

1.2 STUDY PLAN AND SYLLABUS

In this chapter we have outlined the detailed plan of Bachelor studies at MBE Ferizaj.

YEAR ONE: 60 ECTS						
SEMESTER 1: 30 ECTS						
			Hours per week			
No	Type	Subject	L	P	ECTS	Lecturer
1	O	English	2	0	3	Rina Sefiu; Elmira Latifi
2	O	Personal Productivity with IT	2	0	3	Kastriot Blakaj; Agim Zuzaku
3	O	Mathematics	2	2	6	Liridona Dodaj; Nazmi Misini;
4	O	Macroeconomics	2	2	6	Sema Kazazi; Albulena Jahja,
5	O	Introduction to Financial Accounting	2	2	6	Selman Berisha; Burhan Rexhepi
6	O	Management	2	0	6	Fisnik Bytyqi; Labeat Mustafa
SEMESTER 2: 30 ECTS						
7	O	Managerial and Cost Accounting	2	2	6	Ardian Uka; Nazmi Zeqiri
8	O	Academic Writing	2	0	3	Deniz Celcima; Bardha Qirezi.
9	O	Statistical Methods for Business I	2	2	6	Kaltrina Sylaj; Mentor Geci;
10	O	Microeconomics	2	2	6	Ermal Lubishtani; Kestrim Avdimetaj
11	O	Public Speaking and Business Communication in English	2	0	3	Luiza Zeqiri; Kadri Krasniqi
12	O	Marketing	2	0	6	Rajan Arapi; Bekim Marmullaku.
YEAR TWO: 60 ECTS						
SEMESTER 3: 30 ECTS						
13	O	Financial Management	2	2	6	Arta Mulliqi; Nexhat Kryeziu
14	O	Statistical Methods for Business II	2	2	6	Shaqir Elezaj; Mic Ukaj
15	O	Operations Management	2	2	6	Ylber Limani; Diellza Kukaj
16	O	Business Law	2	0	6	Mentor Shaqiri, Bashkim Nuredini.
17	O	Organizational Behaviour and Leadership	2	0	3	Valdrin Krasniqi; Burim Isa Berisha
18	O	International Trade	2	0	3	Valdrin Krasniqi; Kujtim Zylfijaj
SEMESTER 4: 30 ECTS						
19	O	International Accounting Standards and Reporting	2	2	6	Artan Haziri; Lulzim Krasniqi

20	O	Human Resources Management	2	0	6	Mentor Shaqiri; Kujtim Zylfijaj.
21	O	Research Methods	2	2	6	Amir Imeri; Aferina Skeja
22	O	Strategic Management and Innovation	2	1	6	Engelbert Zefaj; Labeat Mustafa
23	O	Management Information Systems	2	2	6	Muhamet Gërvalla; Afërina Skeja.
YEAR THREE: 60 ECTS						
SEMESTER 5: 30 ECTS						
	O	Elective courses ¹			6	
	O	Major (Orientation)			24	
MAJOR – Orientations						
In the third year students will have to pick one of the areas of orientation						
A	Management, Entrepreneurship and Innovation					
B	Marketing and Sales					
C	Accounting, Auditing and Taxation					
D	Finance, Banking and Insurance					
E	International Business					
ORIENTATION (1): MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION						
No	Subject	L	P	ECTS	Lecturer	
24	Contemporary Management	2	1	6	Kujtim Zylfijaj	
25	SME Management	2	1	6	Labeat Mustafa	
26	Entrepreneurship and Innovation Management	2	1	6	Ermira Shehu	
27	Opportunity Development and Business Planning	2	1	6	Engelbert Zefaj	
ORIENTATION (2): MARKETING AND SALES						
No	Subject	L	P	ECTS	Lecturer	
24	Marketing and Sales Management	2	1	6	Mirjeta Domniku	
25	Consumer Behavior	2	1	6	Rajan Arapi	
26	Brand and product management	2	1	6	Bekim Marmullaku	
27	Digital marketing	2	1	6	Gonxhe Beqiri	
ORIENTATION (3): ACCOUNTING, AUDITING AND TAXATION						
No	Subject	L	P	ECTS	Lecturer	
24	Advanced Accounting	2	1	6	Gresa Mjaku	
25	Tax Accounting	2	1	6	Driton Fetahu	
26	Auditing	2	1	6	Nexhat Kryeziu	
27	Fiscal Policies and Taxation	2	1	6	Ardian Berisha	
ORIENTATION (4): FINANCE, BANKING AND INSURANCE						
No	Subject	L	P	ECTS	Lecturer	
24	Investments	2	1	6	Kestrim Avdimetaj	
25	Banking Management	2	1	6	Fidane Spahija Gjiko	
26	Financial Institutions and Capital Markets	2	1	6	Shpresim Vranovci	
27	Insurance and Risk Management	2	1	6	Fisnik Bytyqi	
ORIENTATION (5): INTERNATIONAL BUSINESS						
No	Subject	L	P	ECTS	Lecturer	
24	International Business and Strategy	2	1	6	Fisnik Bytyqi	
25	International Marketing Management	2	1	6	Gonxhe Beqiri	

¹ For elective courses, 6 ECTS must be chosen from an orientation different from the orientation chosen for study by the student, from the list of elective courses or from a different study program.

26		International Corporate Governance and Management	2	1	6	Bashkim Nuredini
27		International Business Negotiations	2	1	6	Edmond Hajrizi
SEMESTER 6: 30 ECTS						
28	O	Seminar	2	0	3	Mirjeta Domniku; Bekim Marmullaku,
29	O	Project or Internship program (Applicable for study orientation)	2	0	6	Besa Veseli; Emine Daci
30	O	Project Management	2	0	6	Shpresim Vranovci; Ermira Shehu
	O	Bachelor Thesis			15	

LIST OF ELECTIVE COURSES						
Type		Subject	L	P	ECTS	Lecturer
E		Data Science	1	1	3	Bertan Karahoda.
E		Decision Making Theory	2	0	3	Edmond Hajrizi
E		Business Ethics	2	0	3	Bardha Qirezi
E		Financial Analysis	2	0	3	Getoar Lubeniqi

Subject	ENGLISH			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	1	3	10ENG120
Aims and Objectives	<p>The aim of this course is to introduce students to English language used in the workplace or more specifically in business settings. This course provides students with necessary English language skills, such as: speaking, writing, listening, and reading. Particularly, it focuses on target vocabulary and themes related to entrepreneurship, marketing, sales, customers, and public speaking skills. The course begins with an overview of the course topics, which are themes that entail all language skill categories: speaking, writing, listening, and reading. Through interactive student-centered classes, presentations, role plays, debates and discussions, this course also equips students with necessary grammar knowledge and expands their vocabulary as an integral part of the practical sessions.</p>			
Learning Outcomes	<p>By the end of the course students should have acquired the following skill:</p> <ul style="list-style-type: none"> • Discuss about topics related to entrepreneurship, marketing, sales, consumer behaviour, market trends and business growth expressing insightful opinions and justifying them (PLO1, PLO9) • Use their analytical and language skills to negotiate important issues in the activities (speaking, writing, listening, reading) involved. (PLO5, PLO9) • Act out a role play related to sales and marketing. (PLO9) • Present a persuasive or informative topic related to business, management, or economics and to evaluate their colleagues' presentations by providing constructive feedback. (PLO5, PLO9) • Write different types of sentence structures in formal academic writing. (PLO9) 			
Course Content	Course Plan			Week
	Introduction to the course (Syllabus) and getting to know each other			1
	A new job - talking about communication skills in the workplace			2
	Organizations and roles - communication skills in the workplace			3
	Quality - learn terminology used to describe quality of goods			4
	Money - discuss terms used and grammar components (grammar)			5
	Time is money - the value of time			6
	The customer - effective marketing strategies (grammar)			7
	Role plays – managing various workplace scenarios			8
	Presentations – topics related to business, management, and economics			9
	Ted presentations - oral and written reflections			10

	Business online - working from home (grammar)	11
	Problem solving – using critical thinking and applying problem solving process.	12
	Presentations – constructive peer and teacher feedback	13
	Final exam	14
	Consultations – showing all the percentage for every single assignment	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	1. Lectures	50%
	2. Seminars	20%
	3. Laboratory	-
	4. Case studies	-
	5. Flipped classroom	10%
	6. Problem-based learning	10%
	7. Presentations	10%
	8. Work placement	
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	1. Attendance (conduct) and participation	15%
	2. Role play	10%
	3. Presentation	15%
	4. Final exam	60%
Assessment Description	<p>Class Participation and Attendance (15%) - Class participation and attendance are essential components of the course. Students are expected to actively engage in discussions, contribute to classroom activities, and demonstrate preparation for each session. Participation is evaluated continuously throughout the semester. (Addresses CLO1, CLO2)</p>	
	<p>Interaction with peers Role play (10%) - Role play is used as an applied assessment tool to simulate real-world business communication scenarios, particularly in sales and</p>	

	<p>marketing contexts. Students are required to actively interact with peers and perform assigned roles, demonstrating their ability to communicate effectively in practical situations. (Addresses CLO1, CLO2, CLO3)</p> <p>Presentation (15%) - Presentation is used as an assessment tool to evaluate students' ability to communicate ideas effectively in a business context. Students are required to deliver persuasive or informative presentations on topics related to business, management, or economics, and to actively engage with the audience. (Addresses CLO1, CLO2, CLO4)</p> <p>Final Exam (60%) - The final exam is conducted at the end of the semester and is designed to evaluate students' overall achievement of the course learning outcomes. The exam covers all topics addressed throughout the course and includes open-ended questions, applied tasks, and language-based exercises. The duration of the exam is a maximum of 60 minutes. (Addresses CLO1, CLO2, CLO5)</p>														
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Role play • Presentation • Final exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
Course resources	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Resources</th> <th style="text-align: right;">Number</th> </tr> </thead> <tbody> <tr> <td>Classroom</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Course book and workbook</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Online resources</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Moodle</td> <td></td> </tr> <tr> <td>TED videos</td> <td></td> </tr> <tr> <td>Projector</td> <td style="text-align: right;">1</td> </tr> </tbody> </table>	Resources	Number	Classroom	1	Course book and workbook	1	Online resources	1	Moodle		TED videos		Projector	1
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Literature/References	Primary literature:														

	<ul style="list-style-type: none"> • John Naunton & Mark Tulip. Profile 1. Student’s book. Summertown publishing, (2009). • John Naunton & Mark Tulip. Profile 1. Workbook. Summertown publishing, (2009). • David Cotton, David Falvey, Simon Kent. Market leader elementary business English course book (2008). • Mary Ellen Guffey, Carolyn M. Seefer. Business English 12th edition (2016). • The OCR Guide to presentation Skills. Oxford Cambridge and RSA. (2013) <p>Secondary literature:</p> <ul style="list-style-type: none"> • Gjuha angleze për të gjithë, David Hicks. British Broadcasting Corporation, London (Albanian translation - 2010) • Michael Swan. Practical English Usage. 4th ed. (2016). • John Taylor & Jeff Zeter. Career Path, Business English (2011). • Instructor provided relevant teaching material in English and web links. • Lecture notes, manuals, videos and handbooks
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	PERSONAL PRODUCTIVITY WITH IT			
	Type	Semester	ECTS	Code
Aims and Objectives	<p>Prepares students to use IT independently in order to accomplish their tasks in the working place. Moreover, students will be able use available credible information that are available online and they will learn to conduct research.</p>			

	<p>The purpose of this course is to help students develop deep knowledge and skills in the use of personal productivity tools, such as Microsoft Word, Excel, and PowerPoint, integrating a safe and responsible approach to the security of information systems.</p> <p>Objectives of the Course:</p> <ol style="list-style-type: none"> 1. Basic Knowledge of Information Technology (IT): At the end of the course, students should have solid knowledge of fundamental IT concepts, including hardware, software, and operating systems. 2. Effective Use of Microsoft Word: Become proficient in creating structured documents, formatting text, and using stylistics for an improved presentation. 3. Ability to Use Microsoft Excel for Data Analysis: Develop advanced skills in using Excel to analyze, manipulate and present data through formulas, functions, dynamic tables and graphs. 4. Creating Effective Presentations with Microsoft PowerPoint: Become skilled in creating structured and engaging presentations, using visual elements and animations to reinforce communication. 5. Security of Systems and Personal Data: Understand security risks in the digital environment and know strategies and practices to protect against these risks. <p>Become skilled in securing personal and professional data through the use of security technologies and practices.</p> <ul style="list-style-type: none"> • Students must be able to work safely in terms of cyber security • Students should be able to work with online platforms like Office 365 • Students should be able to use technology in business terms 								
<p>Learning Outcomes</p>	<p>At the conclusion of this subject students should have the skills to:</p> <ul style="list-style-type: none"> • Demonstrates skills in using all Microsoft 365 tools to be productive in driving innovation and efficiency at work. (PLO5) • Understands the Basic Concepts of Information Technology (IT) (PLO5) • Apply the acquired skills in the effective use of IT for data analysis, their processing by applying advanced statistical methods, and research methodology to contribute to the field of business and management; (PLO5, PLO6) • Applies the acquired knowledge to solve complex and unforeseen challenges in strategic and operational management, using strategies and safe practices in the implementation of digital technologies. (PLO8) • Identifies and analyzes various problems and uses IT tools to implement procedures that manage risks during business activities in the company. (PLO5, PLO8) • Develop skills for collaboration and interaction in a collaborative work environment, including sharing documents and projects. (PLO5) 								
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	Introduction to Microsoft Word	4
	Formatting and Structuring Documents in Word	5
	Structuring documents with paragraphs, headings, sub-headings, and indexes.	6
		7
	Mid-term exam 1	
	Description of the work environment in Excel and creation of worksheets.	8
	Using formulas and functions for data analysis.	9
	Creating graphs and visualizations for data presentation.	10
	Basics of Power Point presentations	11
	Presentations through Power Point using presentation forms	12
	Electronic communication and social media	13
	Recapitulation of the subject	14
	Mid-term exam 2	15
Teaching/Learning Methods	Activities	Weight (%)
	Lectures	30%
	Seminars	-
	Laboratory	40%
	Case studies	20%
	Role play	-
	Problem-based learning	10%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	Attendance and Class activity	20%
	Midterm Exam 1	40%
	Final Exam	40%

<p>Assessment Description</p>	<p>Attendance and class activity (20%) - instrument which evaluates the dedication and engagement of students in the topics covered during lectures and exercises. During the lectures, students will be encouraged to demonstrate through their activities the skills acquired from the lectures using Microsoft 365 tools to solve various problems. This evaluation instrument will include all learning outcomes within the course. (Addresses CLO1, CLO4, CLO6)</p> <p>Midterm exams (40% + 40%) – Students will be subject to two evaluations, the mid-term and final exam. The first assessment is done in week 7, while the second in week 15. Assessments are in a practical form using PCs in the laboratory to evaluate the students for the acquired knowledge. The tasks that will be given constitute instructions to demonstrate their skills, while they implement on their PCs or laptops the actions they need to perform. Mostly there will be 20-25 actions in the form of a test that have 100 points, while the students perform those actions in a document which is given to them in electronic form to work on.</p> <p>The time available to complete the actions is no longer than 45 minutes. (Addresses CLO1, CLO3, CLO5)</p>												
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and class activity • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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Literature/References	<p>Primary literature:</p> <ol style="list-style-type: none"> 1. Sistemet e Menaxhimit të Informacionit, Kozeta Sevrani dhe Bashkim Ruseti. ISBN: 99943-714-1-X. 2. Office 365 For Dummies 1st Edition, Ken Withee (Author), Jennifer Reed (Author), 3. Cybersecurity for Beginners Paperback – May 14, 2015, Raef Meeuwisse (Author) <p>Secondary literature:</p> <ol style="list-style-type: none"> 4. Excel 2019 Bible 1st Edition, Michael Alexander (Author), Richard Kusleika John Walkenbach (Author) 5. Migrimi ne SharePoint, Besnik Skenderi (ne moodle) 6. Customized material prepared by lecturer, available at Moddle 7. Video Lecturers in Moode 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	MATHEMATICS			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	1	6	10MTH121
Aims and Objectives	<p>The main aim of this course is to introduce some basic mathematics to the MBE students of first year, like: matrices and operations with them, determinants and their properties, linear systems of equations, linear function, quadratic function, linear programming, simplex method of linear programming and basics of financial mathematics.</p> <p>The main objective of the course is to enable the student to effectively apply mathematics to solving different real life problems.</p>			

Learning Outcomes	<p>At the conclusion of this subject students should have the skills to:</p> <ul style="list-style-type: none"> • Recognize and sketch graphs of basic functions, define the domain of functions (PLO6) • The student will be able to solve the equation of matrix, determinants and Cramer Method (PLO6) • Apply mathematical principles to solve business and economic problems. (PLO3, PLO8) • Familiar with proportional, percentage, simple and compound interest calculations (PLO3) • Illustrate the solution of the problems of continuous capital (PLO3, PLO6) • Demonstrate knowledge in calculating periodic deposits and rents (PLO3) • Solve and implement loan amortization plans with equal annuities and other ways of loan amortization (PLO3, PLO8) 																																
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Assessment Description	<p>Quizzes (20%) - are short-term assessment instruments, which are used to assess students during their active participation in lectures and exercises. (Addresses CLO1, CLO2, CLO4)</p> <p>Midterm exams (40% + 40%) - Through the midterm exams held during the semester, students will have the opportunity to be exempted from the final exam if they achieve positive results. The first midterm exam is applied during week 7, while the second midterm exam is applied during week 15. The midterm will contain 7 to 10 exercises, and their duration is no longer than 120 minutes. (Addresses all Course Learning Outcomes)</p>												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Quizzes • Midterm exam1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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	9. Exercises	24
	10. Self-Learning	73
	11. Exams/Consultations	5
Literature/References	<p>Primary Literature</p> <ul style="list-style-type: none"> • F. Ernest Jerome, Business Mathematics, McGraw-Hill Ryerson Higher Education • Dr.sc. Rexhep Gjergji: <i>Matematika për studentët e Fakultetit të MBE</i>; draft book, Prishtinë. • Ernest F Haeussler, Richard S. Paul, Richard J. Wood: <i>Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences</i>, Global Edition, Pearson, 14th edition, 2021 • Gary Clendenen, Stanley A. Salzman: <i>Business Mathematics</i>, Pearson, 13th edition, 2014 <p>Secondary Literature</p> <ul style="list-style-type: none"> • Harshbarger/Reynolds: <i>Mathematical Applications for the Management, Life and Social Sciences</i>, Cengage Learning, 11th edition, 2016 • Dancy, Margaret: <i>Introduction to Business Math</i>, Fanshawe College Pressbooks, London 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	MACROECONOMICS			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	1	6	10MAC126

<p>Aims and Objectives</p>	<p>This course aims to provide students with a profound comprehension of the fundamental principles and concepts governing macroeconomics. Students will be introduced to the functioning of economies at a broad level, with particular emphasis on the key economic indicators, including inflation, unemployment, and economic growth. They will also be familiarized with the model of aggregate demand and aggregate supply, the determinants of consumption and investment, and the complexities of business cycles.</p> <p>Through this course, students will acquire a foundational understanding of the short-run trade-off between inflation and unemployment, the pivotal role of the banking system in the process of money creation, and the importance of international trade. Additionally, the course seeks to equip students with the analytical tools necessary to understand and assess the role of macroeconomic policies, and their effectiveness in influencing overall economic conditions. Through theoretical frameworks, real-world examples, and practical applications, students will gain insights into the macroeconomic forces shaping national and global economies.</p>																								
<p>Learning Outcomes</p>	<p>After successful completion of this course, the student should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a profound comprehension of aggregate demand, aggregate supply and macroeconomic equilibrium. (PLO1) • Define and explain key macroeconomic concepts, including GDP, inflation, and unemployment. (PLO1) • Explain and apply the expenditure and tax multiplier concepts to real-world economic situations. (PLO1, PLO6) • Analyze and interpret global economic dynamics and their impact on business. (PLO1, PLO8) • Demonstrate a solid understanding of the role of the banking system in the process of money creation, and the tools used by the Central Bank to implement monetary policy. (PLO1) • Explain the objectives and tools of fiscal policy and their role in stabilizing the economy. (PLO1, PLO8) • Explore the role of international trade and global economic events on a country's economy. (PLO1, PLO8) 																								
<p>Course Content</p>	<table border="1"> <thead> <tr> <th>Course Plan</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>Economics, Macroeconomics and GDP</td> <td>1</td> </tr> <tr> <td>Aggregate Demand (AD), Aggregate Supply (AS) & Macroeconomic equilibrium</td> <td>2</td> </tr> <tr> <td>Consumption and investment</td> <td>3</td> </tr> <tr> <td>Expenditure and income</td> <td>4</td> </tr> <tr> <td>Business cycles and economic growth</td> <td>5</td> </tr> <tr> <td>Inflation</td> <td>6</td> </tr> <tr> <td>Midterm exam</td> <td>7</td> </tr> <tr> <td>Unemployment</td> <td>8</td> </tr> <tr> <td>Unemployment-inflation relationship</td> <td>9</td> </tr> <tr> <td>Money and the banking system</td> <td>10</td> </tr> <tr> <td>Central Bank and monetary policy</td> <td>12</td> </tr> </tbody> </table>	Course Plan	Week	Economics, Macroeconomics and GDP	1	Aggregate Demand (AD), Aggregate Supply (AS) & Macroeconomic equilibrium	2	Consumption and investment	3	Expenditure and income	4	Business cycles and economic growth	5	Inflation	6	Midterm exam	7	Unemployment	8	Unemployment-inflation relationship	9	Money and the banking system	10	Central Bank and monetary policy	12
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	Consultations	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	<ol style="list-style-type: none"> 1. Lectures 2. Seminars 3. Case studies 4. Problem-based learning 5. Study visits 	<ol style="list-style-type: none"> 35% 35% 15% 10% 5%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	<ol style="list-style-type: none"> 1. Class participation and engagement 2. Assignments, quizzes, group work 3. Midterm exam 1 4. Midterm exam 2 	<ol style="list-style-type: none"> 10% 10% 40% 40%
Assessment Description	<ul style="list-style-type: none"> • Class participation and engagement (10%) – it involves a variety of activities that aim to enhance students' comprehension of macroeconomics concepts. These include group discussions regarding macroeconomic indicators like GDP, inflation and unemployment, policy debates to encourage critical thinking, case studies illustrating theoretical principles in practical situations, discussions on current economic events, study visits and guest lecturers from the industry. (Addresses CLO2, CLO4, CLO6, CLO7) • Assignments, quizzes, group work (10%)- assignments provide opportunities for in-depth exploration of specific topics, encouraging independent research and analytical skills. Quizzes assess understanding of key concepts, reinforcing regular engagement with course material. Group work fosters collaborative learning, allowing students to apply theoretical knowledge to practical scenarios and develop teamwork and communication skills. (Addresses CLO2, CLO3, CLO4, CLO5, CLO6) • Midterm exams (40% + 40%) - exams are designed to evaluate students' overall understanding of the course material, including key concepts, theories, and their application. The mid-term exam typically covers the material studied in the initial part of the course (first six topics), while the final exam assesses 	

