



ENTREPRENEURSHIP

Basic data of the subject			
Academic Unit:	Faculty of Life and Environmental Sciences		
Course title:	Entrepreneurship		
Study program:	Agribusiness Management		
Level:	Master (MSc)		
Course status:	Elective (E)		
Study year:	1 year / 1 semester		
Number of hours per week:	2 + 1		
Credit value – ECTS:	5 ECTS		
Time / location:	To be announced		
Lecturer:	Prof. Asoc. Dr. Behxhet Brajshori		
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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 it's 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)	3	2	6
Projects, presentations, etc.	3	1	3
Total			125 hours (5 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam (colloquium), exams		
Evaluation methods:	<ul style="list-style-type: none">▪ Regular and active attendance: 10%,▪ Midterm exam (colloquium): 20%,▪ Course project: 10%,▪ Final exam: 60%.		
Literature			
Basic Literature:	Peggy, A. L., & Charles R. K. (2018). Sipërmarrja, Edicioni i katërt, 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 Enterpreneurship and Small Businesses Management, 9th 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	Exercises
<i>First week:</i>	Entrepreneurship today (Organizational Strategies and staff reduction practices, Social change, Consequences of these changes for the individual.	Discussion and distribution of the semestral project topics.



	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).	Assignments, quizzes and case studies related to the topic of the first week lecture.
<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).	Assignments, quizzes and case studies related to the topic of the second week lecture.
<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).	Assignments, quizzes and case studies related to the topic of the third week lecture.
<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).	Assignments, quizzes and case studies related to the topic of the forth week lecture.
<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).	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
<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).	Assignments, quizzes and case studies related to the topic of the sixth week lecture.

<i>Eighth week:</i>	Midterm exam (colloquium)	Assignments, quizzes and case studies related to the topic of the seventh week lecture.
<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).	Assignments, quizzes and case studies related to the topic of the eight week lecture.
<i>Tenth week:</i>	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).	Assignments, quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Business plan (What is a business plan, How do business plans differ for existing and new businesses, What is included in the business plan).	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
<i>Twelfth week:</i>	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).	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	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	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.



	impact on personnel decisions).	
<i>Fourteenth week:</i>	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).	Assignments, quizzes and case studies related to the topic of the thirtieths week lecture.
<i>Fifteenth week:</i>	Presentation and discussion of the students semestral projects.	Presentation and discussion of the students semestral projects..
Academic policies and rules of conduct:		
<ul style="list-style-type: none">▪ Students should be aware of and respect the institution and Code of ethics.▪ Students should respect the schedule of lectures, and exercises and be attentive.▪ It is mandatory to possess and presents a student ID card in the mid-terms and exam,▪ During the compilation of course projects, students must adhere to the instructions given by the professor.▪ During the exam is forbidden the use of mobile phones.		