

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**(Signature)**