	<p>the remaining topics. These exams provide a structured format for students to demonstrate their knowledge, critical thinking skills, and ability to synthesize information. They offer a comprehensive evaluation that contributes significantly to determining students' mastery of macroeconomic principles by the end of the course. (Addresses ALL CLO)</p>												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class participation and engagement • Assignments, quizzes, group work • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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	<ul style="list-style-type: none"> • Reports from the Central Bank of Kosovo, Kosovo Agency of Statistics, Ministry of Finance, the World Bank, International Monetary Fund, etc.
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	INTRODUCTION TO FINANCIAL ACCOUNTING			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	1	6	10IFA124
Aims and Objectives	<p>The purpose of this course is to develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparation of basic financial statements.</p>			
Learning Outcomes	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the purpose of accounting and its role; (PLO1) • To interpret the main accounting assumptions and concepts; (PLO1, PLO3) • To register transactions and various business events according to the principles and standards of accounting; (PLO7) • To prepare the accounting cycle of the business up to the main financial statements on the topics addressed; (PLO3, PLO7) • Evaluate financial statements and apply international accounting standards. (PLO3, PLO7) • Expanding knowledge through practical examples during lectures, exercises, and seminar presentations; (PLO1) 			

	<ul style="list-style-type: none"> Apply knowledge through accounting software. (PLO7) 																																
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<p>Seminar Paper (20%) - Includes a research, which is carried out in a group of 2-3 students, and the total volume is from 2000 to 2500 words. Through this instrument we aim to achieve the learning outcomes 3, 4, and 5 according to this syllabus. (Addresses CLO3, CLO4, CLO5)</p> <p>Class Participation and Attendance (10%)- Instrument for systematic assessment of students in lectures and exercises. This assessment evaluates specific learning outcomes related to theoretical understanding and classroom engagement.” (Addresses CLO1, CLO2, CLO6)</p> <p>Midterm exams (35% + 35%) - Assessment instruments of students throughout the semester. Students who make positive progress through the first test and the second test will be exempted from the exam. (Addresses CLO2, CLO3, CLO4, CLO5, CLO7)</p>									
<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and participation • Seminar Paper • Midterm exams <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>									
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	Lectures and exercises	1							
	Internet resources	1							
Moodle	1								

	Projector	1
	Software accounting	1
	Manual videos	1
ECTS Workload	Activity	Total workload
	Lectures	24
	Seminars	12
	Exercises	24
	Visits to industry	2
	Self-study	83
	Exams/Consultation	5
Literature/References	Primary literature:	
	<ul style="list-style-type: none"> ● Jane L. Reimers, Financial Accounting, Pearson ● Rrustem Asllanaj, Financial Accounting, Prishtina. ● Skender Ahmeti, Financial Accounting, Basic Concepts, Prishtina. ● Sotiraq M. Dhamo, Kontabiliteti Financiar, Tiranë. ● Financial Accounting, Larry M. Walter. (2013) 	
Literature/References	Secondary literature:	
	<ul style="list-style-type: none"> ● Financial Accounting, Robert Libby, Patricia Libby, Frank Hodge. (2017) ● Manual videos downloaded from the Internet and posted in the Moodle platform. 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and</p>	

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Subject	MANAGEMENT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	1	6	10MNG127
Aims and Objectives	<p>This course covers the fundamental concepts of management and provides the necessary information to understand the key issues by providing a practical focus, incorporating the latest research studies in the field, all provided within a format that can be elaborated within this course. The objective is to encourage and motivate students to understand management issues much more easily.</p> <p>The goal through this subject is to offer students the treatment of all aspects of management and answers to the contemporary challenges that management faces. The purpose of the course is for students to achieve basic knowledge and skills on management, its importance and role in the successful operation of the enterprise.</p>			
Learning Outcomes	<p>At the end of the course, the student will be able to:</p> <ul style="list-style-type: none"> • Understand the organization's environment and the importance of management in achieving the organization's goals. (PLO1, PLO4) • Summarize and describe the principles of individual and group behavior in the organization and the importance of teamwork. (PLO2) • Explain the role of contemporary developments and the influence of factors from the external environment: technological, political, economic and social in the management function. (PLO1, PLO4) • Describe the basic designs of the organization and the organizational structure of the organization. (PLO2) • Apply skills in decision-making and human resource management. (PLO2, PLO8) • Understand strategic and operational management to improve business processes. (PLO8) • Apply dexterity and skills in communication, interpersonal relations and negotiation skills. (PLO2, PLO8) 			
Course Content	Course Plan			Week
	Managers, managerial levels and management			1
	Management in the contemporary world			2
	Principles of the planning function			3
	Principles of the decision making Function			4

	Basic designs of the organization	5
	Personnel and human resources management	6
	Midterm Exam 1	7
	Change management, stress and innovation	8
	Principles of individual and group behavior	9
	Understanding work teams	10
	Employee motivation and reward	11
	Leadership and trust	12
	Communication and interpersonal skills	13
	Presentation of Projects	14
	Midterm Exam 2	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	1. Lectures	50%
	2. Seminars	20%
	3. Case studies	30%
	4. Guest lectures	-
	5. Independent study	-
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.	
	Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.	
Assessment Methods	Assessment Activity	Weight (%)
	1. Activity	10%
	2. Seminars Works(papers)	30%
	3. Midterm Exam	30%
	4. Midterm exam 2	30%
Assessment Description	Class Activity (10%) - an instrument that evaluates the commitment and engagement of students in the topics covered during lectures and exercises. (Addresses CLO1, CLO2, CLO3, CLO7)	

	<p>Seminar paper (30%) - is developed in working groups, and includes 2000 to 2500 words. The evaluation of the seminar paper is based on its structure, content, and finally the part of the presentation. (Addresses CLO3, CLO4, CLO5, CLO6)</p> <p>Midterm exams (30% + 30%) - They include a mid-term evaluation instrument during the semester, where the application of the first colloquium takes place in the 7th week, while the second in the 15th week. These tests include 15 to 20 questions, where the nature of the questions is diverse, including questions in the form of essays, optional questions, open questions, etc. The time of the colloquium is 45 minutes but not more than 60 minutes. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6)</p>														
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and participation • Seminar Paper • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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<p>Literature/References</p>	<p>Primary literature:</p> <ul style="list-style-type: none"> - Richard L. Daft, Principles of Management, South-Western College Pub - Prof.dr. Shyqyri Llaci, Menaxhimi, Programi ekonomik Tiranë, 2016 														

	<ul style="list-style-type: none"> - Stephen P. Robens, David DeCenzo. Management Principles, UET Pres, Tiranë 2012 <p>Secondary literature:</p> <ul style="list-style-type: none"> - Pettinger, R., Introduction to Management, Macmillan, 2014 - Judith W.Umlas, Grateful Leadership, Mc Graw Hill, 2013
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	MANAGERIAL AND COST ACCOUNTING								
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OBLIGATORY (O)	2	6	10MCA151						
Aims and Objectives	<p>This course is designed to bring to students' theoretical knowledge and practical analyses from a managerial cost accounting perspective. The subject is intended to bring a solid understanding of different accounting information and its role in business decision-making. The subject aims to bring a compact understanding of different costs in business and its management. Decision-making is an important linkage to all above-mentioned.</p>								
Learning Outcomes	<p>After successful completion of this subject/course, the student should be able to:</p> <ul style="list-style-type: none"> • Understand the difference between financial accounting and managerial accounting (PLO1) • Describe and understand the breakeven point (PLO3, PLO6) • Understand cost flow according to the Activity Based Costing (ABC) system. (PLO3, PLO7) • Understand the calculation of variable and absorption costing (PLO3, PLO7) • Describe and understand internal and external pricing methods (PLO3) 								

	<ul style="list-style-type: none"> Apply the decision-making process based on accounting information (PLO6, PLO7) 																																
Course Content	<table border="1"> <thead> <tr> <th>Course Plan</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>Orientation lecture & notion of managerial cost accounting</td> <td>1</td> </tr> <tr> <td>Differences between financial and managerial accounting</td> <td>2</td> </tr> <tr> <td>Ethics code and its impact in the business environment</td> <td>3</td> </tr> <tr> <td>Notion, concept, and distribution of different costs</td> <td>4</td> </tr> <tr> <td>Types and behavior of costs</td> <td>5</td> </tr> <tr> <td>Analysis of breakeven point</td> <td>6</td> </tr> <tr> <td>Midterm exam 1</td> <td>7</td> </tr> <tr> <td>Cost calculation systems in production</td> <td>8</td> </tr> <tr> <td>Variable and absorption costing</td> <td>9</td> </tr> <tr> <td>Standard calculation and deviations</td> <td>10</td> </tr> <tr> <td>Activity Based Costing (ABC)</td> <td>11</td> </tr> <tr> <td>Methods and decisions on pricing</td> <td>12</td> </tr> <tr> <td>Business decision-making process</td> <td>13</td> </tr> <tr> <td>Overall summary</td> <td>14</td> </tr> <tr> <td>Midterm exam 2</td> <td>15</td> </tr> </tbody> </table>	Course Plan	Week	Orientation lecture & notion of managerial cost accounting	1	Differences between financial and managerial accounting	2	Ethics code and its impact in the business environment	3	Notion, concept, and distribution of different costs	4	Types and behavior of costs	5	Analysis of breakeven point	6	Midterm exam 1	7	Cost calculation systems in production	8	Variable and absorption costing	9	Standard calculation and deviations	10	Activity Based Costing (ABC)	11	Methods and decisions on pricing	12	Business decision-making process	13	Overall summary	14	Midterm exam 2	15
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Assessment Description	<p>Class Activities and participation (10%) - through this instrument, students are supervised during the time they perform activities in lectures and exercises, and this assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement. (Addresses CLO1, CLO2, CLO5)</p> <p>Midterm exams (40% + 50%) – Assessment instruments throughout the semester. Where the first test is applied in the 7th week, while the second test is applied in the 15th week. They contain 15 to 20 questions, which can be closed or open. (Addresses CLO2, CLO3, CLO4, CLO5, CLO6)</p>												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class Activity and participation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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Literature/References	<p><u>Primary Literature:</u></p> <ul style="list-style-type: none"> • Managerial accounting, Ray H. Garrison, Eric W. Noreen, Peter C. Brewer. • KONTABILITETI I MENAXHMENTIT: Author: Dr. Skender Ahmeti, 2019 • KONTABILITETI I KOSTO – DREJTIMIT: Author: Diana Lamani 												

	<ul style="list-style-type: none"> • MANAGERIAL ACCOUNTING: Authors: Garrison / Noreen / Brewer <p><u>Secondary Literature</u></p> <ul style="list-style-type: none"> • Edward J. VanDerbeck, Cecili A.Raiborn, Michael R.Kinney, Mirela Ujkani-Kontabiliteti i Kostos, Botim Nderkombetar (I Perkthyer ne gjuhen shqipe) • Case Studies • Financial Reports from different companies
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>ACADEMIC WRITING</p> <table border="1"> <thead> <tr> <th>Type</th> <th>Semester</th> <th>ECTS</th> <th>Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td>2</td> <td>3</td> <td>10AW152</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	2	3	10AW152
Type	Semester	ECTS	Code						
OBLIGATORY (O)	2	3	10AW152						
Aims and Objectives	<p>Academic writing is a fundamental skill integral to the educational journey of new students across various disciplines. Throughout their academic pursuits, students engage in diverse assignments—including essays, research papers, analyses, and seminars—that necessitate a proficient command of academic language and writing skills. This proficiency is not limited to academic settings; it extends into the professional realm, where academic writing underpins effective communication, research, and report preparation. Additionally, for those aspiring to postgraduate studies, academic writing is an indispensable skill, making its mastery a crucial aspect of the undergraduate experience. Students will also gain knowledge about the types of citations, plagiarism, and the characteristics of good academic writing.</p>								
Learning Outcomes	<p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> – Understand and apply the essential components, structure, style, and tone required for effective academic and professional writing and presentations. (PLO1, PLO5) 								

	<ul style="list-style-type: none"> – Master the skills necessary for crafting concise, coherent, and well-organized essays, focusing on clarity and precision in language. (PLO1, PLO5) – Acquire comprehensive knowledge and skills in APA style referencing and citation, emphasizing the importance of academic integrity. (PLO6) – Develop skills in paraphrasing academic and professional texts accurately while maintaining originality, demonstrating understanding and avoiding plagiarism. (PLO5, PLO6) – Apply critical thinking skills in analyzing facts and arguments, and in presenting well-reasoned conclusions and opinions in written form. (PLO8, PLO5)
Content	Course Plan Weeks
	Introduction to academic writing: the writing process 1
	Reading and critical thinking 2
	Writing and explaining definitions and concepts 3
	Paragraphs and paraphrasing 4
	Referencing and Plagiarism 5
	Colloquia: Plagiarism test and Writing using appropriate referencing style 6
	Five paragraph essays 7
	Descriptive Essay 8
	Comparative Essay 9
	Argumentative Essay 10
	Assignment: Final Essay 11
	Asking the questions 12
	Reading articles, taking notes and drafting main and supportive sentences 13
	How to prepare a presentation 14
Assignment 2: Presentation 15	
Teaching/ Learning methods	Activities %
	Lectures 30%
	Exercises 30%
	Projects 40%
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement. Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.
Assessment Methods	Evaluation activities Weight(%)
	Midterm exam 20%
	Assignment 1: Essay 50%
	Assignment 2. Presentation 30%
Assessment Description	1. Midterm Exam. - Plagiarism and Text Analysis Test (Week 6) – (20%)

	<p>Part A: Multiple-choice quiz focused on understanding plagiarism, its forms, and consequences.</p> <p>Part B: Critical analysis of text excerpts, including student-produced samples. Students will assess whether these texts constitute plagiarism and justify their reasoning, demonstrating an understanding of originality in academic writing.</p> <p>Part C: Paraphrasing Activity-Students are presented with a passage from an academic or professional text. They are required to paraphrase the passage, maintaining the original meaning while using their own words and sentence structures. (Addresses CLO3, CLO4, CLO5)</p> <p>2. Written Assignment - Targeted Essay on a Business Topic (50%): Students select a specific aspect of a broader topic to explore in-depth. The essay must be structured into five paragraphs, showcasing clarity, argument development, and effective use of evidence. Emphasis on APA style for any sources cited, reflecting academic rigor and integrity. (Addresses CLO1, CLO2, CLO3, CLO5)</p> <p>3. Presentation - Video Project on a Business-Related Issue (30%): Develop a well-structured video presentation on a relevant business topic. Evaluate and present diverse perspectives, incorporating critical analysis and factual backing. Focus on clear, professional communication skills, both verbal and non-verbal. (Addresses CLO1, CLO2, CLO5)</p>												
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Midterm exam. Paragraph writing • Essay • Presentation <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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4. Books and library access	1												
5. Computers	1												
<p>Load and Activity</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Activity type</th> <th style="text-align: right;">Total workload</th> </tr> </thead> <tbody> <tr> <td>1. Lectures</td> <td style="text-align: right;">24</td> </tr> <tr> <td>2. Writing exercises</td> <td style="text-align: right;">12</td> </tr> <tr> <td>3. Individual work-research</td> <td style="text-align: right;">32</td> </tr> <tr> <td>4. test, assignment, and presentation</td> <td style="text-align: right;">7</td> </tr> </tbody> </table>	Activity type	Total workload	1. Lectures	24	2. Writing exercises	12	3. Individual work-research	32	4. test, assignment, and presentation	7		
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<p>Literature</p>	<p>Primary literature:</p> <ul style="list-style-type: none"> • Zejnullahu, S. (2014). Shkrimi dhe komunikimi. Prishtinë: UBT • Barnet, S., Ballanca, P., & Stubbs, M. (2000). Shkrimi akademik. ISP & Dita. • Bailey, S. (2014). <i>Academic writing: A handbook for international students</i>. Routledge. <p>Secondary literature:</p> <ul style="list-style-type: none"> • Musaj, B.(2004). Si të shkruajmë ese. Tiranë: • Uka, F. (2015). Academic Writing for Social Sciences and Health. Pristina 												

<p>Ethical standards</p>	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>
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<p>Subject</p>	<p>STATISTICAL METHODS FOR BUSINESS I</p> <table border="1" data-bbox="448 1058 1464 1188"> <thead> <tr> <th>Type</th> <th>Semester</th> <th>ECTS</th> <th>Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td>2</td> <td>6</td> <td>10SMBI153</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	2	6	10SMBI153
Type	Semester	ECTS	Code						
OBLIGATORY (O)	2	6	10SMBI153						
<p>Aims and Objectives</p>	<p>The aim of this course is to provide students with knowledge of how statistics can be used in real life. In this course, students will have the opportunity to become familiar with the methods of data collection, analysis and interpretation. Students will learn what are the different types of data and understand what are the statistical indicators that can be used in the analysis of different data as well as learn how to interpret the obtained results. The course will cover data types, data collection methods, descriptive statistics indicators, probability, data distribution, hypothesis testing, and linear programming. The main objective of this course is for students to understand how, through the collection, analysis and interpretation of data, answers can be given to different problems in real life.</p>								
<p>Learning Outcomes</p>	<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • To recognize the types of data and the way they are collected and presented (PLO6) • To calculate the main indicators of descriptive statistics (PLO6) • To recognize the elements of combinatorics (PLO6) • To calculate the probability of different events (PLO6) • To calculate normal distributions and confidence intervals (PLO6) • To interpret the hypotheses testing with one and two samples (PLO6, PLO3) • Calculate linear programming for finding the optimal solution (PLO8, PLO5) 								

Course Content	Course Plan	Week
	Introduction to Statistical Methods for Business	1
	Data collection	2
	Data presentation	3
	Descriptive statistics I (mode, median, mean)	4
	Descriptive statistics II (series, interquartile, variance, standard deviation)	5
	Probability I	6
	Probability II	7
	Midterm test 1	8
	Normal distributions	9
	Confidence intervals	10
	Testing statistical hypotheses, I	11
	Testing statistical hypotheses, II	12
	Linear programming	13
	Overall summary	14
Midterm test 2	15	
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	50%
	Seminars	-
	Exercises	50%
	Case studies	-
	Problem-based learning	-
	Study visits	-
	Work placement	-
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.	
	Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.	
Assessment Methods	Assessment Activity	Weight (%)
	Activity	10%
	Midterm test 1	45%
	Midterm test 2	45%
Assessment Description	Class Activity (10%) - Through this instrument, the students' engagement in discussions and research problems which are directly related to the treated topics is evaluated. (Addresses CLO1, CLO2, CLO4)	
	Midterm Exams (45%+ 45%) - They are instruments of assessment and identification of students' knowledge. They are applied in the middle of the semester and at the end of the semester. They contain certain tasks and calculations, and midterm exam duration is from 60 to 90 minutes. (Addresses CLO2, CLO3, CLO4, CLO5, CLO6, CLO7)	

Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class Activity • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
Course resources	<table border="1"> <thead> <tr> <th style="text-align: left;">Resources</th> <th style="text-align: right;">Number</th> </tr> </thead> <tbody> <tr> <td>Projector (e.g)</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Laborator (e.g)-</td> <td></td> </tr> <tr> <td>Moodle</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Software SPSS/Stata/Excel</td> <td style="text-align: right;">1</td> </tr> </tbody> </table>	Resources	Number	Projector (e.g)	1	Laborator (e.g)-		Moodle	1	Software SPSS/Stata/Excel	1		
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Exams	4												
Literature/References	<p>Primary Literature</p> <ul style="list-style-type: none"> • Essentials of statistics, Mario F. Triola • Mentor GECEI: <i>Metodat Statistikore, ligjërata të autorizuarra</i>, UBT (2016). • Lind, D. A., Marchal, W. G., & Wathen, S. A. (2019). <i>Basic statistics for business and economics</i>. McGraw-Hill. • Ubøe, J. (2017). <i>Introductory Statistics for Business and Economics</i>. Springer International Publishing <p>Secondary Literature</p> <ul style="list-style-type: none"> • Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2016). <i>Statistics for business & economics</i>. Cengage Learning. • Ajet Ahmeti (2016): <i>Statistikë për Biznes dhe Ekonomiks</i>, Universiteti i Prishtinës Fakulteti Ekonomik, Artini, Prishtinë • Additional referenced during lectures 												
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and</p>												

	consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.
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Subject	MICROECONOMICS			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	2	6	10MIC158
Aims and Objectives	<p>This course offers a comprehensive introduction to the key concepts of microeconomics. It also enables students to gain knowledge on typical economic analysis which can be used to support student's further studies in the field of Economics and on future career endeavors. The initial topics provide details on demand and supply concepts, and then the market mechanisms and the determinants of market equilibrium are discussed. After this introductory concept, the consumer theory will be discussed where the consumer decision-making process is analyzed. Another focus of this course is on the theory of firm and the producer theory in relation to the market structure. A detailed discussion will also be offered on competition theory and its relation to prices. The last topics of this course aim in elaborating some of the more advanced concepts, such as: Capital markets; equity and efficiency; redistribution theory etc.</p>			
Learning Outcomes	<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Know and understand key economic principles (PLO1) • Analyse and demonstrate changes on demand and supply and the impact on prices and quantity (PLO1, PLO3) • Understand and apply consumer theory principles on decision-making process (PLO1, PLO8) • Analyse different market structure (monopoly; oligopoly; etc) (PLO1, PLO3) • Apply quantitative methods in finding firm cost-minimizing situation (PLO6, PLO8) • Analyse firm theory under the condition of perfect competition (PLO1, PLO3) • Analyse changes on the economic policies and the impact on overall welfare (PLO1, PLO8) 			
Course Content	Course Plan			Week
	Introduction to Microeconomics			1
	Applying demand, supply and equilibrium			2
	Elasticity			3
	Consumer theory			4
	Producer theory			5
	Firms and production			6

	Midterm exam 1	7
	Costs	8
	Perfect Competition	9
	Imperfect competition – Monopoly	10
	Economics of welfare	11
	Imperfect competition – Oligopoly and monopolistic competition	12
	Income distribution	13
	Project presentations	14
	Midterm exam 2	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	40%
	Seminars	20%
	Exercises	30%
	Case studies	10%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	Class activities	15%
	Group project	15%
	Midterm Exams (2 tests)	2x35%
Assessment Description	<p>Class Activity (15%) - through this activity, students will be assessed during discussions and study problems raised in lectures and exercises throughout the semester. (Addresses CLO1, CLO2, CLO3, CLO7)</p>	
	<p>Group Project (15%) - through these projects students will harmonize the theoretical part with the practical part. The volume of the project will be between 2500 and 3000</p>	

