

Basic data of the subject	
University:	University “Ukshin Hoti” Prizren
Academic unit:	Faculty of Life and Environmental Sciences
Study program:	Agribusiness management
Course title:	Entrepreneurship
Level:	Master
Course status:	Elective (E)
Study year/semester:	1 year / 1 semester
Number of hours per week:	2 + 1
Credit value – ECTS:	5
Time / location:	To be announced
Lecturer:	Prof. Asoc. Dr. Behxhet Brajshori
Contact details:	behxhet.brajshori@uni-prizren.com; +383 49 976 900
Course description:	
	This course offers students to recognize the importance of entrepreneurship in the development of the economy, noting that even small businesses are able to compete with large companies. The course addresses issues related to the factors that influence the decision to be an entrepreneur, such as starting a new business, the advantages and disadvantages of buying a business, franchises and other alternatives, new product development, business growth and entrepreneurship, ending with a business plan.
Course objectives:	
	This course will provide students with knowledge about the concept of entrepreneurship in today's market development and competition conditions, including its management and development. Also through this course, students will understand the importance of being differentiated in a market which is becoming more internationalized day by day. During the elaboration of the course, sufficient case studies will be taken in order to achieve the goal of the course.
Learning outcomes:	
	After completion of this course, students will be able to: <ul style="list-style-type: none"> ▪ Recognize entrepreneurship today as a major economic focal point ▪ Evaluate the advantages and disadvantages of entrepreneurship ▪ Identify opportunities and challenges to start a new business ▪ Evaluate the advantages and disadvantages of buying a business ▪ Evaluate the advantages and risks of developing new products ▪ Differentiate existing business plans from new ones

Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26
Exercise theoretical/laboratory	1	13	13
Practice work	2	1	2
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	3	1	3
Homework	1	13	13
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	8	16
Time spent in evaluation (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	3	1	3
Total			125
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Examination methods:	Regular and active attendance: 10%, Midterm exam: 20%, Course project: 10%, Final exam: 60%.		
Basic Literature:	Peggy, A. L. & Charles R. K. (2018). Entrepreneurship (translated in Albanian), Fourth edition, AADF PEARSON. Glackin. C. & Mariotti. S., (2020). Entrepreneurship: Starting and Operating A Small Business, 5th Edition		
Additional Literature:	Scarborough, N. M., & Cornwall, J. R. (2019). Essentials of Entrepreneurship and Small Businesses Management, 9 th Edition Barringer. B. R., & Ireland. R. D (2019). Entrepreneurship: Successfully Launching New Ventures, 6th Edition Stokes. D., & Wilson. N. (2017). Small Business Management and Entrepreneurship, 6th edition Barringer, B., & Ireland, R. (2010) Entrepreneurship: Successfully Launching New Ventures, 3rd edition Carter, S., & Jones-Evans, D. (2000). Enterprise and Small Business. Principles, Practice and Policy.		

Designed study plan:	
Week	Lectures which will be held
<i>First week:</i>	Entrepreneurship today (Organizational Strategies and staff reduction practices, Social change, Consequences of these changes for the individual. Entrepreneurship in an environment that constantly changes existing and new markets, Competitive advantages of small enterprises).
<i>Second week:</i>	Entrepreneurship Process (Entrepreneurship Factors - individual, motivational and cultural factors, Circumstances in society, advantages and disadvantages of entrepreneurship).
<i>Third week:</i>	Starting a New Business (Innovation and Entrepreneurship, Sources of Ideas, Casual Circumstances, Barriers to Entering the Market, How to Start a New Business, Low Cost Strategy, Differentiation Strategy, Focus Strategy, People to be involved in the venture).
<i>Fourth week:</i>	Business Acquisition (Advantages and Disadvantages of Business Acquisition, Business Price Determination, Negotiation Process, Price and Value, Sources of Negotiating Power during Negotiations, Acquisition of a Business and Business Plan).
<i>Fifth week:</i>	Franchising and Other Alternatives (Franchise Popularity, Advantages of Franchising, Franchisee Disadvantages, Franchise Alternative Evaluation, Franchise and Law, Other Entrepreneur Opportunities, Franchises and Business Plan).
<i>Sixth week:</i>	New Product Development (A High Risk Venture, Advantages and Weaknesses of Small Enterprises, Developing a New Idea, Key Success Factors, Selection of distribution channel and factors and obstacles affecting distribution, Licensing, Legal protection of new products and services, Patents, Copyright, Market marks, Business secret, Business plan).
<i>Seventh week:</i>	Home-based businesses (Home-based business renaissance, Advantages and disadvantages of these businesses, Home-based franchises, Legitimacy of this business, Equipment, insurance and taxes, Business growth decision, Business plan).
<i>Eighth week:</i>	Midterm exam (colloquium)
<i>Ninth week:</i>	Home-run businesses (What is a family business, Advantages and disadvantages, Entrepreneurial spouses, Child involvement, Inheritance / transfer plan, Should the

	company be sold to someone outside the family or to its employees, How and when to make the transition of the company, the Strategy of starting work at a low level and that at a later stage, Should there be a family council and an advisory board, Selection of the future business leader by family members who are active).
Tenth week:	Growing Business and Entrepreneurship (Growing Business and Managerial Skills, Personnel Management, Financial Management, Marketing, How to Fit the Company to the Entrepreneur, The Challenge of Starting a New Business, Losing Family Atmosphere, Changing the Role of the Entrepreneur, Opportunities that the entrepreneur has in relation to the growth of the company, Growth and business plan).
Eleventh week:	Business plan (What is a business plan, How do business plans differ for existing and new businesses, What is included in the business plan).
Twelfth week:	Business Plan - Marketing (What is included in the marketing, product and service section, competition analysis, price structure analysis, company credit policies, competitive advantage, a target market profile, location analysis, an operational plan).
Thirteenth week:	Business Plan-Management and staff (What is included in this section, what qualifications do you have for running the business, have you made the job description for the jobs, What benefits will you give to your employees, Have you created a working schedule? , Have you created the organization chart, What are the other laws that have an impact on personnel decisions).
Fourteenth week:	Business Plan - Initial costs and financing (the financial section includes the following issues: start-up costs, business financing, break-even point, How will the business be financed, debt, equity financing, equity sales, Cost financing and dividends).
Fifteenth week:	Presentation and discussion of the students semestral projects.

Exercises

Designed study plan:	
Week	Exercises which will be held
First week:	Discussion and distribution of the semestral project topics.
Second week:	Assignments, quizzes and case studies related to the topic of the first week lecture.

<i>Third week:</i>	Assignments, quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	Assignments, quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	Assignments, quizzes and case studies related to the topic of the fourth week lecture.
<i>Sixth week:</i>	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Assignments, quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	Assignments, quizzes and case studies related to the topic of the seventh week lecture.
<i>Ninth week:</i>	Assignments, quizzes and case studies related to the topic of the eighth week lecture.
<i>Tenth week:</i>	Assignments, quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
<i>Twelfth week:</i>	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.
<i>Fourteenth week:</i>	Assignments, quizzes and case studies related to the topic of the thirteenth week lecture.
<i>Fifteenth week:</i>	Presentation of the course projects.
Academic policies and rules of conduct:	
<ul style="list-style-type: none"> ▪ Student should be aware of and respect the institution and Code of ethics. ▪ Student should respect the schedule of lectures, exercises and be attentive. ▪ It is mandatory possess and present student ID card in the mid-terms and exam, ▪ During compilation of course projects, student must adhere the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones. 	