	<p>words. Project evaluation includes three main pillars: structure, content, and presentation. (Addresses CLO3, CLO4, CLO5, CLO7)</p> <p>Midterm Exams (2 x 35%)- includes a mid-term assessment instrument. And it is applied through the first test which takes place in the seventh week, as well as the second test in the last week. These tests contain various questions which include the practical part and the theoretical part. The midterm exam duration is from 60 to 90 minutes. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6)</p>														
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
Course resources	<table border="1"> <thead> <tr> <th>Resources</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Classroom</td> <td>1</td> </tr> <tr> <td>Seminar class</td> <td>1</td> </tr> <tr> <td>Moodle</td> <td>1</td> </tr> <tr> <td>Projector</td> <td>1</td> </tr> </tbody> </table>	Resources	Number	Classroom	1	Seminar class	1	Moodle	1	Projector	1				
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Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> • Microeconomics, James D. Gwartney; Richard L. Stroup; et.al. • Mançellari, Haderi, Kule, Qirici. Hyrje në ekonomi, Pegi, Tiranë • Perloff, J. Microeconomics. 8th edition (2017) or 9th edition (2022) Global edition Pearson • Perloff, Jeffrey (2017) or (2022). <i>Microeconomics</i>. 8th or 9th ed. Pearson Addison Wesley <p>Secondary literature:</p> <ul style="list-style-type: none"> • Varian, H. R., Mikroekonomia – Trajtim Modern - Hal R. Varian – 8-th edition 														

	<ul style="list-style-type: none"> • Samuelson., P. A. and Nordhaus, W. D., 2009 ECONOMICS 19th edition • Wheelan, C., 2010. Naked Economics: Undressing the Dismal Science, Norton & Company.
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	PUBLIC SPEAKING AND BUSINESS COMMUNICATION IN ENGLISH			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	2	3	10PSBCE155
Aims and Objectives	<p>The main objective of this course is to enable students to Use state-of-the-art presentation techniques to capture the audience's attention. Students will learn how participants retain information to ease learning and design exciting and eye-catching visual materials. Necessary presentation and communication skills for effective management will be elaborated thoroughly. Additionally, the aim of this course is to introduce students to English language used in the workplace. This course provides students with basic knowledge of speaking, writing, reading and vocabulary needed for English usage in the workplace. Through role plays they gain considerable experience in discussing business matters in the workplace.</p>			
Learning Outcomes	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand and demonstrate a comprehensive understanding of advanced concepts and principles in business management, economics, and finance and apply critical thinking to effectively communicate these concepts in oral presentations. (PLO5) 			

	<ul style="list-style-type: none"> • Develop and deliver compelling speeches that ensure efficient and effective communication of business processes. (PLO5, PLO9) • Perform continuous learning and research skills in public speaking, incorporating advanced statistical methods, research methodologies, and academic writing skills into presentations. (PLO5) • Communicate and manage human capital effectively through public speaking (PLO9) • Explain effectively advanced accounting, auditing, and taxation practices through public speaking. Clearly articulate the implications of these practices in a globalized economy and ensure compliance with international accounting standards in oral presentations. (PLO5, PLO9) 																																
Course Content	<table border="1"> <thead> <tr> <th data-bbox="488 548 1300 611">Course Plan</th> <th data-bbox="1300 548 1464 611">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="488 611 1300 674">How to start a presentation; Presenting yourself and the topic</td> <td data-bbox="1300 611 1464 674">1</td> </tr> <tr> <td data-bbox="488 674 1300 737">Communication styles</td> <td data-bbox="1300 674 1464 737">2</td> </tr> <tr> <td data-bbox="488 737 1300 800">Body language in public speaking</td> <td data-bbox="1300 737 1464 800">3</td> </tr> <tr> <td data-bbox="488 800 1300 863">Tips for presenting to an English-speaking audience</td> <td data-bbox="1300 800 1464 863">4</td> </tr> <tr> <td data-bbox="488 863 1300 926">Presentation tools & Numbers</td> <td data-bbox="1300 863 1464 926">5</td> </tr> <tr> <td data-bbox="488 926 1300 989">Writing emails</td> <td data-bbox="1300 926 1464 989">6</td> </tr> <tr> <td data-bbox="488 989 1300 1052">Mid-term Exam</td> <td data-bbox="1300 989 1464 1052">7</td> </tr> <tr> <td data-bbox="488 1052 1300 1115">Types of visuals & Creating effective visuals</td> <td data-bbox="1300 1052 1464 1115">8</td> </tr> <tr> <td data-bbox="488 1115 1300 1178">Describing graphs and charts, describing trends</td> <td data-bbox="1300 1115 1464 1178">9</td> </tr> <tr> <td data-bbox="488 1178 1300 1241">Interpreting visuals</td> <td data-bbox="1300 1178 1464 1241">10</td> </tr> <tr> <td data-bbox="488 1241 1300 1304">Writing CV-se and Motivation letters</td> <td data-bbox="1300 1241 1464 1304">11</td> </tr> <tr> <td data-bbox="488 1304 1300 1367">Tips for good conclusion</td> <td data-bbox="1300 1304 1464 1367">12</td> </tr> <tr> <td data-bbox="488 1367 1300 1430">Handling the questions and answering questions</td> <td data-bbox="1300 1367 1464 1430">13</td> </tr> <tr> <td data-bbox="488 1430 1300 1493">Presentations</td> <td data-bbox="1300 1430 1464 1493">14</td> </tr> <tr> <td data-bbox="488 1493 1300 1556">Mid-term exam 2</td> <td data-bbox="1300 1493 1464 1556">15</td> </tr> </tbody> </table>	Course Plan	Week	How to start a presentation; Presenting yourself and the topic	1	Communication styles	2	Body language in public speaking	3	Tips for presenting to an English-speaking audience	4	Presentation tools & Numbers	5	Writing emails	6	Mid-term Exam	7	Types of visuals & Creating effective visuals	8	Describing graphs and charts, describing trends	9	Interpreting visuals	10	Writing CV-se and Motivation letters	11	Tips for good conclusion	12	Handling the questions and answering questions	13	Presentations	14	Mid-term exam 2	15
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<p>Assessment Description</p> <p>Presentations (60%) - Assessment instrument which includes 60% of the final assessment. It is based on the assessment of students' skills and knowledge in public speaking and business communication. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5)</p> <p>Midterm exams (2 x 20%)- Tests that are applied during the semester. Where students have the opportunity to accumulate 40% of the overall evaluation of the course. Includes open and closed questions. (Addresses CLO1, CLO3, CLO5)</p>											
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Presentation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>										
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	Activity	Total workload									
	Lectures	24									
	Homework	12									
	Self-Learning	35									
Presentations	4										

<p>Literature/References</p>	<p>Primary literature:</p> <ul style="list-style-type: none"> ● Arti i Te Folurit Publik, Stephen Lucas ● English for Presentations at International Conferences (English for Academic Research) 2nd ed. 2016 Edition. ● English for socializing - Sylee Gore & David Gordon Smith. (2007) Oxford University Press - Express Series <p>Secondary literature:</p> <ul style="list-style-type: none"> ● Rachel Appleby, Business Vision; a. Workbook b. Student’s Book. Oxford University Press. ● Grusendorf, M. 2007. English for Presentations. Oxford University Press. ● Ashley (2003). Oxford Handbook of Commercial Correspondence. Oxford University Press, ISBN-13: 978 0 19 457 2132 . ● Sandra Lamb (1998). How to Write It. A Complete Guide to Everything You’ll Ever Write. Ten Speed Press, ISBN 1- 58008-001-4 ● www.ted.com
<p>Ethical standards</p>	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	MARKETING			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	2	6	10MAR156
Aims and Objectives	<p>The aim of this course is to provide students with knowledge of the basic concepts of marketing as well as the marketing functions of modern organizations. The main focus is on the presentation of concepts and issues related to the marketing of products and services to consumers. Specifically, students will learn about the marketing environment by analyzing the market and successful marketing strategies in this environment.</p> <p>Also, students will be introduced to the nature of marketing planning and will be introduced to the importance of marketing planning for various enterprises. Through various case studies they will also be introduced to the different factors that influence consumer behavior, as well as they will gain knowledge on marketing mix i.e. product, price, distribution and promotion and their importance to business success.</p>			
Learning Outcomes	<p>After successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • To understand the basic concepts of marketing. (PLO1) • To understand the factors that influence consumer behavior (PLO1, PLO9) • To understand the elements of marketing mix such as product, price, distribution and promotion and their importance in business. (PLO1, PLO9) • To interpret the factors of the marketing environment and their impact on business. (PLO1, PLO9) • To explain market segments and market research methods. (PLO5, PLO9) • To apply the steps in the marketing planning process. (PLO5, PLO9) • To use global marketing and the globalization of businesses. (PLO1, PLO9) 			
Course Content	Course Plan			Week
	Introduction to Syllabus and the course			1
	Basic concepts and basic characteristics of marketing			2
	Marketing environment and environmental factors			3
	Marketing planning			4
	Consumer behavior			5
	Marketing research			6
	Mid-term test 1			7
	Market- Segmentation, Targeting, Positioning			8
	Marketing Mix and marketing mix variables, Product			9
	Price and pricing strategies			10
	Distribution - distribution channels.			11
	Promotion and promotion policies.			12
	Marketing and globalization			13
	Project presentations			14
Mid-term test 2			15	

Teaching/Learning Methods	<table border="1"> <thead> <tr> <th>Teaching/Learning Activity</th> <th>Weight (%)</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>50%</td> </tr> <tr> <td>Seminars</td> <td>20%</td> </tr> <tr> <td>Practical exercises</td> <td></td> </tr> <tr> <td>Case studies</td> <td>20%</td> </tr> <tr> <td>Flipped classroom</td> <td>10%</td> </tr> <tr> <td>Problem-based learning</td> <td>-</td> </tr> </tbody> </table>	Teaching/Learning Activity	Weight (%)	Lectures	50%	Seminars	20%	Practical exercises		Case studies	20%	Flipped classroom	10%	Problem-based learning	-
	Teaching/Learning Activity	Weight (%)													
Lectures	50%														
Seminars	20%														
Practical exercises															
Case studies	20%														
Flipped classroom	10%														
Problem-based learning	-														
<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>															
Assessment Methods	<table border="1"> <thead> <tr> <th>Assessment Activity</th> <th>Weight (%)</th> </tr> </thead> <tbody> <tr> <td>Activity</td> <td>10%</td> </tr> <tr> <td>Group assignment/Seminar</td> <td>30%</td> </tr> <tr> <td>Mid-term exam 1</td> <td>30%</td> </tr> <tr> <td>Mid-term exam 2</td> <td>30%</td> </tr> </tbody> </table>	Assessment Activity	Weight (%)	Activity	10%	Group assignment/Seminar	30%	Mid-term exam 1	30%	Mid-term exam 2	30%				
Assessment Activity	Weight (%)														
Activity	10%														
Group assignment/Seminar	30%														
Mid-term exam 1	30%														
Mid-term exam 2	30%														
Assessment Description	<p>Class Activity (10%) - involves actively engaging the students in discussions on the topics that originate from the lectures. This assessment focuses on selected learning outcomes related to classroom participation and understanding. (Addresses CLO1, CLO2, CLO4)</p> <p>Group Project/Seminar (30%) - The project will be developed in working groups, no more than three people. The volume of the project will be between 2000 and 2500 words. Project evaluation includes three main pillars: structure, content, and presentation. This assessment focuses on selected learning outcomes related to classroom participation and understanding. (Addresses CLO2, CLO3, CLO4, CLO5, CLO6)</p> <p>Midterm Exams (30% + 30%) - The tests are applied in a mid-term assessment period. More specifically, during week 7 the first test is organized, then in the 15th week the second test is also organized. These tests include 15 to 20 questions, where the nature of the questions is varied, including essay questions, optional questions, open questions, etc. Exam duration no more than 60 minutes. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6)</p>														

Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class Activity • Group Project/Seminar • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
Course resources	<table border="1"> <thead> <tr> <th data-bbox="495 573 1266 604">Resources</th> <th data-bbox="1266 573 1453 604">Number</th> </tr> </thead> <tbody> <tr> <td data-bbox="495 604 1266 636">Classroom (e.g)</td> <td data-bbox="1266 604 1453 636">1</td> </tr> <tr> <td data-bbox="495 636 1266 667">Laboratory (e.g)</td> <td data-bbox="1266 636 1453 667">-</td> </tr> <tr> <td data-bbox="495 667 1266 699">Moodle</td> <td data-bbox="1266 667 1453 699">1</td> </tr> <tr> <td data-bbox="495 699 1266 730">Software MATLAB/SPSS/SIMULINK</td> <td data-bbox="1266 699 1453 730">-</td> </tr> <tr> <td data-bbox="495 730 1266 783">Projector</td> <td data-bbox="1266 730 1453 783">1</td> </tr> </tbody> </table>	Resources	Number	Classroom (e.g)	1	Laboratory (e.g)	-	Moodle	1	Software MATLAB/SPSS/SIMULINK	-	Projector	1		
Resources	Number														
Classroom (e.g)	1														
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Moodle	1														
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Projector	1														
ECTS Workload	<table border="1"> <thead> <tr> <th data-bbox="495 800 1266 831">Activity</th> <th data-bbox="1266 800 1453 831">Total workload</th> </tr> </thead> <tbody> <tr> <td data-bbox="495 831 1266 863">Lectures</td> <td data-bbox="1266 831 1453 863">30</td> </tr> <tr> <td data-bbox="495 863 1266 894">Seminars</td> <td data-bbox="1266 863 1453 894">30</td> </tr> <tr> <td data-bbox="495 894 1266 926">Laboratory</td> <td data-bbox="1266 894 1453 926">-</td> </tr> <tr> <td data-bbox="495 926 1266 957">Practical work in the industry</td> <td data-bbox="1266 926 1453 957">-</td> </tr> <tr> <td data-bbox="495 957 1266 989">Self-study</td> <td data-bbox="1266 957 1453 989">88</td> </tr> <tr> <td data-bbox="495 989 1266 1020">Exams</td> <td data-bbox="1266 989 1453 1020">2</td> </tr> </tbody> </table>	Activity	Total workload	Lectures	30	Seminars	30	Laboratory	-	Practical work in the industry	-	Self-study	88	Exams	2
Activity	Total workload														
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Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Marketingu (2015). Nehat Ramadani. UBT Prishtinë • Principles of Marketing (2020). Philip T. Kotler & Gary Armstrong. Pearson 18th Global Edition. • Bazat e Marketingu (2014). Vjollca Panajoti, Arjan Abazi <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Parimet e marketingut (2013). Kotler, P & Armstrong, G. Botimi I 13-të. UETPRESS. • Foundations of marketing (2018). William M.Pride, and O.C. Ferrell. (8th Ed.). Cengage learning 														
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or</p>														

	<p>course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>
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Subject	FINANCIAL MANAGEMENT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	3	6	10FM201
Aims and Objectives	<p>This course is designed to provide students with a solid understanding of the fundamental concepts of financial management. It aims to introduce students to financial statement analysis, time value of money, capital budgeting techniques, and their application in the evaluation of investment projects. This course also covers alternative sources of business finance, capital structure and its cost. Students will be familiarize with different types of financial instruments, and their characteristics, the role of the financial manager in risk management, and the overall management of finances in different business structures.</p>			
Learning Outcomes	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand financial statements; calculate and interpret financial ratios (PLO3, PLO7) • Understand the ‘Time Value of the Money’ and its importance in financial decision making (PLO3) • Discuss and apply capital budgeting techniques (NPV, IRR, MIRR, Annuity, Payback period) (PLO3, PLO7) • Comprehend and calculate the cost of capital (WACC and CAPM) (PLO3, PLO4) • Use capital budgeting project evaluation methods, such as NPV, IRR to choose between different investment project alternatives (PLO3, PLO4) • Identify, compare and assess alternative sources of financing (PLO1, PLO3) • Explain and apply risk management techniques in financial decisions (PLO4, PLO7) 			
Course Content	Course Plan – Lectures			Week
	Introduction to financial management			1
	Financial statements			2

	Financial ratios	3
	Time value of money	4
	Capital budgeting – NPV & IRR	5
	Capital budgeting 2 – MIRR, PI & Payback period	6
	Midterm exam	7
	Structure and cost of capital (CAPM and WACC)	8
	Sources of finance - stocks	9
	Sources of finance - bonds	10
	Loans & leases	11
	Effective interest rate	12
	Risk management	13
	Paper presentations	14
	Final exam	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	40%
	Seminars	40%
	Case Studies	10%
	Problem-based learning	10%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	Activity	10 %
	Seminar paper/project	10 %
	Midterm exam	40%
	Final exam	40%

Assessment Description	<p>Class Activity (10%) – This assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO6).</p> <p>Seminar paper (10%) – This assessment evaluates specific learning outcomes related to analysis, data interpretation, and application of financial concepts (Addresses CLO1, CLO2, CLO3).</p> <p>Midterm Exam (40%)- applied through the tests throughout the semester, and includes 40% of the assessment. The exam time duration is 60 to 90 minutes. (Addresses CLO2, CLO3, CLO4, CLO5)</p> <p>The Final Exam (40%) - This assessment evaluates selected learning outcomes related to comprehensive understanding, application, and evaluation of financial concepts (Addresses CLO3, CLO4, CLO5, CLO6, CLO7).</p>												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class Activity • Seminar Paper • Midterm exam • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
Course resources	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Resources</th> <th style="text-align: right;">Number</th> </tr> </thead> <tbody> <tr> <td>Class</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Moodle</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Projector</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Tech-based tools</td> <td></td> </tr> </tbody> </table>	Resources	Number	Class	1	Moodle	1	Projector	1	Tech-based tools			
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Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> • Financial Management: Theory and Practice, Eugene F. Brigham, Michael C. Ehrhardt • Halit Xhafa. Drejtimi financiar. Albpaper. (2014). 												

	<ul style="list-style-type: none"> • Herbert Mayo. Basic finance: an introduction to financial institutions. Cengage Learning (Translated into Albanian). (2012). <p>Secondary literature:</p> <ul style="list-style-type: none"> • Aswath Damodaran. Applied Corporate Finance. 4th edition. Wiley. (2014). • William R. Lasher. Practical Financial Management. Cengage Learning. 8th edition. (2016). • Raymond M. Brooks, Financial Management: Core Concepts. 4th Edition. Pearson. (2018).
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>STATISTICAL METHODS FOR BUSINESS II</p> <table border="1"> <thead> <tr> <th data-bbox="487 1480 909 1522">Type</th> <th data-bbox="909 1480 1071 1522">Semester</th> <th data-bbox="1071 1480 1201 1522">ECTS</th> <th data-bbox="1201 1480 1468 1522">Code</th> </tr> </thead> <tbody> <tr> <td data-bbox="487 1522 909 1564">OBLIGATORY (O)</td> <td data-bbox="909 1522 1071 1564">3</td> <td data-bbox="1071 1522 1201 1564">6</td> <td data-bbox="1201 1522 1468 1564">10SMBII202</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	3	6	10SMBII202
Type	Semester	ECTS	Code						
OBLIGATORY (O)	3	6	10SMBII202						
Aims and Objectives	<p>The aim of this course is to introduce some statistical methods that are used for a wide variety of applications. In this course, students will learn how to analyze the relationship between variables through correlation and regression. They will then be introduced to the different types of interest and ways of calculating them as well as to the index numbers and their importance in the real world. This course will also offer students the opportunity to understand the direction of various phenomena through trend analysis and to make predictions of various phenomena. The main objective is that after completing this course students should be able to use statistical methods to analyze certain data and interpret the results in a practical sense.</p>								
Learning Outcomes	<p>Upon successful completion of the course, students will be able to:</p>								

	<ul style="list-style-type: none"> • To understand and evaluate advanced concepts and analysis of the relationship between variables through correlation and regression, and advance statistical methods; (PLO3, PLO6) • To solve and interpret the correlation and regression, and advance statistical results (PLO3, PLO6) • To demonstrate proficiency in using advanced IT tools for calculating of interest and statistics formulas, by engaging in continuous learning and research, applying advanced statistical methods, to contribute to the field of business and management; (PLO5, PLO6) • To use linear, parabolic and exponential trend methods to identify the direction of different phenomena and trend; (PLO3, PLO6) • To apply the acquired knowledge in real life. (PLO3, PLO8) 																																
Course Content	<table border="1"> <thead> <tr> <th>Course Plan</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>Introduction to Statistical Methods for Business II</td> <td>1</td> </tr> <tr> <td>Correlation</td> <td>2</td> </tr> <tr> <td>Regression</td> <td>3</td> </tr> <tr> <td>Financial models I</td> <td>4</td> </tr> <tr> <td>Financial models II</td> <td>5</td> </tr> <tr> <td>Simple Index Numbers</td> <td>6</td> </tr> <tr> <td>Composite Index Numbers</td> <td>7</td> </tr> <tr> <td>Midterm Exam 1</td> <td>8</td> </tr> <tr> <td>Trend Methods (Linear Trends)</td> <td>9</td> </tr> <tr> <td>Trend methods (Parabolic Trends)</td> <td>10</td> </tr> <tr> <td>Trend methods (Exponential Trends)</td> <td>11</td> </tr> <tr> <td>Forecasting models I</td> <td>12</td> </tr> <tr> <td>Forecasting models II</td> <td>13</td> </tr> <tr> <td>Overall summary (Consultation)</td> <td>14</td> </tr> <tr> <td>Midterm Exam 2</td> <td>15</td> </tr> </tbody> </table>	Course Plan	Week	Introduction to Statistical Methods for Business II	1	Correlation	2	Regression	3	Financial models I	4	Financial models II	5	Simple Index Numbers	6	Composite Index Numbers	7	Midterm Exam 1	8	Trend Methods (Linear Trends)	9	Trend methods (Parabolic Trends)	10	Trend methods (Exponential Trends)	11	Forecasting models I	12	Forecasting models II	13	Overall summary (Consultation)	14	Midterm Exam 2	15
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	Midterm Exam 1	45%
	Midterm Exam 2	45%
Assessment Description	<p>Class Activity (10 %) – This assessment evaluates specific learning outcomes related to conceptual understanding, classroom engagement, and participation in problem-solving activities (Addresses CLO1, CLO2, CLO4).</p> <p>Midterm Exams (2 × 45%) – These assessments are conducted in Week 7 and Week 15. They include 5 to 10 tasks and have a duration of 60 to 90 minutes. This assessment evaluates specific learning outcomes related to analytical skills, application of statistical methods, and interpretation of results (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p>	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class activitz and participation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>	
Course resources	Resources	Number
	Class (e.g)	1
	Laborator (e.g)	1
	Moodle	1
	Softuer Excel/SPSS/Stata	1
	Projektor	1
ECTS Workload	Activity	Total
	Lectures	26
	Exercises	26
	Seminars	
	Practical work in industry	-
	Independent work	94
	Exams	4
Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Business Statistics, Norean R. Sharpe, Richard D. De Veaux, Paul F. Velleman • Mentor GECEI: Metodatat Statistikore, ligjërata të autorizuarra, UBT (2016); • Ajet Ahmeti (2016): Statistikë për Biznes dhe Ekonomiks, Universiteti i Prishtinës Fakulteti Ekonomik, Artini, Prishtinë; • Lind, D. A., Marchal, W. G., & Wathen, S. A. (2019). <i>Basic statistics for business and economics</i>. McGraw-Hill; <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Ubøe, J. (2017). <i>Introductory Statistics for Business and Economics</i>. Springer International Publishing; 	

	<ul style="list-style-type: none"> Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2016). <i>Statistics for business & economics</i>. Cengage Learning.
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>OPERATIONS MANAGEMENT</p> <table border="1"> <thead> <tr> <th data-bbox="487 1150 948 1188">Type</th> <th data-bbox="948 1150 1122 1188">Semester</th> <th data-bbox="1122 1150 1295 1188">ECTS</th> <th data-bbox="1295 1150 1466 1188">Code</th> </tr> </thead> <tbody> <tr> <td data-bbox="487 1188 948 1226">OBLIGATIVE (O)</td> <td data-bbox="948 1188 1122 1226">3</td> <td data-bbox="1122 1188 1295 1226">6</td> <td data-bbox="1295 1188 1466 1226">100M203</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATIVE (O)	3	6	100M203
Type	Semester	ECTS	Code						
OBLIGATIVE (O)	3	6	100M203						
Aims and Objectives	<p>This module provides students with basic knowledge and skills in Operations Management. Further, this module provides students with a variety of concepts, techniques and tools to analyse, design, plan, control and improve the operational capabilities of an organization to transform incoming resources in products and services efficiently and effectively. The module discusses a wide range of situations in the management of operations and explains the process of operations of the views / perspectives of the various functions such as strategy, performance and different concepts such as aspects of the design aspects of planning and control of operations and transformation processes. Module covers many aspects of operations management by introducing design processes and manufacturing systems and aspects related to the design of the supply network management, supply chain management, capacity, inventory, risk management, quality management, etc. The module comprises with some ways to improve operations. The module continually discusses the challenges of operations in the age of business process digitalization by providing students with the knowledge related to the new technologies and their application in the new digital processes intended to produce products and to create services.</p>								

<p>Learning Outcomes</p>	<p>Upon completion of this module, participants will be capable to:</p> <ul style="list-style-type: none"> • Demonstrates knowledge of applying operations management principles and perspectives (PLO2, PLO9) • Compare and contrast the process and system of operations (PLO2, PLO8) • Interpret the importance of operations in the process of producing products and creating services (PLO4, PLO9) • Demonstrate product and process design skills in terms of business and management (PLO8, PLO9) • Understand the changes and change management of operations in the time of digital transformation (PLO4, PLO5) • Research the application of digital technologies in business processes (PLO5, PLO9) • Design a simple business process flow layout (PLO5, PLO8) 																																
<p>Course Content</p>	<table border="1"> <thead> <tr> <th>Course Plan</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>Basic definitions Operations Management</td> <td>1</td> </tr> <tr> <td>Business process performance</td> <td>2</td> </tr> <tr> <td>Operations strategy</td> <td>3</td> </tr> <tr> <td>Designing products and services</td> <td>4</td> </tr> <tr> <td>Process design</td> <td>5</td> </tr> <tr> <td>Supply Chain Management</td> <td>6</td> </tr> <tr> <td>Midterm exam / Test-1</td> <td>7</td> </tr> <tr> <td>Introduction to Planning and Control</td> <td>8</td> </tr> <tr> <td>Capacity Planning and Control</td> <td>9</td> </tr> <tr> <td>Inventory Planning and Control</td> <td>10</td> </tr> <tr> <td>Operations Improvement and Quality Management</td> <td>11</td> </tr> <tr> <td>Case Studies / Problems and solutions using digital</td> <td>12</td> </tr> <tr> <td>Operations management in the age of digital transformation of business processes</td> <td>13</td> </tr> <tr> <td>Preparation for Exam-Consultations</td> <td>14</td> </tr> <tr> <td>Exam period</td> <td>15</td> </tr> </tbody> </table>	Course Plan	Week	Basic definitions Operations Management	1	Business process performance	2	Operations strategy	3	Designing products and services	4	Process design	5	Supply Chain Management	6	Midterm exam / Test-1	7	Introduction to Planning and Control	8	Capacity Planning and Control	9	Inventory Planning and Control	10	Operations Improvement and Quality Management	11	Case Studies / Problems and solutions using digital	12	Operations management in the age of digital transformation of business processes	13	Preparation for Exam-Consultations	14	Exam period	15
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Assessment Methods	Assessment Activity	Weight (%)
	<ol style="list-style-type: none"> 1. Group work/project 2. Midterm exam 3. Final exam 4. Activity 	<p>26%</p> <p>12%</p> <p>50%</p> <p>12%</p>
Assessment Description	<p>Group Project (26%) – Through the group project students will harmonize the theoretical part with the practical part. The project will be developed in working groups, no more than three people. The volume of the project will be between 2500 and 3000 words. Project evaluation includes three main pillars: structure, content, and presentation. This assessment evaluates specific learning outcomes related to analysis, process evaluation, and application of operations management concepts (Addresses CLO1, CLO2, CLO3).</p>	
	<p>Midterm Exam (12%) – This assessment is applied through a test or relevant tasks based on the topics covered during the course and constitutes 12% of the final grade. This assessment evaluates specific learning outcomes related to theoretical understanding and analytical skills (Addresses CLO1, CLO2, CLO3, CLO4).</p>	
	<p>Final Exam (50%) – This assessment is conducted at the end of the course and includes both open and closed questions. The duration of the exam is not more than 90 minutes. This assessment evaluates selected learning outcomes related to comprehensive understanding, application, and evaluation of operations management concepts (Addresses CLO3, CLO4, CLO5, CLO6, CLO7).</p>	
	<p>Class Activity (12%) – Through this assessment, students are supervised and evaluated based on their participation and engagement in lectures and exercises. This assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO5).</p>	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and class activity • Midterm exam 1 • Final exam • Group Project 	
	<p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>	
Course resources	Resources	Number
	1. Class (e.g)	1
	2. Laboratory (e.g)	1
	3. Moodle	
	4. Softueri MATLAB/SPSS/SIMULINK	1
	5. Projector	1
	Activity	Total

ECTS Workload	<ol style="list-style-type: none"> 1. Lectures 24 2. Seminars 16 3. Exercises/Laboratory 24 4. Practice in the industry 6 5. Independent learning 76 6. Exams 4
Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Operations Management: Contemporary Concepts and Cases, Roger Schroeder, Susan Goldstein), M. Johnny Rungtusanatham • Slack, N. Brandon-Jones A. (2019). <i>Operations Management</i>. 9th ed. Pearson. • Stevenson, W. J. (2021) <i>Operations management</i>. 14th Ed. Mcgraw-Hill • Limani Y. (2021) Menaxhimi i Operacioneve. Dispencë. Moodle-UBT • Limani Y. (2021) Raste studimi, probleme dhe zgjidhje nga Menaxhimi i Operacioneve, Dispencë, Moodle-UBT <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Taha, H., 2017. <i>Operations Research</i>. Harlow, England: Pearson • journals.elsevier.com. (2018) https://www.sciencedirect.com/journal/journal-of-operations-management
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Course	BUSINESS LAW			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	3	6	10BL204
Goals and Objectives	<p>This course in general, addresses issues of legal environment by focusing on applicable laws for businesses, competent authorities for their implementation, and a special part will also be devoted to international business law.</p> <p>Consequently, through this course, the following basic goals are also to be achieved:</p> <ul style="list-style-type: none"> - to provide knowledge on legal norms, state, functioning of state authorities, subjects of law, the juridical meaning of business organizations, contracts and types of contracts. - Acquiring knowledge in the sphere of money, banking, stock market, intellectual property including patents, trademarks, copyrights and alternative dispute resolution mechanisms. 			
Learning Outcomes	<p>After completing this module, students should be able to:</p> <ul style="list-style-type: none"> ● Understand the legal system in the Republic of Kosovo, the principle of separation of power, the procedure of drafting and adopting laws, the hierarchy of legal acts; (PLO1) ● Increase knowledge in the field of international business law; (PLO1, PLO6) ● Understand the functioning of legal systems, including, but not limited to national legislation, but by expanding the horizons of knowledge to international business law; (PLO1, PLO6) ● Understand the legal environment within which business activity will develop, legal ambition in the sphere of business organizations, relations between management, employees, shareholders and the public; (PLO1, PLO2) ● Apply design the content and the essential requirements of a contract, the analysis of the elements of the various contracts, the types of contracts, the fulfilment and obligations, the guarantees, the rights and obligations of the contracting parties, (PLO2, PLO6) ● Understands the negotiating instruments, the debit / credit relations and relevant domestic and international laws. (PLO2, PLO6) 			
Content	Weekly plan			Week
	Introduction to Business Law			1
	Sources, principles and Subjects of business law			2

	The legal system in the Republic of Kosovo	3
	Business Organizations as entities of Business Law	4
	Understanding the role and importance of contracts in business	5
	The most important business contracts	6
	Mid-term exam 1	7
	Alternative dispute settlement	8
	Banks and banking	9
	Stock exchanges and capital market	10
	Intellectual Property and IP protection	11
	Competition Law and Consumer protection	12
	International Business Law	13
	Group Project Presentations	14
	Mid-term exam 2	15
Teaching methods	Activities	Weight (%)
	Lectures	60%
	Presentations	10%
	Case studies	10%
	Role play	10%
	Problem-based learning	10%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Evaluation activity	Weight (%)
	Activity	20%
	Group Project - Presentation	10%
	Exam (1 st midterm)	30%

	Final exam (2 nd)	40%												
Assessment Description	<p>Class Activity (20%) – This assessment evaluates students’ engagement in discussions and participation in lectures and exercises. This assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO4).</p> <p>Group Project (10%) – This assessment is developed in working groups and includes 2500 to 3000 words. The evaluation is based on structure, content, and presentation. This assessment evaluates specific learning outcomes related to analysis, application, and understanding of legal and business concepts (Addresses CLO1, CLO3, CLO4, CLO5).</p> <p>Midterm Exam and Final Exam (30% + 40%) – These assessments are applied in Week 7 and Week 15 and include both open and closed questions. The duration of each exam is 45 to 60 minutes. This assessment evaluates specific learning outcomes related to theoretical knowledge, interpretation, and application of legal principles (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p>													
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and class activity • Group Project • Midterm exam • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>													
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<p>Literature / References</p>	<p>Primary literature</p> <ul style="list-style-type: none"> • Introduction to business law, Jeffrey F. Beatty, Susan S. Samuelson • Armand Krasniqi, Business Law 2014 • Literature prepared by the professor • Kosovo Commercial Legislation <p>Secondary literature</p> <ul style="list-style-type: none"> • EU legislation in the field of Trade and Companies • Gaylord A. Jentz, et al. West’s Business Law, Alternative Edition, 11th Edition, 2009 <p>Legal Acts</p> <ul style="list-style-type: none"> • Law on Companies No. Nr.06/L-016 • Law No. 06/L-034 On Consumer Protection • Law On Arbitration No. 02 / L-75 • Law No. 04/L-077 On Obligational Relationships• • Law On Mediation No. 06/L-09 • Law No. 04/L-093 On Banks, Microfinance Institutions And Non Bank Financial Institutions • Law No. 08/L-055 On Industrial Design • Law No. 08/L-075 On Trademarks • Law No. 08/L-059 On Patents • Law No. 08/l-015 on Commercial Court <p>Further reading: Additional opportunities for studying and deepening of knowledge in this field are literature in the UBT Library.</p>
<p>Ethical standards</p>	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical</p>

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Subject	ORGANISATIONAL BEHAVIOUR AND LEADERSHIP			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	3	3	10OBL205
Aims and Objectives	<p>This course seeks to understand individual attitudes and behaviour in an organisational context. It does this by reviewing psychological theories as they apply to organisations; demonstrating the contribution of a psychological perspective to understanding human behaviour at work; and critically evaluating the empirical evidence.</p> <p>Understanding a Personality and individual differences, work motivation, decision making, rewards systems, psychological contracts, organisational justice, performance and counter-performance (organisational citizenship behaviour, retaliation in organisations), leadership, groups and group processes, design of work, organisational culture.</p>			
Learning Outcomes	<ul style="list-style-type: none"> • Students will be able to understand and appreciate the main concepts and principles of the study of behavior within organizations at a national and international level (PLO2) • Through continuous learning and research students will be able to apply theories of organizational behavior to improve performance at group and/or organizational level (PLO2, PLO5) • Be able to demonstrate the application of organizational theory knowledge in real case studies (PLO2, PLO4) • Be able to manage human capital and understand the principles of organizational behavior in order to increase cohesiveness within the group and/or organization (PLO2, PLO4) • Be able to communicate clearly and effectively their views on organizational theory and behavior (PLO5) 			
Course Content	Course Plan			Week
	Introduction to Organizational Behaviour			1
	Values and Attitudes			2
	Personality			3
	Defining the notion of motivation			4
	The Workplace conflict management			5
	Group behaviour			6
	Mid-term Exam I			7

	Organizational decision making	8
	Managers' behaviour and Stress management	9
	Communication, culture, and Managerial education,	10
	Power and political behaviour	11
	Definition and Importance of leadership, authority and knowledge	12
	The Teams Characteristics with high performance	13
	Group Presentations	14
	Mid-term Exam II	15
Teaching / Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	50%
	Exercises (role plays, case studies, problem-based learning, etc)	50%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	Attendance	10%
	Midterm Exam 1	35%
	Midterm Exam 2	35%
	Group Presentation	20%
Assessment Description	<p>Class Activity (10%) - This assessment evaluates students' engagement and active participation in discussions based on course topics. This assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO4).</p>	
	<p>Midterm Exams (35% x 2) - These assessments are conducted in Week 7 and Week 15 and enable students to accumulate 70% of the overall evaluation. They evaluate specific learning outcomes related to theoretical knowledge, application, and analytical skills (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p>	

	<p>Group Presentations (20 %) - Through this activity, students collect data and analyze problems in selected areas of research. The presentations are developed in working groups. Evaluation is based on structure, content, and presentation quality. This assessment evaluates specific learning outcomes related to analysis, application, and communication skills (Addresses CLO2, CLO3, CLO4, CLO5).</p>												
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and class activity • Group Presentation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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<p>Literature / References</p>	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Organizational behavior, John W. Newstrom • Kasimati, M. dhe Manxhari, M. (2010). Sjellje Organizative, Tirane (2007) • Robbins, S. and Judge, T. (2013) Organizational Behavior 15th edition, Pearson, Boston • Nelson, D. and Campbell Quick, J. (2006) Organizational Behaviour: Foundations, Reality and Challenges (5th edition) Thomson South-Western; <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Newstrom, J. (2014). Organizational Behavior: Human Behavior at Work - 14th Edition. McGraw Hill • Polzer, J. (2018). Trust the Algorithm or Your Gut case, (HBR Online Coursepack) 												

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Subject	INTERNATIONAL TRADE								
	<table border="1"> <thead> <tr> <th data-bbox="487 1092 812 1155">Type</th> <th data-bbox="812 1092 1055 1155">Semester</th> <th data-bbox="1055 1092 1266 1155">ECTS</th> <th data-bbox="1266 1092 1468 1155">Code</th> </tr> </thead> <tbody> <tr> <td data-bbox="487 1155 812 1228">OBLIGATORY (O)</td> <td data-bbox="812 1155 1055 1228">3</td> <td data-bbox="1055 1155 1266 1228">3</td> <td data-bbox="1266 1155 1468 1228">10ITR206</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	3	3	10ITR206
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OBLIGATORY (O)	3	3	10ITR206						
Aims and Objectives	<p>This course provides knowledge on international trade in general. We are witnesses to our everyday life that brings trade impacts, so we can say that it has become part of everyday life and as such our students have the opportunity to be informed about the trends that bring opportunities as economic and social activities. This subject enables student to gain knowledge about trade as a process, about methods of trade and the theories, about export and import. At the same time, they will have more knowledge about international economic organizations (for each separately), on globalization trends, customs and types of customs, international rules in transport. Students at the end will be equipped with sufficient knowledge for the application of international trade knowledge in everyday life.</p>								
Learning Outcomes	<p>After completing this module, students should be able to:</p> <ul style="list-style-type: none"> ● Understand the complexity of international trade operations (PLO1, PLO9) ● Explain the selection of the market levels (PLO1, PLO9) ● Understand the importance of specialization of countries (PLO1, PLO9) ● Understand the role of customs and their types (PLO1, PLO4) 								

	<ul style="list-style-type: none"> Apply the calculations for export and import in foreign trade contracts (PLO4, PLO9) 																																
Course Content	<table border="1"> <thead> <tr> <th>Course Plan</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>International Trade and its meaning</td> <td>1</td> </tr> <tr> <td>The theory of International Trades</td> <td>2</td> </tr> <tr> <td>The main components of foreign trades (exports and imports)</td> <td>3</td> </tr> <tr> <td>Foreign trade instruments</td> <td>4</td> </tr> <tr> <td>International institutions for the development of international trade policy (GATT,WTO..)</td> <td>5</td> </tr> <tr> <td>Customs, types of customs and their division</td> <td>6</td> </tr> <tr> <td>Mid-term exam 1</td> <td>7</td> </tr> <tr> <td>Customs terminology</td> <td>8</td> </tr> <tr> <td>INCOTERM-s (International Commercial Terms)</td> <td>9</td> </tr> <tr> <td>Compensation trade</td> <td>10</td> </tr> <tr> <td>Foreign direct investment (FDI)</td> <td>11</td> </tr> <tr> <td>Investments in foreign markets</td> <td>12</td> </tr> <tr> <td>International trade and globalization</td> <td>13</td> </tr> <tr> <td>Overall summary</td> <td>14</td> </tr> <tr> <td>Mid-term exam 2</td> <td>15</td> </tr> </tbody> </table>	Course Plan	Week	International Trade and its meaning	1	The theory of International Trades	2	The main components of foreign trades (exports and imports)	3	Foreign trade instruments	4	International institutions for the development of international trade policy (GATT,WTO..)	5	Customs, types of customs and their division	6	Mid-term exam 1	7	Customs terminology	8	INCOTERM-s (International Commercial Terms)	9	Compensation trade	10	Foreign direct investment (FDI)	11	Investments in foreign markets	12	International trade and globalization	13	Overall summary	14	Mid-term exam 2	15
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	<p>necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>										
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	Test 2	45%									
Activity	10 %										
<p>Tests (2 x 45%) - These assessments are conducted in Week 7 and Week 15 and include various questions related to the topics covered during lectures and exercises. This assessment evaluates specific learning outcomes related to theoretical knowledge, application, and analytical skills (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p> <p>Class Activity (10%) - Class Activity (10%) – This assessment evaluates students’ engagement and participation in lectures and simulated exercises. It focuses on specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO4).</p>											
<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Class Activity • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>											
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	Exams 2
Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> ● International Economics, Robert C. Feenstra, Alan M. Taylor ● Ekonomia Nderkombetare 1 dhe 2, botimi i pare, Ilija Kristo, 2010. ● Ekonomia Nderkombetare: Teoria dhe Politika (Botimi i 11, 2019), Paul R. Krugman, Maurice Obstfeld, Marc Melitz, 2010. ● International Economics: Theory and Policy, 12th edition, Paul R. Krugman, Maurice Obstfeld, Marc Melitz, 2021. <p>Secondary literature:</p> <ul style="list-style-type: none"> ● International Business, Charles W.L.Hill, G.Tomas M. Hult, 2019 ● International business: strategy, management, and the new realities / S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, (2008). ● The Handbook of International Trade: a guide to the principles & practices of export. Jim Sherlock and Jonathan Reuvid, (2008).
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>INTERNATIONAL ACCOUNTING STANDARDS AND REPORTING</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e0e0e0;"> <th style="text-align: left;">Type</th> <th style="text-align: center;">Semester</th> <th style="text-align: center;">ECTS</th> <th style="text-align: right;">Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td style="text-align: center;">4</td> <td style="text-align: center;">6</td> <td style="text-align: right;">10IASR251</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	4	6	10IASR251
Type	Semester	ECTS	Code						
OBLIGATORY (O)	4	6	10IASR251						

Aims and Objectives	<p>The main objectives of this course are to provide students with sufficient knowledge of the Accounting Framework and the structure of International Accounting Standards, as well as sensitize students to the diversity that exists in financial reporting and disclosure practices in different countries, the reasons for the diversity of accounting and the problems/challenges created by accounting diversity for multinational enterprises, international investors and regulators. The objectives of the course are: (1) to expose students to the mechanisms undertaken by various affected parties to deal with the problems/challenges created by accounting diversity; (2) expose students to macro responses, to the diversity of accounting and; (3) develop students' ability to understand and be able to analyze financial reports from different countries. During lectures, exercises and seminars, students will learn to find answers or results for important issues of the system of measurement and evaluation of income, efforts to achieve uniformity of the regulatory framework, responsibility for the measurement and presentation of the financial position, performance financial statements, cash flow and issues related to components of financial reporting.</p>																						
Learning Outcomes	<p>Upon completion of this course student will be able to:</p> <ul style="list-style-type: none"> • Understand the role of financial reporting (PLO1) • Understand, prepare and present the financial statements of the accounts of groups and single companies (PLO3, PLO7) • Identify assets and liabilities recognition criteria (PLO7) • Understand the accrual basis concepts of accounting (PLO1, PLO7) • Identify the principle of capital and capital maintenance (PLO1, PLO3) • Understand the recognition, measurement bases, and disclosures of different IFRS standards with practical cases (PLO7, PLO3) • Implement the requirements of financial reporting standards for recognition, measurement, presentation and disclosure of elements of assets, liabilities, capital, income and expenses (PLO7, PLO3) 																						
Course Content	<table border="1"> <thead> <tr> <th data-bbox="483 1440 1377 1478">Course Plan</th> <th data-bbox="1377 1440 1464 1478">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="483 1478 1377 1516">The Conceptual Framework for Financial Reporting;</td> <td data-bbox="1377 1478 1464 1516">1</td> </tr> <tr> <td data-bbox="483 1516 1377 1554">IAS 1 Presentation of Financial Statements</td> <td data-bbox="1377 1516 1464 1554">2</td> </tr> <tr> <td data-bbox="483 1554 1377 1591">IAS 2 Stocks, recognition and measurement</td> <td data-bbox="1377 1554 1464 1591">3</td> </tr> <tr> <td data-bbox="483 1591 1377 1629">IAS 16 Property, Plant and Equipment</td> <td data-bbox="1377 1591 1464 1629">4</td> </tr> <tr> <td data-bbox="483 1629 1377 1667">IAS 16 Property, Plant and Equipment</td> <td data-bbox="1377 1629 1464 1667">5</td> </tr> <tr> <td data-bbox="483 1667 1377 1705">IAS 38 Intangible Assets</td> <td data-bbox="1377 1667 1464 1705">6</td> </tr> <tr> <td data-bbox="483 1705 1377 1743">Test 1</td> <td data-bbox="1377 1705 1464 1743">7</td> </tr> <tr> <td data-bbox="483 1743 1377 1860">IAS 20 Accounting for Government Grants and Disclosure of Government Assistance</td> <td data-bbox="1377 1743 1464 1860">8</td> </tr> <tr> <td data-bbox="483 1860 1377 1898">IFRS 15 Revenue from Contracts with Customers</td> <td data-bbox="1377 1860 1464 1898">9</td> </tr> <tr> <td data-bbox="483 1898 1377 1940">IFRS 15 Revenue from Contracts with Customers</td> <td data-bbox="1377 1898 1464 1940">10</td> </tr> </tbody> </table>	Course Plan	Week	The Conceptual Framework for Financial Reporting;	1	IAS 1 Presentation of Financial Statements	2	IAS 2 Stocks, recognition and measurement	3	IAS 16 Property, Plant and Equipment	4	IAS 16 Property, Plant and Equipment	5	IAS 38 Intangible Assets	6	Test 1	7	IAS 20 Accounting for Government Grants and Disclosure of Government Assistance	8	IFRS 15 Revenue from Contracts with Customers	9	IFRS 15 Revenue from Contracts with Customers	10
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	IAS 21 The Effects of Changes in Foreign Exchange Rates	11
	IAS 7 Statement of Cash Flows	12
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	Test 2	14
	Final exam	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight
	<ol style="list-style-type: none"> 1. Lectures 2. Seminars 3. Case studies 4. Exercises 	<p>40%</p> <p>20%</p> <p>10%</p> <p>30%</p>
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight
	<ol style="list-style-type: none"> 1. Seminars 2. Group assignments 3. Tests 	<p>20%</p> <p>10%</p> <p>70%</p>
Assessment Description	<p>The Seminar Project (20%) - This assessment is conducted after the third week and is completed individually. It evaluates specific learning outcomes related to theoretical understanding and application of financial reporting concepts (Addresses CLO1, CLO2).</p> <p>Group assignment (10%) - This assessment is applied through case studies on selected research topics and is developed in groups of no more than three members. It evaluates specific learning outcomes related to analysis, application, and interpretation of financial reporting principles (Addresses CLO1, CLO2, CLO3).</p> <p>Tests (70%) - to These assessments are conducted in Week 7 and Week 14 and include 5 to 10 tasks based on financial reporting standards. This assessment evaluates specific learning outcomes related to knowledge, application, and evaluation of financial reporting standards (Addresses CLO2, CLO3, CLO4, CLO5, CLO6, CLO7)</p>	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Group assignment • Tests <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>	
	Resources	Number

Course resources	<ol style="list-style-type: none"> 1. Lectures 1 2. Internet resources 1 3. Moodle 1 4. Projector 1 															
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Literature/References	<p>Primary literature</p> <ul style="list-style-type: none"> • Intermediate accounting, Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield • Financial Accounting. R Asllanaj. 2010 • Accounting- What the numbers mean (9th Edition), David h. Marshall; Wayne W. Mc Manus; Daniel f. Viele, 2010; <p>Secondary literature</p> <ul style="list-style-type: none"> - Nobes, C. and Parker, R. Comparative International Accounting 12th edition, 2012; - Elliott, B. and Elliott, J. Financial accounting and reporting 15th edition, 2012; - Choi and Meek (CM), International Accounting, 7th ed. (Englewood Cliffs, N.J.: Prentice Hall, Inc., 2011). - Warfield, Weygandt, and Kieso, 2008. Fundamentals of Intermediate Accounting, 2nd edition, Hoboken, New Jersey: John Wiley & Sons 															
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Subject	HUMAN RESOURCES MANAGEMENT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	4	6	10HRM256
Aims and Objectives	<p>The course is designed to offer introduction to theories, elements and practices of HRM.</p> <p>Furthermore, the course offers a perspective on general management and not only on human resources, by considering HRM as a strategic function in an organization.</p> <p>The course offers understanding about the concepts of HRM that can be applied in private or public organizations, local and international organizations as well as governmental and non-governmental ones.</p>			
Learning Outcomes	<p>By completion of this course, students will have benefited and personalized further understanding on theories and practices of HRM. Student shall be able to:</p> <ul style="list-style-type: none"> • Understand terminology and key functions of HRM. (PLO1) • Understand the strategic role of human resources in developing working systems with high performance, necessary for companies. (PLO1, PLO2) • Apply HRM tools for recruitment, selection, and training and performance appraisal. (PLO4) • Develop adequate compensation schemes. (PLO2, PLO4) • Understand the importance of ethics and fair treatment of employees as well as legal implications and relations between these issues. (PLO2, PLO4) • Enhance confidence in taking decisions that impact human resources and maintain competitiveness in the labour market. (PLO2, PLO4) 			
Course Content	Course Plan			Week
	Introduction: Challenges of Human Resource			1
	Development of HRM concepts			2
	Job analyses			3
	Personel planning and recruitment			4
	Selection: candidates testing and interviewing			5
	Orientation and adaptation in workplace			6
	Midterm Exam 1			7
	Human Resources development			8
	Motivation of human resources			9
	Evaluation and managing performance			10
	Reward management			11
	Fluctuation and absenteeism of human resources			12
	Employee well-being and employment relationships			12
	Midterm Exam 2			14
Presentations and consultations			15	
	Teaching/Learning Activity			Weight (%)
	1. Lectures			60
	2. Seminars			10
	3. Case studies			10

Teaching/Learning Methods	<ol style="list-style-type: none"> 4. Problem-based learning 10 5. Flipped classroom 10 6. Work placement - <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>										
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3. Midterm Exam 1	40										
4. Midterm Exam 2	40										
Assessment Description	<p>Class Activity (10%) – This assessment evaluates students’ engagement and participation during lectures and exercises. It focuses on specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO5).</p> <p>Seminar Work (10%) – This assessment is based on research or seminar work completed individually or in groups of 2 to 3 students. It evaluates specific learning outcomes related to application, analysis, and understanding of HRM concepts (Addresses CLO2, CLO3, CLO4).</p> <p>Midterm Exams (40% + 40%) – These assessments are conducted during the semester and include both open and closed questions. The duration of each exam is 45 to 60 minutes. These assessments evaluate specific learning outcomes related to theoretical knowledge, application, and decision-making in HRM (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p>										
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and class activity • Seminar Work • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>										
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3. Moodle	1										
ECTS Workload	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Activity</th> <th style="text-align: right;">Total workload</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: right;">30</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">24</td> </tr> <tr> <td>Intermediary exams</td> <td style="text-align: right;">4</td> </tr> </tbody> </table>	Activity	Total workload	Lectures	30	Seminars	24	Intermediary exams	4		
Activity	Total workload										
Lectures	30										
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Intermediary exams	4										

	Independent studying	90
	Exams	2
	Total	150
Literature/References	<p>Primary literature</p> <ul style="list-style-type: none"> • Human resource management, Gary Dessler; Biju Varkkey • David A. DeCenzo, Stephen P. Robbins, Susan L. Verhulst, Fundamentals of Human Resource Management, 12th edition, Wiley, John Wiley&Sons Inc. • Paul Banfield & Rebecca Kay “Introduction to HRM” <p>Secondary literature</p> <ul style="list-style-type: none"> • Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy “Managing Human Resources” Prentice Hall • Philips Gully “Human Resource Management”, South-Western Cengage Learning 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	RESEARCH METHODS			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	4	6	10RM253
Aims and Objectives	<p>Research Methods is an interdisciplinary subject that deals with the use of research techniques and methods in the business sphere, focusing on key approaches such as qualitative and quantitative methods, while considering the creation of an efficient and simulated research structure. The focus will be more on the practical implementation of these methods rather than the theoretical aspect. This approach will evolve from the description of basic statistical conclusions to multiple linear regression. The course will start with the presentation of various models and the problems in their practical implementation. The models will be narrative types and case studies. The rest of the material will deal with quantitative issues, and</p>			

	<p>problems associated with analyzing and interpreting quantitative evidence. This includes topics such as sampling and creating statistical distributions, correlation between them, simple and multidimensional regression, specification of potential problems, hypothesis testing, non-parametric tests, and contemporary series of analyses. In this context, the change in content from year to year should also be considered. Additionally, the course will provide students with fundamental knowledge about training and using an econometric software package.</p>																																
<p>Learning Outcomes</p>	<p>Upon completion of the course lectures, students should be able to:</p> <ul style="list-style-type: none"> • Understand and explain the strategic importance of quantitative and qualitative methods in business (PLO6, PLO8) • Analyze the significance of sampling and statistical distributions in business research (PLO6) • Apply research methods in business practice, including narrative models and case studies (PLO6, PLO9) • Apply quantitative research in business data analysis, including regression and hypothesis testing (PLO6, PLO5) • Recognize and interpret basic statistics and linear regression techniques for data analysis (PLO6, PLO5) • Use qualitative research to create and interpret case studies with significant findings for business (PLO6, PLO8) • Utilize econometric software for advanced data analysis (PLO5, PLO6) 																																
<p>Course Content</p>	<table border="1"> <thead> <tr> <th data-bbox="496 1087 1230 1142">Course Plan</th> <th data-bbox="1230 1087 1464 1142">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="496 1142 1230 1192">1. Formulating and Analysing the Research Topic</td> <td data-bbox="1230 1142 1464 1192">1</td> </tr> <tr> <td data-bbox="496 1192 1230 1243">2. Formulating and Analysing the Research Topic</td> <td data-bbox="1230 1192 1464 1243">2</td> </tr> <tr> <td data-bbox="496 1243 1230 1293">3. Critically Reviewing the Literature</td> <td data-bbox="1230 1243 1464 1293">3</td> </tr> <tr> <td data-bbox="496 1293 1230 1344">4. Critically Reviewing the Literature</td> <td data-bbox="1230 1293 1464 1344">4</td> </tr> <tr> <td data-bbox="496 1344 1230 1394">5. Formulating the Research Design</td> <td data-bbox="1230 1344 1464 1394">5</td> </tr> <tr> <td data-bbox="496 1394 1230 1444">6. Formulating the Research Design</td> <td data-bbox="1230 1394 1464 1444">6</td> </tr> <tr> <td data-bbox="496 1444 1230 1495">7. Mid-term exam 1</td> <td data-bbox="1230 1444 1464 1495">7</td> </tr> <tr> <td data-bbox="496 1495 1230 1545">8. Collecting and Analysing the Data</td> <td data-bbox="1230 1495 1464 1545">8</td> </tr> <tr> <td data-bbox="496 1545 1230 1596">9. Collecting and Analysing the Data</td> <td data-bbox="1230 1545 1464 1596">9</td> </tr> <tr> <td data-bbox="496 1596 1230 1646">10. Seminars</td> <td data-bbox="1230 1596 1464 1646">10</td> </tr> <tr> <td data-bbox="496 1646 1230 1696">11. Analysing the Data</td> <td data-bbox="1230 1646 1464 1696">11</td> </tr> <tr> <td data-bbox="496 1696 1230 1747">12. Analysing the Data</td> <td data-bbox="1230 1696 1464 1747">12</td> </tr> <tr> <td data-bbox="496 1747 1230 1797">13. Seminars</td> <td data-bbox="1230 1747 1464 1797">13</td> </tr> <tr> <td data-bbox="496 1797 1230 1848">14. Overall summary</td> <td data-bbox="1230 1797 1464 1848">14</td> </tr> <tr> <td data-bbox="496 1848 1230 1898">15. Mid-term exam 2</td> <td data-bbox="1230 1848 1464 1898">15</td> </tr> </tbody> </table>	Course Plan	Week	1. Formulating and Analysing the Research Topic	1	2. Formulating and Analysing the Research Topic	2	3. Critically Reviewing the Literature	3	4. Critically Reviewing the Literature	4	5. Formulating the Research Design	5	6. Formulating the Research Design	6	7. Mid-term exam 1	7	8. Collecting and Analysing the Data	8	9. Collecting and Analysing the Data	9	10. Seminars	10	11. Analysing the Data	11	12. Analysing the Data	12	13. Seminars	13	14. Overall summary	14	15. Mid-term exam 2	15
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<p>Assessment Description</p>	<p>Midterm Exam I & II (30% + 30%) – These assessments are conducted in Week 7 and Week 15. The first test covers the material from Week 1 to Week 6, while the second test covers the remaining topics. Each test includes 10 to 20 questions, such as essay-type, multiple-choice, open-ended, and analytical questions. This assessment evaluates specific learning outcomes related to theoretical understanding, statistical analysis, and application of research methods (Addresses CLO1, CLO2, CLO3, CLO4, CLO5)</p> <p>Individual Project (40%) – This assessment is conducted through a research paper. Students are required to analyze a researchable problem and include objectives, significance, methodology, application of empirical methods, results, and conclusions. The length of the paper should be between 1500 and 2500 words. This assessment evaluates specific learning outcomes related to research design, application of quantitative and qualitative methods, data analysis, and interpretation of findings (Addresses CLO3, CLO4, CLO5, CLO6, CLO7)</p>								
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Individual Project • Midterm exam 1 • Midterm exam 2 								

	Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.												
Course resources	<table border="1"> <thead> <tr> <th>Resources</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Classroom (e.g.)</td> <td>1</td> </tr> <tr> <td>Laboratory (e.g.)</td> <td>1</td> </tr> <tr> <td>Moodle</td> <td>1</td> </tr> <tr> <td>Software STATA</td> <td>1</td> </tr> <tr> <td>Projector</td> <td>1</td> </tr> </tbody> </table>	Resources	Number	Classroom (e.g.)	1	Laboratory (e.g.)	1	Moodle	1	Software STATA	1	Projector	1
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The course	STRATEGIC MANAGEMENT AND INNOVATION								
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	Type	Semester	ECTS	Code					
OBLIGATORY (O)	4	6	10SMI254						
Aims and Objectives	<p>The Strategic Management and Innovation course aims to teach students about the importance of successful management of business resources in achieving business objectives. Students will learn about all the stages that enable business to successfully manage enterprise strategy.</p> <p>To achieve the aim of the course, the course will focus on the following objectives:</p> <ul style="list-style-type: none"> • Knowledge and understand the main stages for implementing the strategy in business • Knowledge and understand contemporary concepts and theories of strategic management. • Knowledge and understand the role and importance of strategic decisions, types of strategies, selection of strategies, implementation and evaluation of strategies. • Knowledge and understand the conceptual and technical skills for successful management in the enterprise. • Knowledge and understand the techniques and methods for performing the analysis of the internal and external environment of the organization. • Knowledge and understand the innovative environment in which companies operate. • Knowledge about the role and importance of innovations in the development and successful management of the enterprise. 								
Learning outcomes	<p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> • Explain the main stages of strategic management (PLO1, PLO2) • Describe and explain the contemporary theories of strategic management (PLO1, PLO2) • Describe strategic decision-making methods (PLO2, PLO8) • Apply the appropriate technical methods for successful strategic management of the enterprise (PLO8, PLO9) • Apply scientific methodologies and methods to analyze the internal and external environment in business. (PLO8, PLO1) • Describe and explain innovation as a necessity for improving business performance (PLO9, PLO1) 								

	<ul style="list-style-type: none"> Describe and explain innovative techniques and methods for improving the business environment (PLO9, PLO8) 																																
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<p>Assessment Description</p>	<p>Class Activity (10%) – Through this activity, students are evaluated during discussions and problem-solving exercises conducted in lectures and tutorials throughout the semester. This assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO3).</p> <p>Tests (20% + 40%) – These assessments are conducted during the semester. The first test is organized in Week 7 and covers the material from Week 1 to Week 6, while the second test is organized in Week 15. Each test includes 15 to 20 questions of various types. This assessment evaluates specific learning outcomes related to theoretical knowledge, strategic analysis, and application of concepts (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p> <p>Group Project (20%) – The project is developed in working groups of two to three students, with a length of 2500 to 3000 words. Evaluation is based on structure, content, and presentation. (Addresses CLO4, CLO5).</p> <p>Individual Assignment (10%) – assesses students' creativity and independent skills throughout the semester, and comprise 10% of the overall grade. (Addresses CLO2, CLO6, CLO7).</p>												
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and participation • Individual Assignment • Group Project • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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1. Classroom (e.g)	1												
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	4. Projector	1
ECTS Workload	Activity type	Total loads
	Lecturer	24
	Exercise	12
	Seminars	24
	Visiting in industry	6
	Independent learning	80
	Exams	4
Literature/Reference	Primary literature:	
	<ul style="list-style-type: none"> • Strategic management, John A. Pearce II, Richard B. Robinson, Jr. • Vasilika Kume: Strategic Management, Tirana 2010 • Muja, A, Menaxhimi Strategjik, UBT, 2014 • Robbins & De Cenzo: Basics of management, UET Press, 2011; • Fred R. David: Strategic Management, Florence South Carolina, 2014 	
Literature/Reference	Secondary literature:	
	<ul style="list-style-type: none"> • Luis Ángel Guerras-Martín, King Juan: Fundamentals of Strategic Management, Carlos University, 2013 • Neil Ritson: Strategic Management, Ventus Publishing APS, 2013 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	MANAGEMENT INFORMATION SYSTEMS			
	Type	Semester	Type	Code
	OBLIGATORY (O)	4	6	10MIS255
Aims and Objectives	<p>This course provides students with an introduction to information systems and how they are used by organizations for meeting strategic and operational objectives. It introduces internal and external management issues and practices for technology and information management. Internal issues: information technology, business processes, personnel, budgeting, and planning. External issues: organizational environments, politics, marketing, strategic planning, funding sources. Students should be able to explore organizational needs for information systems and how the information systems meet those needs.</p>			
Learning Outcomes	<p>Students should be able to reach the following results with regard to information technology and businesses:</p> <ul style="list-style-type: none"> • Identify organizational needs for information and how information systems meet those needs; (PLO5, PLO9) • Determine how the technology solution affects stakeholders; (PLO8, PLO9) • Prioritize system requirements and constraints; (PLO8, PLO5) • Determine the organization to build or buy the technology and determine (PLO8, PLO9) • the needed resources for the implementation of the information system;(PLO8, PLO5) • Construct a decision matrix for evaluating alternative technology systems; (PLO6, PLO8) • Develop an implementation and post-implementation plan; (PLO8, PLO9) • Create the appropriate documentation needed to defend a technology acquisition to management. (PLO6, PLO5) 			
Course Content	Course Plan			Week
	Introduction to MSI			1
	Hardware and Software			2
	Types of Information Systems			3
	Supporting Decision-making			4
	Computer Networks			5
	Databases - Data Mining and Business intelligence			6
	Mid-term exam			7
	IT strategy and access to IT services			8
	Using IT as a competitive advantage			9
	E-Commerce (Electronic Commerce)			10
	Information Security and Ethical Issues			11
	IS Technical Development			12
	Digital Firms (ERP Modules I)			13
	Digital Firms (ERP Modules II)			14
Mid-term exam			15	
	Teaching/Learning Activity			Weight (%)
	7. Lectures			50 %

<p>Teaching/Learning Methods</p>	<table border="0"> <tr> <td>8. Project</td> <td>10 %</td> </tr> <tr> <td>9. Case studies</td> <td>10 %</td> </tr> <tr> <td>10. Laboratory (SAP S/4HANA)</td> <td>20%</td> </tr> <tr> <td>11. Flipped classroom</td> <td>10%</td> </tr> <tr> <td>12. Work placement</td> <td>-</td> </tr> </table> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	8. Project	10 %	9. Case studies	10 %	10. Laboratory (SAP S/4HANA)	20%	11. Flipped classroom	10%	12. Work placement	-
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<p>Assessment Description</p>	<p>Class Activity (20%) - assesses engagement through discussions and innovative ideas in exercises and lectures, including active participation in lectures and exercises, showing critical thinking in case study discussions, and performing ERP modules on a real ERP platform. This assessment evaluates specific learning outcomes related to conceptual understanding, system analysis, and application of IT solutions (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Group project (30%) - includes a group work of 3 to 5 people. Through this project, the students will analyze a relevant enterprise, and based on the objectives presented by the enterprises, they will also propose the relevant systems. The volume of the project is from 2500 words to 3000 words. It addresses the learning outcomes 1-6. (Addresses CLO1-CLO 6)</p> <p>Mid-term exam I and II or Final Exam (50%)- evaluation instrument which is applied after the end of the lectures. The exam contains 15 to 20 questions, and its duration is 90 minutes. The exam questions fully cover the material covered during a semester, and are consistent with the course learning outcomes (Addresses All CLO)</p>										

<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and class activity • Group Project • Midterm exam 1 • Midterm exam 2 • Final <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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<p>Literature/References</p>	<p>Primary literature</p> <ul style="list-style-type: none"> • Management information systems, Kenneth C. Laudon, Jane P. Laudon • Kozeta Sevrani-Sistemete e Informacionite Menaxhimit-Tirane • Gerald V. Post, Management Information Systems: Solving Business Problems with Information Technology. Seventh Edition • Bird, M. (2010).” Modern Management Guide to Information Technology”. Boston: Irwin McGraw-Hill. <p>Secondary literature:</p> <ul style="list-style-type: none"> • Sousa K. J., Oz E., (2014), “Management Information Systems”, Cengage Learning, 7th Edition • Biswas J., (2020), Management Information Systems, SAGE Publications, 1st Edition 														
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Subject	<p>CONTEMPORARY MANAGEMENT</p> <table border="1"> <thead> <tr> <th>Type</th> <th>Semester</th> <th>ECTS</th> <th>Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td>5</td> <td>6</td> <td>10CM320</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10CM320
Type	Semester	ECTS	Code						
OBLIGATORY (O)	5	6	10CM320						
Aims and Objectives	<p>This course provides students an in-depth exposure to the skills necessary to manage an organization in today’s rapidly changing marketplace. It introduces selected theories, principles and techniques of contemporary management science and their application to current business developments.</p> <p>Students develop skills in the planning, organizing, controlling, personnel management, leading, stakeholder management information services. Students will also have the opportunity to think critically about, and reflect upon, contemporary management practice in organizations.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> • Students through Contemporary Management to utilize enterprise resources and lead the target market • Develop strategies and professional performance measurements of employees to achieve the overall objectives of the enterprise 								
Learning Outcomes	<p>At the conclusion of this subject students should have the skills to:</p> <ul style="list-style-type: none"> • Develop an understanding of theories, principles and techniques of contemporary management science and organizational behavior and their application to current business practices. (PLO1, PLO2) • Develop skills in the planning, organizing, personnel and financial management, leading, marketing, stakeholder management (PLO2, PLO9) • Analyze and assess how to conceptualize organizational needs in relation to change (PLO2, PLO5) • Understanding diversity within the workplace and how it affects managerial decision making (PLO2, PLO5) • Promote critical thinking and reflexivity about professional practice as managers. (PLO5, PLO1) • Demonstrate practical knowledge in overcoming employee challenges, fostering motivation and team spirit. (PLO2, PLO9) 								

Course Content	Course Plan	Week
	Management, and manager's duties	1
	Traditional and Contemporary Issues and Challenges	2
	The Environmental Context of Management	3
	Managing Strategy, Strategic Planning and decision making process	4
	Managing New Venture Formation and Entrepreneurship	5
	Organization Process and organizational strategy	6
	Midterm Exam 1	7
	Managing Organization Change and Innovation	8
	Managing Human Resources in Organizations	9
	The Leading Process	10
	Managing Employee Motivation and Performance	11
	Managing Interpersonal Relations and Communication	12
	The Controlling Process	13
	Midterm Exam 2	14
Students presentations	15	
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	1. Lectures	40%
	2. Seminars	20%
	3. Exercises	20%
	4. Case studies	20%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	1. Interactivity	10%
	2. Seminars	20%
	3. Midterm Exams	70%
Assessment Description	<p>Interactivity (10%) – This assessment evaluates students' engagement and participation during lectures and exercises. It focuses on specific learning outcomes related to conceptual understanding and classroom interaction (Addresses CLO1, CLO2, CLO4).</p> <p>Seminar paper (20%) - through the paper, students will collect data and analyze problems in certain segments within the course. It is applied in working groups, and includes 2000 to 2500 words. The evaluation of the seminar paper is based on its structure, content, and finally the part of the presentation. This assessment evaluates specific learning outcomes related to analysis, application, and critical thinking (Addresses CLO3, CLO4, CLO5)</p> <p>Midterm Exams 1&2 (70%) - midterm evaluation tests are applied, which identify students' knowledge along the topics covered in advance. It includes 10 to 20 questions, which can be open questions or closed questions. This assessment evaluates specific learning outcomes related to theoretical understanding, analysis, and application (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p>	

Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and participation • Seminar Paper • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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	<p>of Financial Services; Mediterranean Journal of Social Sciences, 6(2 S5), pp.218-225.</p> <ul style="list-style-type: none"> • Zylfijaj, K., Rexhepi, L., and Grubi, K. (2014). Authoritarian leadership vs. participative leadership in organizations. In Beyond the horizon of tempus projects: theory and practice of project management, pp. 447-454. Bologna University.
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Subject	<p>SME MANAGEMENT</p> <table border="1"> <thead> <tr> <th>Type</th> <th>Semester</th> <th>ECTS</th> <th>Cod</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td>5</td> <td>6</td> <td>10SMEM425</td> </tr> </tbody> </table>	Type	Semester	ECTS	Cod	OBLIGATORY (O)	5	6	10SMEM425
Type	Semester	ECTS	Cod						
OBLIGATORY (O)	5	6	10SMEM425						
Goals and Objectives	<ul style="list-style-type: none"> - To create adequate basic knowledge on Manage. - Explanation of the definition of SMEs, the role and importance of SMEs on economy, development, organization of businesses by ownership. - Develop appropriate student skills in order to be competent for self-employment. - Promote entrepreneurial and managerial skills. 								
Learning Outcomes	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Explain the purpose of Small and Medium Enterprise Management and its role; (PLO2, PLO9) • To interpret the main assumptions and concepts of SMEs (PLO2, PLO6) • To evaluate the role of SMEs in relation / exchange (PLO9, PLO6) • To identify the dimensions of industry and businesses (PLO2, PLO7) 								

	<ul style="list-style-type: none"> Expand opportunities to manage small and medium-sized enterprises (PLO9, PLO2) To develop and manage knowledge with planning, building organizational structures of enterprises, individual behavior, group behavior, teamwork and employee motivation. (PLO2, PLO9) To measure the value created by SMEs. (PLO7, PLO6) 																																
Content	<table border="1"> <thead> <tr> <th>Weekly plan</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>Introduction - Definition of Small and Medium Business</td> <td>1</td> </tr> <tr> <td>Entrepreneurship and entrepreneurship as creators of small and</td> <td>2</td> </tr> <tr> <td>Creating and organizing small and medium business:</td> <td>3</td> </tr> <tr> <td>Franchise as a form of business creation</td> <td>4</td> </tr> <tr> <td>Strategic Managing SME s(Process of Strategic Managing),</td> <td>5</td> </tr> <tr> <td>Organization of business</td> <td>6</td> </tr> <tr> <td>Test 1</td> <td>7</td> </tr> <tr> <td>Consumer market and behavior</td> <td>8</td> </tr> <tr> <td>Marketing knowledge</td> <td>9</td> </tr> <tr> <td>Financial institutions and their role in supporting business:</td> <td>10</td> </tr> <tr> <td>Financial management of business;</td> <td>11</td> </tr> <tr> <td>Staff Employment and Managing of Human Resource;</td> <td>12</td> </tr> <tr> <td>Aspects of information and communication technology in business</td> <td>13</td> </tr> <tr> <td>Test 2</td> <td>14</td> </tr> <tr> <td>Final Exam</td> <td>15</td> </tr> </tbody> </table>	Weekly plan	Week	Introduction - Definition of Small and Medium Business	1	Entrepreneurship and entrepreneurship as creators of small and	2	Creating and organizing small and medium business:	3	Franchise as a form of business creation	4	Strategic Managing SME s(Process of Strategic Managing),	5	Organization of business	6	Test 1	7	Consumer market and behavior	8	Marketing knowledge	9	Financial institutions and their role in supporting business:	10	Financial management of business;	11	Staff Employment and Managing of Human Resource;	12	Aspects of information and communication technology in business	13	Test 2	14	Final Exam	15
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<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Quiz • Group Project • Midterm exam 1 • Midterm exam 2 • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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<p>Literature/Reference</p>	<p>Primary literature:</p> <ul style="list-style-type: none"> • Ndërmarrjet e vogla dhe të mesme në Kosovë (Analizë krahasuese dhe hulumtim empirik), Lulzim Beqiri • Strategic Management - Bahri Musabelliu, Donika Kercini, Alketa Bejko. University text. - Author: Bahri Musabelliu, Donika Kercini, Alketa Bejko. - Publishing House: "Maluka". – Year of Publication: 2016. 														

	<ul style="list-style-type: none"> • Muhamet Mustafa, Enver Kutllovci, Petrit Gashi, Besnik Krasniqi: Small and Medium Business - Creation, Management and Growth of Businesses, RIINVEST, Pristina 2006; • Marsela Robo & Andrea Xhavara: Basics of entrepreneurship, Tirana 2012; <p>Secondary literature:</p> <ul style="list-style-type: none"> • Johnson et al; MEST DANIDA Project: Entrepreneur, Pristina 2011 • Papers from the international conference and journal 2022 -2023
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>ENTREPRENEURSHIP AND INNOVATION MANAGEMENT</p> <table border="1"> <thead> <tr> <th>Type</th> <th>Semester</th> <th>Type</th> <th>Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td>4</td> <td>6</td> <td>10EIM322</td> </tr> </tbody> </table>	Type	Semester	Type	Code	OBLIGATORY (O)	4	6	10EIM322
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Aims and Objectives	<p>The course applies key theories in entrepreneurship and innovation in a contemporary context including entrepreneurship and innovation in new industries, emerging industries, new technologies, public services and sustainable development. The course aims to explore the skills that entrepreneurs should have in identifying, systematizing and developing entrepreneurial and innovative opportunities. Within the subject, methods and techniques, strategies and areas of entrepreneurship and innovation are discussed.</p> <p>The course also addresses the fundamental aspects that managers should consider when managing innovations and entrepreneurship in business organizations. In addition, this course explores the skills that every manager needs in order to manage innovation in enterprise. The course will focus on strategies and methods of starting</p>								

	<p>up venture that excel at identifying, building and commercializing innovations in different societal aspects.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> To develop Entrepreneurial mindset among students <p>To enable students to appreciate the dynamic changes happening in the business</p>																																
<p>Learning Outcomes</p>	<p>On completion of the course students should be able to:</p> <ul style="list-style-type: none"> Assess the role of entrepreneurial activity and innovation in the success of new enterprises (PLO1, PLO8) Develop and analyze situations that enable entrepreneurship and innovation (PLO8, PLO5) Critically evaluate techniques, methods and strategies for advancing innovation and entrepreneurship (PLO5, PLO8) Explain analytically the types of innovations and their importance in creating opportunities and competitive advantage for businesses (PLO1, PLO8) Understand, analyze and describe the role of government, technology, education and contemporary trends in entrepreneurship and innovation (PLO1, PLO4) Demonstrate knowledge on the process of identification, development and implementation of innovation and entrepreneurship (PLO5, PLO8) 																																
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<p>Assessment Description</p>	<p>Midterm Exams (60%) - Tests include a mid-term evaluation period during the semester. In Week 7, the first test is organized, covering the material from Week 1 to Week 6, while in Week 15 the second test is applied. These tests include 10 to 15 questions of various types, including essay and multiple-choice questions (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Seminar / Assignment (20%) – This assessment involves preliminary research on a specific problem, developed in groups of no more than three students. Evaluation is based on structure, content, findings, and practical implications (Addresses CLO2, CLO3, CLO4, CLO5).</p> <p>Class Activity (10%) – This assessment evaluates students’ participation in discussions and scientifically oriented debates within the course (Addresses CLO1, CLO2, CLO5).</p> <p>Quiz (10%) – This is a short-term assessment instrument used to evaluate students’ knowledge and skills on specific topics within the course (Addresses CLO1, CLO2, CLO3).</p>										
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Literature/References	<p>Primary literature</p> <ul style="list-style-type: none"> • Managing innovation and entrepreneurship, Robert D. Hisrich • Shehu, E. (2022) Summary of lectures • Tim Mazzarol, Sophie Reboud (2020). Entrepreneurship and Innovation. 4th Edition, Springer. • Tim Mazzarol, Sophie Reboud (2020). Workbook for Entrepreneurship and Innovation (2020). 4th Edition, Springer <p>Secondary literature</p> <ul style="list-style-type: none"> • Blank, S. Dorf, B. (2020) The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company 1st Edition, Wiley • GEM (Global Entrepreneurship Monitor) (2023). Global Entrepreneurship Monitor 2022/2023 Global Report: Adapting to a “New Normal”. London: GEM. • European Commission (2023). European Innovation Scoreboard. Directorate General for Research and Innovation • Christensen, C. M. (2016) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change), Harvard Review Press. • Elias G. Carayannis, Elpida T. Samara, Yannis L. Bakouros (2015). Innovation and Entrepreneurship. Springer International Publishing Switzerland. DOI 10.1007/978-3-319-11242-8 • Oli R. M. and Henk W. V. (2021) Business Model Innovation in Transforming Economies: A Co-Evolutionary Perspective for a Global and Digital World. Management and Organization Review 17:2, 202-225 • Ries, E. (2011) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, The New York Times. • David J. Storey, Francis J. Greene, Joseph Hassid, Irene Fafaliou. (2011) Entrepreneurship for Small and Medium Enterprises, Kritiki. • Goffin, K. and R. Mitchell (2010) Innovation Management, 2nd edn. London: Pearson. • Drucker, P. (2008). The Essential Drucker. The Best of Sixty Years of Peter Drucker’s Essential Writings on Management, Harper Business: US.
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Subject	OPPORTUNITY DEVELOPMENT AND BUSINESS PLANNING			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	100DBP323
Aims and Objectives	<p>The subject Development of Business Opportunities and Business Planning aims to provide students with sufficient knowledge to identify and differentiate business opportunities based on the entrepreneurial process and applying the structures for planning and development of business models. Students should be able to gather information and perform feasibility studies for their potential businesses, plan their businesses and develop a business plan.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Knowledge and understanding of business opportunities assessment • Knowledge and understanding of different business models • Knowledge and understanding of value creation processes • Knowledge and understanding of the feasibility study • Knowledge and understanding of the market and competition in the market • Knowledge and understanding of the role of IT in capturing business opportunities • Knowledge of the role and importance of finance in business 			
Learning Outcomes	<p>Upon successful completion of this orientation, students will be able to:</p> <ul style="list-style-type: none"> • Understand the process of new business creation (PLO1, PLO9) • Describe strategic management concepts to formulate and implement organizational strategies (PLO1, PLO8) • Knowledge and understanding of the techniques and methods for performing the analysis of the internal and external environment of the organization (PLO3, PLO8) • Identify and apply appropriate strategies that are used to increase business performance (PLO8, PLO9) • Demonstrate knowledge in business planning (PLO1, PLO3) • Use innovation as an opportunity for business development (PLO5, PLO9) • Assess the role of entrepreneurial activity and innovation in the success of new enterprises (PLO1, PLO8) 			
Course Content	Course Plan			Week
	Introduction to the subject and Syllabus			1
	Identification and Exploration of business opportunities			2

	Market dynamics	3
	Preparing a business plan: introduction, executive summary, and business description	4
	Value creation	5
	Market research	6
	Test I - Colloquium	7
	Strategic planning – Vision, Mission, brand and marketing plan	8
	Legal status of the firm	9
	Strategic competitiveness	10
	Determining expenses, pro-form of balance sheet & cash flow	11
	Sales, Negotiations, and ethics in business	12
	Business plan presentation	13
	Overall summary	14
	Test II – Final exam	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	40%
	Seminars	10%
	Laboratory	-
	Case studies	30%
	Flipped classroom	10%
	Problem-based learning	10%
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.	
	Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.	
Assessment Methods	Assessment Activity	Weight (%)
	Activity	10%
	Midterm Exam	10%
	Business Plan	40%
	Final exam	20%
Assessment Description	Class Activity (10%) – Through this activity, students are supervised and evaluated while performing tasks during lectures and exercises. This assessment evaluates specific learning outcomes related to conceptual understanding and classroom engagement (Addresses CLO1, CLO2, CLO5).	

	<p>Midterm Exam (10%) – This is a short-term assessment conducted in Week 7 with a duration of 60 minutes. It evaluates students’ knowledge of the topics covered during the first part of the course (Addresses CLO1, CLO2, CLO3).</p> <p>Business Plan (40%) – This assessment is conducted in groups of 3 to 5 students. Students prepare a detailed business plan including development strategy, decision-making process, roles in implementation, and financial planning. This assessment evaluates specific learning outcomes related to planning, analysis, and application of business concepts (Addresses CLO1, CLO3, CLO4).</p> <p>Final Exam (20%) – This assessment is conducted at the end of the course and evaluates students’ overall achievement of key competencies and skills through open and/or closed questions (Addresses CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p>														
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and participation • Business Plan • Midterm exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>														
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<p>Literature/References</p>	<p>Primary Literature</p> <ul style="list-style-type: none"> • A Short Course in International Business Plans, Robert L. Brown, Alan S. Gutterman • Sipërmarrja (translated book), Peggy A. Lambing & Charles R. Kuehl, Pearson New International Edition 4, 2018 • Preparing Effective Business Plans: An Entrepreneurial Approach by Bruce R. Barringer <p>Secondary Literature</p> <ul style="list-style-type: none"> • Emerging Business Opportunities: For the Entrepreneur in You by Balamurugan KGS (2018) • Handbook of Research on Global Business Opportunities by Bryan Christiansen (2014) 														

	<ul style="list-style-type: none"> Identifying Business Opportunities: A Guide to Choosing a Suitable Business by Anthony Ekanem (2017) From Idea to Launch at Internet Speed: How to Identify and Develop Profitable Opportunities by Catherine Kitcho - Pele Publications – 2001; Porter, Michael (2009), Competitive Strategy: Techniques for Analysing Industries and Competitors, Licenced under Jacobs Foundation Global Text Project
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>MARKETING AND SALES MANAGEMENT</p> <table border="1"> <thead> <tr> <th data-bbox="474 1339 808 1402">Type</th> <th data-bbox="808 1339 1052 1402">Semester</th> <th data-bbox="1052 1339 1279 1402">ECTS</th> <th data-bbox="1279 1339 1468 1402">Code</th> </tr> </thead> <tbody> <tr> <td data-bbox="474 1402 808 1472">OBLIGATORY (O)</td> <td data-bbox="808 1402 1052 1472">5</td> <td data-bbox="1052 1402 1279 1472">6</td> <td data-bbox="1279 1402 1468 1472">10MSM330</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10MSM330
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OBLIGATORY (O)	5	6	10MSM330						
Aims and Objectives	<p>The course provides a good knowledge base in sales and sales management. The whole concept of the subject is based on customer relationships.</p> <p>The essential purpose of the course is to offer you basic elements of the market, sales policies, personal sales, sales process, systematic sales talks, customer service.</p>								
Learning Outcomes	<p>Upon completion of the module, students should be able to:</p> <ul style="list-style-type: none"> To understand the basic concepts of marketing and sales management (PLO1, PLO9) To understand external and internal sales components based on relationships and explain the key success factors for the seller's performance (PLO1, PLO9) To understand the processes and elements involved in relationship-based sales and the importance of an organization that is focused on the customer (PLO1, PLO9) 								

	<ul style="list-style-type: none"> • To explain the negotiation process, closing methods, time management, and sales territory (PLO8, PLO9) • To interpret the importance of using information to understand buyers and sellers and how (customer relationship management) system serves to help vendors manage information (PLO8, PLO1) • To apply a sense of the presentation features of the sale. (PLO8, PLO9) <p>•To use the main issues and criteria that make up the recruitment and selection of sellers. (PLO9, PLO1)</p>																																
Course Content	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Course Plan</th> <th style="text-align: right;">Week</th> </tr> </thead> <tbody> <tr> <td>1. Guidance Lectures / Introduction to Sales and S.M.</td> <td style="text-align: right;">1</td> </tr> <tr> <td>2. Understanding buyers and sellers as a participant in circulation</td> <td style="text-align: right;">2</td> </tr> <tr> <td>3. Building value in the sales process</td> <td style="text-align: right;">3</td> </tr> <tr> <td>4. Ethical and legal issues</td> <td style="text-align: right;">4</td> </tr> <tr> <td>5. The Sales Process and dissonance between seller and buyer.</td> <td style="text-align: right;">5</td> </tr> <tr> <td>6. The general skills that every salesman should have</td> <td style="text-align: right;">6</td> </tr> <tr> <td>7. Midterm Exam 1</td> <td style="text-align: right;">7</td> </tr> <tr> <td>8. Simple sales patterns and best practices</td> <td style="text-align: right;">8</td> </tr> <tr> <td>9. Maintaining customer relationships</td> <td style="text-align: right;">9</td> </tr> <tr> <td>10. Performance management</td> <td style="text-align: right;">10</td> </tr> <tr> <td>11. Recruitment of retailers</td> <td style="text-align: right;">11</td> </tr> <tr> <td>12. Selling trainers</td> <td style="text-align: right;">12</td> </tr> <tr> <td>13. Compensation and motivation of retailers</td> <td style="text-align: right;">13</td> </tr> <tr> <td>14. Midterm Exam 2</td> <td style="text-align: right;">14</td> </tr> <tr> <td>15. Presentations</td> <td style="text-align: right;">15</td> </tr> </tbody> </table>	Course Plan	Week	1. Guidance Lectures / Introduction to Sales and S.M.	1	2. Understanding buyers and sellers as a participant in circulation	2	3. Building value in the sales process	3	4. Ethical and legal issues	4	5. The Sales Process and dissonance between seller and buyer.	5	6. The general skills that every salesman should have	6	7. Midterm Exam 1	7	8. Simple sales patterns and best practices	8	9. Maintaining customer relationships	9	10. Performance management	10	11. Recruitment of retailers	11	12. Selling trainers	12	13. Compensation and motivation of retailers	13	14. Midterm Exam 2	14	15. Presentations	15
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	<p>7. Study visits -</p> <p>8. Work placement -</p> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>										
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<p>Assessment Description</p>	<p>Participation (10%) – This assessment includes active engagement of students in discussions based on course topics. It evaluates specific learning outcomes related to conceptual understanding and classroom interaction (Addresses CLO1, CLO2, CLO4).</p> <p>Group Project/Seminar (30%) – The project is developed in working groups of no more than three students, with a length of 2500 to 3000 words. Evaluation is based on structure, content, and presentation. This assessment evaluates specific learning outcomes related to analysis, application, and understanding of course concepts (Addresses CLO1, CLO2, CLO3).</p> <p>Midterm Exams (30% + 30%) – These assessments are conducted in Week 7 and Week 14. They include 15–20 questions covering the course topics, with a duration of 45 to 60 minutes. This assessment evaluates specific learning outcomes related to theoretical knowledge, analysis, and application (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p>										
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Group Project • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>										
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ECTS Workload	Activity	Total workload
	1. Lecture	30
	2. Seminar	30
	3. Presentation of seminars	2
	4. Independent study	84
	5. Exam/Tests	4
Literature/References	Primary literature:	
	<ul style="list-style-type: none"> • Selling And Sales Management, David Jobber, Geoff Lancaster, Pearson Education Limited • Weinberg, Mike (2013) Sales Management, Simplified – Published by HarperCollins Leadership. 	
Ethical standards	Secondary literature:	
	<ul style="list-style-type: none"> • Johnston, Mark W and Greg W Marshall (2013), Contemporary Selling: Building Relationships, Creating Value - 4th edition. • MTD Training & Ventus Publishing ApS (2010) - BookBoon, Basic Selling Skills. • The Top Ten Best Selling Tips of all Time, John Westman, 2013 	
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Subject	<p>CONSUMER BEHAVIOUR</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Type</th> <th style="text-align: center;">Semester</th> <th style="text-align: center;">ECTS</th> <th style="text-align: center;">Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">10CB331</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10CB331
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OBLIGATORY (O)	5	6	10CB331						
Aims and Objectives	<p>Consumer behavior focuses on” Why” and” How” consumers take specific decisions and behave in certain ways. The course aims at exposing the students about the main concepts of consumer behaviour, such as what motivates them, what attracts their attention, what makes them loyal to specific products, services, and brands. To answer the question why people, buy and consume, the course reviews different aspects of consumers and their behaviours, such as motivation, personality, knowledge, attitude and buying and consuming decision-making processes.</p> <p>Consumer behavior seeks to understand consumer culture and macroeconomic conditions as well as the role of family and society. It involves studying of how goods impact our lives and how products, services and consumption activities effect social life.</p> <p>This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology, and economics.</p> <p>Through this course students will understand the consumers’ perspective a) in the market; b) as individuals; c) as decision-makers and d) under the influence of cultures and different group of references.</p>								
Learning Outcomes	<p>After completion of this module, students will have benefited and personalized additional understanding about theories and practices of CB.</p> <p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Identify the key marketing factors that affect consumer behavior (PLO1, PLO9) • Relate key perception elements with consumer behavior within a specific sector (PLO2, PLO9) • Define the principal theories of consumer behaviours learning, motivation, values (PLO1, PLO2) • Indicate the importance of segmentation, targeting, differentiations and positioning strategies in relation to specific consumers (PLO9, PLO1) • Associate consumer behavior decision making to real world problems and groups of references (PLO8, PLO9) • Recognize the current trends, lifestyles, technologies and communication methods that effect potential and loyal consumers (PLO1, PLO9) • Illustrate a research case study of consumer behavior issue within a specific industry, as a group assignment (PLO8, PLO2) 								

Course Content	Course Plan	Week
	Presentation on Syllabus & An Introduction to Consumer Behaviour	1
	Consumer and social well being	2
	Perception and Interpretation	3
	Learning and memory	4
	Motivation and affect	5
	Segmentation, demography, income, and social class	6
	First Colloquium	7
	Decision-Making	8
	Attitude and Persuasive Communication	9
	The Life Style, Personality and Values	10
	Shopping, Buying, Evaluating, and, Disposing	11
	Consumer Knowledge and Reference Groups	12
	Reference Groups and Social Media	13
	The second colloquium	14
Presentation of the seminar works	15	
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	1. Lectures	40%
	2. Seminars	25%
	3. Laboratory	-
	4. Case studies	10%
	5. Flipped classroom	10%
	6. Problem-based learning	10%
	7. Study visits	5%
<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>		
Assessment Methods	Assessment Activity	Weight (%)
	1. Participation in lectures	10%
	2. Course assignment/Seminar	30%
	3. First colloquium	30%
	4. Second colloquium	30%

<p>Assessment Description</p>	<p>Class Activity (10%) - an instrument that evaluates the engagement of students actively in discussions on topics that originate from the syllabus of the course. Addresses CLO1, CLO2, CLO4).</p> <p>Seminar (30%) - students who carry out research or seminar work are supported with 30% of the overall assessment. The seminar should contain between 2000 and 2500 words. (Addresses CLO1, CLO2, CLO3, CLO6).</p> <p>Midterm Exams 1&2 (30%+30%) - represent mid-term assessment which is carried out during the semester. More specifically, the first test is applied in the seventh week, while the second test is in the 14th week. They contain 10 to 20 questions, which can be in the form of short essays, tasks, and economic interpretation. (Addresses All CLO)</p>														
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Seminar • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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Subject	BRAND AND PRODUCT MANAGEMENT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	10BPM332
Aims and Objectives	<p>This course aims to develop students' understanding of fundamentals of Product and Brand Management. The aim of Product Management Part is to make students understand competition at product level as well as brand level, from New Product Development and Innovation point of view. The course will include topics in brand services, brand building steps / process, methods of measuring brand equity, ways to promote brand equity, strategies in brand management. The importance of new technology trends in brand creation and promotion will also be discussed.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> - To cover the main concepts of product and brand management. - To describe the process how to establish brand identity and build brand equity. - To make students understand the effective branding strategies for both consumer and business products/services, with the insights from marketing analytics, ethics and understanding of new technology trends in branding process. 			

Learning Outcomes	<p>At the completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Describe the importance of Product Management & New Product Development (PLO1, PLO9) • Define key concepts of brand creation process and brand management (PLO1, PLO9) • Associate the basic concepts between a product and a brand strategy (PLO1, PLO8) • Describe the process and methods how to identify brand identity and build brand equity. (PLO8, PLO9) • Indicate the relation of the concept of branding in real life situations, brand equity measurement (PLO8, PLO9) • List various brand creation tools, technology trends and criteria to build brand value and loyalty (PLO1, PLO8) • Recognize Ethics and Spirituality aspects for Product and Brand Management (PLO1, PLO9) 																																	
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Introduction to Product Management		1																																
Product Planning		2																																
Product Category Analysis		3																																
New Product development		4																																
Brand and Brand Management		5																																
Brand Equity and Value chain		6																																
Test 1		7																																
Measuring Sources of Brand Equity: Capturing Consumer Attention		8																																
Brand Valuation and Brand Loyalty		9																																
Brand Life cycles and Organizational Designs		10																																
Brand Architecture		11																																
Brand Equity Measurement		12																																
Ethics and Spirituality for Product and Brand Management	13																																	
Presentations	14																																	
Test 2	15																																	

Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	50%
	Case studies and exercises	30%
	Problem-based learning	20%
<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>		
Assessment Methods	Assessment Activity	Weight (%)
	Activity	15%
	Final Project	25%
	Tests	60%
Assessment Description	<p>Activity (15%) - aims to evaluate the dedication and engagement of students throughout the lectures and exercises. (Addresses CLO1, CLO2, CLO4).</p>	
	<p>Final Project (25%) - assessment instrument, includes about 25% of the final assessment, is applied in groups, and its volume is 2500 to 3000 words. The evaluation of this project is based on its structure, content, and finally the presentation part. (Addresses CLO1, CLO2, CLO3).</p>	
	<p>Tests (60%) - short-term evaluation instruments, which enable students to be exempted from the final exam if they achieve positive results. The first test is applied in the seventh week, while the second test in the 15th week. (Addressess all CLO)</p>	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Final Project • Midterm exam 1 • Midterm exam 2 	
	<p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>	
Course resources	Resources	Number
	Class (e.g)	1

	Moodle	1
	Projector	1
ECTS Workload	Activity	Total workload
	Lectures	30
	Final Project	20
	Case studies and exercises	15
	Self-study	83
	Exam/Tests	2
Literature/References	Primary Literature	
	<ul style="list-style-type: none"> • Keller, L.K. (2017). Menaxhimi Strategjik i Markës. Botimi i katërt. Global Edition • Anil, A. (2021). Product and Brand Management. Marketing Management Specialization. Nirali Prakashan Publishing • Strategic Brand Management, 4 th edition, Kevin Lane Keller, Prentice-Hall, 2013 	
	Secondary Literature	
	<ul style="list-style-type: none"> • <u>Foroudi, Mohammad Mahdi, Foroudi, Pantea</u> (2021). Corporate Brand Design: Developing and Managing Brand Identity, Routledge • The Strategy of Global Branding and Brand Equity <u>Alvin Lee, Jinchao Yang, Richard Mizerski, Claire Lambert</u>, Routledge, 2015 	
Ethical standards	Publications	
	<ul style="list-style-type: none"> • Marmullaku B.: “Developing sustainable business strategies for SMEs: challenges and opportunities for SMEs in developing countries - case study of SMEs in Kosovo” (IJEEM, United Kingdom, Vol. VI, Issue 5, May 2018) https://ijecm.co.uk/wp-content/uploads/2018/05/6513.pdf • Marmullaku B.: “Marketing strategies of SMEs based on product life cycle – a study among SMEs in Kosovo” (IJEEM, United Kingdom, August 2015 – vol 3, issue 9) https://ijecm.co.uk/wp-content/uploads/2015/09/3937.pdf 	
	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic</p>	

	<p>conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>
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Subject	DIGITAL MARKETING			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	10DM333
Aims and Objectives	<p>The purpose of this course is to provide students with knowledge about the essentials of digital marketing and its importance for success in marketing. In addition, the purpose is to provide students a broad understanding of digital marketing and equip them with practical skills and knowledge to plan, execute, and optimize effective digital marketing campaigns. The course is structured as a various of topics, each covering a specific aspect of digital marketing. The course may be further divided into smaller sections, and students may have to complete assessments or projects to demonstrate their understanding.</p>			
Learning Outcomes	<p>At the completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Recognize the importance of digital marketing and digital marketing strategies for business success. (PLO5, PLO9) • Describe the online customer behavior, CRM and the role of CRM in companies. (PLO5, PLO9) • Describe the process of Web development and design. (PLO5, PLO8) • Define the digital marketing tactics such as SEO, PPC, SMM, Content, Email and Mobile Marketing (PLO5, PLO9) • Explain how data analysis and optimization in digital marketing are done. (PLO5, PLO8) • Identify emerging trends in digital marketing based on market needs. (PLO8, PLO9) • Extend the knowledge in practice (case studies and industry) (PLO8, PLO9) 			
Content	Weekly Plan			Week
	Introduction to Digital Marketing			1
	Digital Marketing Strategy			2
	Online buying behavior			3
	Online Market Research			4
	Introduction to CRM			5
	Web Development and Design			6
	Test 1			7
Digital Marketing Tactics -SEO			8	

	PPC Advertising 9 Content Marketing 10 Social Media Marketing 11 Email and Mobile Marketing 12 Web Analytics and Conversion Optimization 13 Presentations of projects 14 Test 2 15										
Teaching/Learning Methods	<table border="1"> <thead> <tr> <th>Activities</th> <th>Weight (%)</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>50%</td> </tr> <tr> <td>Case studies/Exercises</td> <td>30%</td> </tr> <tr> <td>Seminar</td> <td>20%</td> </tr> </tbody> </table> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	Activities	Weight (%)	Lectures	50%	Case studies/Exercises	30%	Seminar	20%		
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Individual Project	10%										
Tests	2x30%										
Assessment Description	<p>Activity (10%)- evaluation instrument during exercises and lectures. Where it evaluates the engagement of students in various discussions and simulations during the semester. (Addresses CLO1, CLO2, CLO4).</p> <p>Group Project (20%) - comprises 20% of the final assessment, is applied in groups, and contains 2500 to 3000 words. Project evaluation is done in several stages: structure, content, findings, etc. Students should choose a company/brand and analyze the digital marketing of the company/brand, SWOT analysis, Digital Marketing tactics, digital media presence, etc. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p> <p>Individual Project (10%) - comprises 10% of the final assessment, is applied individually, and contains an practical assignment regarding the digital marketing field (example; regarding a content about a brand web page, SEO, etc). (Addresses CLO3, CLO4, CLO7).</p> <p>Midterm exam 1&2 (2 x 30%) - the first test is applied after the end of the seventh week, while the second test after the end of the 15th week. They include 60% of the final evaluation. They contain 12 to 17 questions, and their duration is no longer than 60 minutes. Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p>										

<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Group Project • Individual Project • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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<p>Literature/References</p>	<p>Primary literature:</p> <ul style="list-style-type: none"> • Digital marketing strategy, Glen L. Urban • E Marketingu. Udhëzues themelor i marketingut në botën digjitale. Përkthyer nga Kujtim Hameli. Stokes,R 2018 • eMarketing. The essential guide to marketing in a digital world (6th. ed.). Stokes, R. 2018 <p>Secondary literature:</p> <ul style="list-style-type: none"> • Marketing 4.0 Moving from traditional to digital. 1st ed. Kotler, P., Hoboken John Wiley & Sons. 2017. • Digital Marketing: A Practical Approach, Alan Charlesworth. Routledge, 2018 • The application of social media marketing in enterprises in Kosovo. UET. Beqiri, G. 2017 • The effect of social media marketing compared to traditional marketing on sales: A study of enterprises in Kosovo. WSEAS Trans. Bus. Econ, 18, 402-410. Beqiri, G & Bello, K. 2021 • Other relevant verified internet-based sites. (Google Analytics, Semrush, Bing, etc) 												
<p>Ethical standards</p>	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during</p>												

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Subject	ADVANCED ACCOUNTING			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	10AAC313
Aims and Objectives	<p>The objectives of the course include helping students understand, prepare, use and analyze the financial information needed by investors, creditors and other users of various business entities. Special emphasis is given to the financial reporting and analysis of information needed when the economic entity and legal entity are not the same as in the case of parent and subsidiaries (consolidated financial statements). Another objective of the course is to introduce students to the regulatory financial reporting system of public companies in Kosovo and European Union.</p>			
Learning Outcomes	<p>At the conclusion of this subject students should have the skills to:</p> <ul style="list-style-type: none"> • Distinguishing between the various methods for accounting for equity investments (PLO1, PLO3) • Understanding the details of the equity method and its effects on financial statements (PLO3, PLO7) • Understanding the conceptual justification for financial statement consolidation (PLO1, PLO6) • Being able to prepare consolidated financial statements at various points of time (PLO3, PLO7) • Understanding the concept of non-controlling interest and its implications (PLO3, PLO7) • Understanding the accounting implications of foreign currency (PLO6, PLO7) • Understanding specialized accounting treatments for NPOs (PLO1, PLO7) 			
Course Content	Course Plan			Week
	Introduction to groups			1

	<table border="0"> <tr> <td>Consolidation of financial statements: Basics of consolidation</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Consolidation of financial statements: Non-controlling interest</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Consolidation of financial statements: Goodwill</td> <td style="text-align: right;">4</td> </tr> <tr> <td>Consolidation of financial statements: Intra-group transactions</td> <td style="text-align: right;">5</td> </tr> <tr> <td>Consolidation of financial statements: Comprehensive Income Statement</td> <td style="text-align: right;">6</td> </tr> <tr> <td>Investments in associates</td> <td style="text-align: right;">7</td> </tr> <tr> <td>Translation of Foreign Currency Financial Statements</td> <td style="text-align: right;">8</td> </tr> <tr> <td>Worldwide Accounting Diversity and International Accounting Standards</td> <td style="text-align: right;">9</td> </tr> <tr> <td>Partnerships: Formation, Operation and Termination</td> <td style="text-align: right;">10</td> </tr> <tr> <td>Partnerships: Liquidation</td> <td style="text-align: right;">11</td> </tr> <tr> <td>Accounting for Not-For-Profit Organizations</td> <td style="text-align: right;">12</td> </tr> <tr> <td>Test</td> <td style="text-align: right;">13</td> </tr> <tr> <td>Case Study</td> <td style="text-align: right;">14</td> </tr> <tr> <td>Group project presentations</td> <td style="text-align: right;">15</td> </tr> </table>	Consolidation of financial statements: Basics of consolidation	2	Consolidation of financial statements: Non-controlling interest	3	Consolidation of financial statements: Goodwill	4	Consolidation of financial statements: Intra-group transactions	5	Consolidation of financial statements: Comprehensive Income Statement	6	Investments in associates	7	Translation of Foreign Currency Financial Statements	8	Worldwide Accounting Diversity and International Accounting Standards	9	Partnerships: Formation, Operation and Termination	10	Partnerships: Liquidation	11	Accounting for Not-For-Profit Organizations	12	Test	13	Case Study	14	Group project presentations	15
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Assessment Description	<p>Seminar paper (20%) - evaluation instrument, which includes a preliminary research on a certain economic entity, based on auditing principles. It is done in groups, where each group contains no more than 3 people. The specified length of the paper should be between 2000 and 2500 words. (Addresses CLO4, CLO5, CLO6).</p> <p>The Group Project (10%) - is an evaluation instrument, where students analyze some of the main indicators of the financial markets, securities, as well as the investment environment. Contains from 2500 to 3000 words. The evaluation of the project is based on its structure, content, and finally the presentation part. (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Midterm Exams 1&2 (2 x 35%) - are evaluation instruments, which enable students to accumulate 70% of the overall evaluation. They are applied in the 7th week and in the 14th week. (Addresses all CLO)</p>																												

Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Seminar Paper • Group Project • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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Subject	TAX ACCOUNTING			
	Type	Semester	ECTS	Code
	OBLIGATIVE (O)	5	6	10TA310
Aims and Objectives	<p>The purpose of this module is for students to gain basic knowledge about Tax Accounting, practical application and the main differences with financial accounting. Recognition and application of techniques and standards used by professionals in the field of Tax Accounting, control and audit of taxes and contributions as an obligation to taxpayers in meeting the requirements of tax legislation.</p>			
Learning Outcomes	<p>After a successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Explain the purpose of tax accounting and its role; (PLO3) • Understand and explain theoretical and practical knowledge related to tax accounting; (PLO3, PLO6) • Interpret methods regarding tax accounting, transfer of tax accounts in the financial statements and financial reporting for different types of businesses; (PLO3, PLO6) • To apply the required standards in preparing reports, tables and tax returns according to the requirements of tax accounting; (PLO3, PLO5) • To be ready and able to provide advice to taxpayers, businesses and companies regarding information in the field of tax accounting and allowable costs for an effective decision making; (PLO5, PLO6) • Understand the business expenses that qualified as non-deductible; (PLO3, PLO6) • Identify the techniques, types and principles of auditing, to expand the knowledge on auditing of financial statements and cases of fraud. (PLO6, PLO5) 			
Course Content	Course Plan			Week
	Introduction to tax accounting			1

	Notions and regulatory frameworks	2
	Eligible Expenditures under Tax Accounting - Non-deductible business expenses	3
	Penalties and Sanctions	4
	Purchase Book and Sales Book VAT (Example)	5
	Filing tax annual returns and reporting of DP Financial Statement	6
	Mid Term Exam 1	7
	Financial Statement Reporting and Annual Statement CD	8
	Fill in the annual tables together with the CD form	9
	Installments, Safe Shelter and General Duties	10
	Depreciation, Amortization, Capitalization and Research and Development (R&D) Expenses	11
	Financial statements and understanding numbers	12
	Cash flow statement	13
	Mid Term Exam 2	14
	Study visit	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	1. Lectures	40%
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	3. Case studies	10%
	4. Exercises	30%
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.	
	Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.	
Assessment Description	Activity (10%) - involves actively engaging students in lectures and exercises. (Addresses CLO1, CLO2, CLO3).	
	Exercises (20%) - are an evaluation instrument, where students are evaluated during the solving of tasks and various financial problems in exercises and	

	lectures. Through this instrument we aim to address the learning outcomes 4 and 5. (Addresses CLO4, CLO5). Midterm exams 1&2 (2x 35%) - represent assessment instruments throughout the semester, where students have the opportunity to accumulate 70% of the overall assessment. Includes a minimum of 7 to 10 tasks. While their holding time is from 60 to 90 minutes. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).														
Assessment Criteria	In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods: <ul style="list-style-type: none"> • Attendance (conduct) and participation • Exercise • Midterm exam 1 • Midterm exam 2 Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.														
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Literature/References	Primary literature <ul style="list-style-type: none"> • Dr. Skënder Ahmeti “Kontabiliteti financiar” (Pjesa e parë dhe e dytë), Prishtinë, 2014. • Tax Accounting: Unravelling the Mystery of Income Taxes A.J. Bakker, Tjeerd van den Berg, second edition 2020 														

	<ul style="list-style-type: none"> • Tax Accounting: A Guide for Small Business Owners Wanting to Understand Tax Deductions, and Taxes Related to Payroll, LLCs, Self-Employment, S Corps, and C Corporations Paperback, 2021 Greg Shields <p>Secondary literature</p> <ul style="list-style-type: none"> • Legjislacioni tatimor i Kosoves botim III 2016. <ul style="list-style-type: none"> – <i>Ligji për Tatimin në të Ardhurat e Korporatave, Korrik 2019</i> – <i>Ligji për Tatimin mbi Vlerën e Shtuar Gusht, 2015</i> – <i>Ligji për Tatimin në të Ardhurat Personale, Gusht 2015</i> • Raste Studimi “Ligjet dhe tatimet në Kosovë (Zgjidhjet) - “P4” 2019 SHKÇAK, Prishtinë.
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies. Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	<p>AUDITING</p> <table border="1"> <thead> <tr> <th data-bbox="474 1465 954 1503">Type</th> <th data-bbox="954 1465 1149 1503">Semester</th> <th data-bbox="1149 1465 1317 1503">ECTS</th> <th data-bbox="1317 1465 1479 1503">Code</th> </tr> </thead> <tbody> <tr> <td data-bbox="474 1503 954 1539">OBLIGATORY (O)</td> <td data-bbox="954 1503 1149 1539">5</td> <td data-bbox="1149 1503 1317 1539">6</td> <td data-bbox="1317 1503 1479 1539">10AC421</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10AC421
Type	Semester	ECTS	Code						
OBLIGATORY (O)	5	6	10AC421						
Aims and Objectives	<p>The course examines the basic principles and techniques of Auditing and how auditors report. The course also examines ethics, the legal environment, auditing standards and fraud. The objective of this course is:</p> <p>O1-To understand the theoretical aspect of the auditor's work by applying the international standards of Accounting and Auditing;</p> <p>O2- To understand the importance of fraud risks and the consequences that come from them;</p> <p>O3- To be able to collect a sufficient evidence after following all phases of the auditor's work and give a fair recommendation with the state of the Financial Statements.</p>								

Learning Outcomes	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • To explain the role and importance of Auditing (PLO1) • To understand Professional Standards and Work Ethics; (PLO1, PLO4) • Summarize the role and importance of Internal Audit and External Audit in public institutions; (PLO1, PLO3) • Apply work details and techniques starting from planning to supervision;(PLO4, PLO7) • To be able to prepare the Audit process and work in the field; (PLO3, PLO7) • To be able to prepare and apply the Audit process and the work in the field and giving the Opinion in relation to the Financial Statements; (PLO3, PLO7, PLO4) • To implement monitoring and giving recommendations on the Financial Statements. (PLO3, PLO7, PLO4) 																																		
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Assessment Description	<p>Case studies (20%) - evaluation instrument, which includes a preliminary research on a certain economic entity, based on accounting principles. It is carried out in groups, where each group contains no more than 3 people. The specified length of the paper should be between 2500 and 3000 words. (Addresses CLO2, CLO3, CLO4).</p> <p>Quiz (2x 10%)- is an evaluation instrument that takes place after the sixth meeting. They are questions with alternatives and are done individually. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p> <p>Test (40%) - is an evaluation instrument that takes place after the end of the lectures. Depending on the subject, the exam contains 10 to 20 questions, and its duration is 45 to 60 minutes. The exam questions fully cover the material covered during a semester. Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p> <p>Individual Project (20%) – assesses students' creativity and independent skills throughout the semester, and comprise 20% of the overall grade (Addresses CLO3, CLO4, CLO5, CLO6, CLO7).</p>										
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Case studies • Quizes • Midterm exam • Individual Project <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>										
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Literature/References	<p>Primary literature</p> <ul style="list-style-type: none"> • Accounting & Auditing Research: Tools & Strategies, Thomas R. Weirich, Thomas C. Pearson, Natalie Tatiana Churyk • The Role of Control and Auditing in the Public Sector - Fadil Krasniqi, 2017, • Public Sector Audit-<u>Carolyn J. Cordery</u>, <u>David C. Hay</u> · 2020. 										

	<p>Secondary Literature</p> <ul style="list-style-type: none"> • Auditing that Matters-Case Studies Discussion Guide, <u>Norman Marks</u> · 2020; • The Why and How of Auditing-Making Auditing Easy, <u>Harles B. Hall</u>, 2019. • Besnik Fetaj, Gresa Mjaku. (2020). THE EFFICIENCY OF AUDITING AND ITS DETERMINANTS: CASE STUDY REPUBLIC OF KOSOVO. International Journal of Public Sector Performance Management (IJPSPM), pp.56 - 67. • Gresa Mjaku, Akademik Abdylmenaf Bexheti. (2021). DETERMINANTS IN THE PREVENTION OF FINANCIAL MANAGEMENT:CASE STUDY REPUBLIC OF KOSOVO”. International Journal of Public Sector Performance Management” (IJPSPM), 438-449. • Gresa Mjaku Krasniqi. (2022). National audit office in Kosovo (NAO) vs Court of audit in Slovenia (CA)- who has the best performance? Academic Journal of Business, Administration, Law and Social Sciences, 99-113. • Gresa Mjaku, Akademik Abdylmenaf Bexheti. (2021). ENVIRONMENT CONTROL AND RISK ASSESSMENT AS COSO FRAMEWORK ELEMENTS. International Journal of Auditing Technology (IAUDIT), 165-176. <p>Additional material/useful links:</p> <ul style="list-style-type: none"> • https://www.icsi.edu/media/webmodules/publications/FULL%20FAA%20PDF.pdf • https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Principles-Practices-of-Auditing.pdf • https://archive.mu.ac.in/myweb_test/study%20TYBCom%20Accountancy%20Auditing-II.pdf
<p>Ethical standards</p>	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	FISCAL POLICIES AND TAXATION			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	10FPT312
Aims and Objectives	<p>This course is designed to bring to students theoretical and practical knowledge and analyse key fiscal policy concepts and techniques.</p> <p>The course analyzes how fiscal policies and taxes can help ensure economic stability and long-term growth. The course is intended to bring solid understanding of fiscal policy implications and its impact in country's economic development.</p> <p>The subject provides the access to influence the factors that remain fiscal decisions as well as help you to understand the mechanisms and instruments that the fiscal policies and taxes have in an economy.</p>			
Learning Outcomes	<p>After successful completion of this course, the students should be able to:</p> <ul style="list-style-type: none"> • Define recent economic trends, fiscal and tax challenges (PLO1) • Know expenditure policies vs income policies and government budgeting (PLO1, PLO6) • Understand the optimal taxation and describe main principles of taxation in 21st century (PLO1, PLO6) • Know policy implications of fiscal policies, projections and limitations in government budgeting (PLO1, PLO6, PLO7) • Understand fiscal sustainability, explain debt tolerance, and fiscal space (PLO1, PLO6) • Have basic knowledge on fiscal policies, types and calculation of taxes, tax filing with form and application with software; (PLO6, PLO7) • Understand the importance of coordination between fiscal and monetary policy (PLO1, PLO6) 			
	Course Plan			Week
	-	Recent macro trends, fiscal and tax challenges and the overview of the course		1
	-	Public finance and the economics		2
	-	Expenditure policy		3
	-	Domestic resource mobilization		4
	-	The role of fiscal policy and taxation in inclusive growth		5
	-	Fiscal accounts and fiscal aggregates measures		6
	-	Test 1		7

	<ul style="list-style-type: none"> - Taxation principles in 21st century and tax policy reforms 8 - Fiscal projections and effective tax rate 9 - Budgeting of optimal taxes 10 - Fiscal sustainability, debt tolerance, and fiscal space 11 - Investment spending and capital taxation 12 - Measuring the fiscal stance 13 - Coordination of fiscal and monetary policy 14 - Mid-term 2 15 	
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	<ul style="list-style-type: none"> - Lectures 65% - Exercises 35% <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	<ul style="list-style-type: none"> - Activity 10% - Test 1 40% - Test 2 50% - +Bonus: seminars/exercises 10% 	
Assessment Description	<p>Class Activity (10%)- involves actively engaging students in discussions on topics that originate from the course syllabus. (Addresses CLO1, CLO2, CLO3).</p> <p>Tests 1&2 (40% + 50%) - include a mid-term evaluation period during the semester. More specifically, after the 7th week, the first test is organized, which contains the teaching materials covered from the first week to the sixth week. Then in the 14th week, the second test is organized. These tests include 15 to 20 questions, where the nature of the questions is varied, including essay questions, optional questions, etc. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p>	

	<p>Seminar (10 %) - students who carry out research or seminar work are supported with 10% of the overall assessment. The work can be done individually, or in group form (2 to 3 people). (Addresses CLO2, CLO3, CLO4, CLO5).</p>												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Seminar • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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Literature/References	<p>Primary Literature</p> <ul style="list-style-type: none"> • Public Finance and Public Policy in the New Century, Sijbren Cnossen, Hans-Werner Sinn • Sabahudin Komoni, Prishtine 2018 - Financat Publike • Gruber, Jonathan (2018) - Public Finance and Public Policy • Alan J. Auerbach & Kent Smetters (2019) - The Economics of Tax Policy • Kaplow, L. (2008), The Theory of Taxation and Public Economics, Princeton University Press • Stiglitz, J. Economics of the Public Sector, W.W. Norton & Company <p>Secondary Literature</p> <ul style="list-style-type: none"> • Fiscal Policy: Taking and Giving Away https://www.imf.org/external/pubs/ft/fandd/basics/fiscpol.htm • Reading material from Customs of Kosova. www.dogana.rks-gov.net • Reading material from Tax Administration of Kosova. www.atk-ks.org • Reading material from Kosovo Pension Fund. www.trusti.org 												

	<ul style="list-style-type: none"> Annual reports from IMF, WB on fiscal policies and taxation
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	INVESTMENTS								
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	Type	Semester	ECTS	Code					
OBLIGATORY (O)	5	6	10INV303						
Aims and Objectives	<p>This course is designed to introduce students to modern portfolio management and financial analysis of investments. It covers expected utility theory, measures of risk and return, the theory of portfolio selection, asset pricing models and their empirical test, the efficient markets hypothesis, and issues in stock portfolio management.</p> <p>Study investment opportunities are important because the investment opportunities of an individual or institutional investor are not only the investment in government papers or only in the region in which the investor is but also in the international markets. With the globalization of investment markets, the investor (individual or institutional) should have greater information and knowledge for their interpretation to take an efficient decision for him with the good combination of return and risk.</p> <p>Therefore, the main objectives of this course are the preparation of students with advanced knowledge in the field of the financial system and capital markets, training and preparation about investment decisions, the evaluation of securities, as well as the diversification of the capital portfolio.</p>								

<p>Learning Outcomes</p>	<p>At the conclusion of this subject students should have the skills to:</p> <ul style="list-style-type: none"> • To understand investment strategies, and to interpret them against the background of capital market theory and the efficient markets paradigm; (PLO1, PLO8) • Possess advanced knowledge about financial markets and their operation; (PLO1, PLO3) • To be able to understand, analyze and evaluate the financial position of businesses, investment opportunities, financial institutions and capital market; (PLO3, PLO5) • To interpret finances and funding sources of financial institutions; (PLO1, PLO3) • To be able to understand the process of corporate financial risks; (PLO3, PLO8) • To use the techniques and methods of protection against possible financial risks and crises, as well as being able to manage risk during business activities; (PLO5, PLO8, PLO9) • To explain the financing of corporations with securities and financial derivatives in international stock markets. (PLO1, PLO3, PLO9) 																																
<p>Course Content</p>	<table border="1"> <thead> <tr> <th data-bbox="487 835 1299 905">Course Plan</th> <th data-bbox="1299 835 1474 905">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="487 905 1299 961">Investment environment</td> <td data-bbox="1299 905 1474 961">1</td> </tr> <tr> <td data-bbox="487 961 1299 1018">Financial instruments markets</td> <td data-bbox="1299 961 1474 1018">2</td> </tr> <tr> <td data-bbox="487 1018 1299 1075">Organization and operation of the financial markets</td> <td data-bbox="1299 1018 1474 1075">3</td> </tr> <tr> <td data-bbox="487 1075 1299 1131">Characteristics of an investment: Risk and Return</td> <td data-bbox="1299 1075 1474 1131">4</td> </tr> <tr> <td data-bbox="487 1131 1299 1188">Portfolio diversification</td> <td data-bbox="1299 1131 1474 1188">5</td> </tr> <tr> <td data-bbox="487 1188 1299 1245">Arbitrage pricing model</td> <td data-bbox="1299 1188 1474 1245">6</td> </tr> <tr> <td data-bbox="487 1245 1299 1302">Mid-term exam 1</td> <td data-bbox="1299 1245 1474 1302">7</td> </tr> <tr> <td data-bbox="487 1302 1299 1358">Bond characteristics and pricing</td> <td data-bbox="1299 1302 1474 1358">8</td> </tr> <tr> <td data-bbox="487 1358 1299 1415">Common share characteristics and pricing</td> <td data-bbox="1299 1358 1474 1415">9</td> </tr> <tr> <td data-bbox="487 1415 1299 1472">Future markets</td> <td data-bbox="1299 1415 1474 1472">10</td> </tr> <tr> <td data-bbox="487 1472 1299 1528">Financial Crises</td> <td data-bbox="1299 1472 1474 1528">11</td> </tr> <tr> <td data-bbox="487 1528 1299 1585">Capital budgeting</td> <td data-bbox="1299 1528 1474 1585">12</td> </tr> <tr> <td data-bbox="487 1585 1299 1642">Investment banks</td> <td data-bbox="1299 1585 1474 1642">13</td> </tr> <tr> <td data-bbox="487 1642 1299 1698">Mid-term exam 2</td> <td data-bbox="1299 1642 1474 1698">14</td> </tr> <tr> <td data-bbox="487 1698 1299 1755">Consultations</td> <td data-bbox="1299 1698 1474 1755">15</td> </tr> </tbody> </table>	Course Plan	Week	Investment environment	1	Financial instruments markets	2	Organization and operation of the financial markets	3	Characteristics of an investment: Risk and Return	4	Portfolio diversification	5	Arbitrage pricing model	6	Mid-term exam 1	7	Bond characteristics and pricing	8	Common share characteristics and pricing	9	Future markets	10	Financial Crises	11	Capital budgeting	12	Investment banks	13	Mid-term exam 2	14	Consultations	15
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Teaching/Learning Methods	<p>Seminars 20%</p> <p>Exercise 20%</p> <p>Simulation with Stata and Iq Option/MetaTrader 20%</p> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>								
Assessment Description	<p>Individual Project (20%) – is an evaluation instrument where students analyze key indicators of financial markets, securities, and the investment environment. It contains 1500 to 2500 words. The evaluation is based on structure, content, and presentation (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Tests (2 × 35%) – represent mid-term assessments conducted during the semester. The first test is applied in Week 7, while the second test is in Week 14. They contain 10 to 20 questions, including short essays, tasks, and economic interpretation (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p> <p>Activity (10%) – is an evaluation instrument used to assess students’ engagement and understanding during lectures and exercises (Addresses CLO1, CLO2, CLO3).</p>								
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Individual Project • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>								
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	Laboratory	1	
	Moodle	1	
	Arduino IDE, Simulator circuits.io		
	Beamer (Projector)	1	
	Stata	1	
	IQ Option		
ECTS Workload	Activity	Total workload	
	Lectures	24	
	Seminars	12	
	Exercises	12	
	Simulation with Stata and Iq Option/MetaTrader	12	
	Self-Learning	84	
	Exams	6	
Literature/References	Primary Literature:		
	<ul style="list-style-type: none"> • Essentials of Investments, Zvi Bodie, Alex Kane, Alan J. Marcus • Investimet, Tekst Universitar- Edlira Luçi , Dorina Kripa, Shtepia Botuese:“Pegi”, Botimi i dyte. ISBN 99943-693, 2012. • Financat e Korporatave- Gazmend Luboteni , Prishtinë, 2015. 		
Literature/References	Secondary Literature:		
	<ul style="list-style-type: none"> • Tregjet dhe Institucionet Financiare- Pjesa I dhe II- Federic Mishkin, Stenly Eakins, Botues Instituti i Hulumtimeve Shkencore VICTORY,Prishtine,2009. • The economics of money, banking, and financial markets- Federic Mishkin , Serletis Apostolos. Seventh Canadian Edition. The, Canadian Edition,2019. • Financial Markets and Institutions, Anthony Saunders, Marcia Cornett, Business and Economics; 5th edition, 2012. • International Financial Markets, Leonardo Auernheimer, University Chicago Press, 2010. • Financial Markets and Institutions. Global Edition, Frederik Mishkin, Stanley Eakins, 2011. 		
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	<p>exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>
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Course	BANKING MANAGEMENT								
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OBLIGATORY (O)	5	6	10BM302						
Aims and Objectives	<p>The lectures include the theoretical foundations of all topics relevant to (commercial) banking. Institutional conditions, including legal foundations and regulations, are discussed for banks in Kosovo. A survey of the organization and legal foundations of banks in other countries complements this discussion. Moreover, specific management accounting tools for banks, as well as financial accounting regulations, are presented. This course aims to study banking, which would allow us to understand the operations, regulations, and problems of the banking sector. To achieve this objective, the student should acquire knowledge and skills.</p>								
Learning outcomes	<p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Identify and define theories explaining the existence of financial intermediaries and describe the institutional and legal background of banks (PLO3, PLO4) • Apply various methods to identify and assess the main types of risks that banks encounter (PLO4, PLO5) • Identify and analyze the causes and consequences of developments in financial markets (PLO3, PLO5) • Evaluate the effectiveness of risk management methods based on international banking practice standards (PLO4, PLO5, PLO9) • Propose and develop new methods for risk management in different contexts (PLO4, PLO5, PLO9) • Analyze and assess the effectiveness of standard management tools in addressing various types of risks in banking activities (PLO3, PLO4, PLO5) • Build and develop in-depth knowledge for a career in the finance industry (PLO5, PLO9) 								

	Course Plan	Week
Course Content	Introduction to Banks	1
	Central Bank, Activity, and Monetary Policy Management	2
	Types of Banks and Banking Systems in Developed Economies	3
	Banking Products and Services	4
	Interest Rates, Types, and Calculations	5
	Banking Risks, Identification, and Evaluation	6
	Financial Risk Management, Methods, and Techniques	7
	Test 1	8
	Liquidity and Bank Solvency	9
	Functions, Measures, Adaptability, and Banking Capital Planning	10
	Financial Statements, Consolidation, and Measurement of Bank Success	11
	Banking Crises, Crisis Management, and Banking Markets	12
	Marketing Trends and Globalization of Banking Business	13
	Test 2	14
	Conclusion of the Course	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	50%
	Seminars	20%
	Laboratory	-
	Case studies	10%
	Roleplay	-
	Problem-based learning	10%

	<p>Study visits -</p> <p>Flipped classroom 10%</p> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>										
Assessment Description	<p>Quiz 1 & 2 (20%) – is an evaluation instrument conducted twice during the semester (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Activity / Attendance (10%) – evaluates students’ commitment and contribution during discussions, lectures, and tasks (Addresses CLO1, CLO2).</p> <p>Group Project (30%) – includes a final group assignment (max. 3 students) with 2500–3000 words. Evaluation is based on content, structure, organization, literature review, and findings (Addresses CLO2, CLO3, CLO4, CLO5, CLO6).</p> <p>Final Exam (40%) – applied after the end of lectures and exercises. The exam contains open and closed questions with a duration of up to 60 minutes (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7)</p>										
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Quiz • Group Project • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>										
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	Laboratory	0
	Moodle	1
	Arduino IDE, Simulator circuits.io	0
	Beamer (Projector)	1
ECTS Workload	Activity	Total workload
	Lectures	30
	Seminars and group projects	15
	Tutorial	15
	Independent learning	88
	Exam	2
Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Bank Management, Timothy W. Koch, S. Scott MacDonald • "Financial Markets and Institutions II" – Frederic S. Mishkin, Stanley G. Eakins (2018) (translated into Albanian) • "Management of Financial Institutions" – Antony Saunders, Mcgraw-Hill College (3rd Edition) <p>Secondary Literature:</p> <ul style="list-style-type: none"> • "Basic Finance: An Introduction to Financial Institutions, Investments, and Management" by Herbert B. Mayo (January 1, 2018) • "Risk Management and Financial Institutions" (Wiley Finance) by John C. Hull (April 10, 2018) • "Financial Markets and Institutions" – Anthony Saunders, Marcia Cornett, Business and Economics (5th Edition, 2012) • "Financial Markets and Institutions. International Edition" – Mc Graw Hill (2nd Edition) • "International Financial Markets" – Leonardo Auernheimer, University Chicago Press (2010) • "Financial Markets and Institutions" – Jeff Madura (10th Edition, 2010) • Materials from the Lecturer: 	
	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or</p>	
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OBLIGATORY (O)	5	6	10FICM418						
Aims and Objectives	<p>This course is designed to provide students will a thorough understanding of the importance of financial institutions and capital markets of a developed economy. Money. Money, financial institutions, and financial markets have emerged as instruments of payments for the services of factors of production, such as labor and capital. The use of money facilitates business in a market by acting as a common medium of exchange. Of course, as that market expands and develops on a national and international level, the importance of money, banking, and other financial markets expands to accommodate innumerable exchanges. This course will allow students to examine not only the origins and nature of money, but also the institutions and markets that have evolved to enable the exchange of goods and services worldwide. It will provide you with the opportunity to examine the instruments and strategies assisting production, distribution, and consumption. Also, this course will help you develop an appreciation for important concepts in economics, from interest rates and central banking to stocks, bonds, and foreign exchange</p>								
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Identify specific risks in global financial markets, using case studies and current events to analyze the impact of economic changes and policies (PLO3, PLO4, PLO5) • Analyze the role and influence of financial institutions and the capital market in the global context, using examples and case studies to understand complex interactions and their effects on the global economy. (PLO1, PLO3, PLO5) • Apply the concept of the time value of money in analyzing real financial situations, identifying and addressing challenges and opportunities through the acquired knowledge. (PLO3, PLO5) • Develop in-depth knowledge of specific financial markets and instruments, connecting this understanding with more general knowledge from the program. (PLO1, PLO3) 								

	<ul style="list-style-type: none"> • Understand the links between monetary policies and economic development, integrating this knowledge into the broader context of the program.(PLO1, PLO4) • Apply in-depth knowledge about the functioning of the banking system and financial institutions, connecting this understanding with their general program knowledge. (PLO3, PLO4, PLO5) • Analyze the performance of financial markets in depth, using key concepts and integrating knowledge from other disciplines to understand the causes and consequences of developments in financial markets. (PLO3, PLO4, PLO5) 																																
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Teaching/Learning Methods	<table border="1"> <thead> <tr> <th data-bbox="483 1556 1247 1598">Teaching/Learning Activity</th> <th data-bbox="1247 1556 1474 1598">Weight (%)</th> </tr> </thead> <tbody> <tr> <td data-bbox="483 1598 1247 1640">Lectures</td> <td data-bbox="1247 1598 1474 1640">70%</td> </tr> <tr> <td data-bbox="483 1640 1247 1682">Seminars</td> <td data-bbox="1247 1640 1474 1682">20%</td> </tr> <tr> <td data-bbox="483 1682 1247 1724">Laboratory</td> <td data-bbox="1247 1682 1474 1724"></td> </tr> <tr> <td data-bbox="483 1724 1247 1766">Case studies</td> <td data-bbox="1247 1724 1474 1766">10%-</td> </tr> <tr> <td data-bbox="483 1766 1247 1808">Role play</td> <td data-bbox="1247 1766 1474 1808">-</td> </tr> <tr> <td data-bbox="483 1808 1247 1850">Problem-based learning</td> <td data-bbox="1247 1808 1474 1850"></td> </tr> <tr> <td data-bbox="483 1850 1247 1892">Study visits</td> <td data-bbox="1247 1850 1474 1892"></td> </tr> <tr> <td data-bbox="483 1892 1247 1900">Work placement</td> <td data-bbox="1247 1892 1474 1900"></td> </tr> </tbody> </table>	Teaching/Learning Activity	Weight (%)	Lectures	70%	Seminars	20%	Laboratory		Case studies	10%-	Role play	-	Problem-based learning		Study visits		Work placement															
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Assessment Description	<p>Activity (10%) – evaluates students’ commitment and contribution during discussions, lectures, and tasks (Addresses CLO1, CLO2, CLO3).</p> <p>Individual Assignment (30%) – includes a written paper of 1500–2500 words, completed individually. Evaluation is based on structure, content, and analysis (Addresses CLO3, CLO4, CLO5, CLO6).</p> <p>Midterm Exams (2 × 30%) – consist of two tests conducted during the semester, in Week 7 and Week 14. They include various tasks and questions based on course topics (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7)</p>														
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Individual Assignment • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>														
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Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

Subject	INSURANCE AND RISK MANAGEMENT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	10IRM419

<p>Aims and Objectives</p>	<p>This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management. The course gives an overview of risk management; which insurance companies cover within the scope of their insurance activities (in life as well as in non-life insurance). The students will be informed about the importance of the insurance market and employability opportunities within the market.</p>																																
<p>Learning Outcomes</p>	<p>After a successful completion of the course participants should be able to comprehend the following learning outcomes:</p> <ul style="list-style-type: none"> • Acquire advanced knowledge in the field of the insurance market in Kosovo and beyond (PLO1, PLO9) • Understand the most important risk instruments (calculation of premiums and fees, solvency, technical reserves, reinsurance, risk-adjusted performance management and reporting within the insurance market). (PLO1, PLO4) • Understand and demonstrate knowledge of insurance company funding sources, insurance contracts and provisions, features of property insurance, auto insurance, liability insurance and personal insurance. (PLO1, PLO3, PLO9) • Understand the approach to risk management through risk identification, risk measurement and risk management (PLO4, PLO5) • Understand and identify the risks of insurance projects and the use of techniques and/or methods to protect against these risks.(PLO4, PLO5, PLO9) • Develop and demonstrate analytical and problem-solving skills for insurance and risk management through real-life case studies and practical examples. (PLO5, PLO9) 																																
<p>Course Content</p>	<table border="1"> <thead> <tr> <th data-bbox="500 1255 1295 1289">Course Plan</th> <th data-bbox="1295 1255 1474 1289">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="500 1289 1295 1323">Risk from the insurance perspective</td> <td data-bbox="1295 1289 1474 1323">1</td> </tr> <tr> <td data-bbox="500 1323 1295 1356">Risk management</td> <td data-bbox="1295 1323 1474 1356">2</td> </tr> <tr> <td data-bbox="500 1356 1295 1390">Insurance activities</td> <td data-bbox="1295 1356 1474 1390">3</td> </tr> <tr> <td data-bbox="500 1390 1295 1423">Legal principles of insurance</td> <td data-bbox="1295 1390 1474 1423">4</td> </tr> <tr> <td data-bbox="500 1423 1295 1457">Insurance company operations</td> <td data-bbox="1295 1423 1474 1457">5</td> </tr> <tr> <td data-bbox="500 1457 1295 1491">Financial activities of insurance companies</td> <td data-bbox="1295 1457 1474 1491">6</td> </tr> <tr> <td data-bbox="500 1491 1295 1524">Mid Term Exam 1</td> <td data-bbox="1295 1491 1474 1524">7</td> </tr> <tr> <td data-bbox="500 1524 1295 1558">Supervision of insurance market</td> <td data-bbox="1295 1524 1474 1558">8</td> </tr> <tr> <td data-bbox="500 1558 1295 1591">Analysis of insurance contracts</td> <td data-bbox="1295 1558 1474 1591">9</td> </tr> <tr> <td data-bbox="500 1591 1295 1625">Property insurance</td> <td data-bbox="1295 1591 1474 1625">10</td> </tr> <tr> <td data-bbox="500 1625 1295 1659">Auto insurance</td> <td data-bbox="1295 1625 1474 1659">11</td> </tr> <tr> <td data-bbox="500 1659 1295 1692">Liability insurance</td> <td data-bbox="1295 1659 1474 1692">12</td> </tr> <tr> <td data-bbox="500 1692 1295 1726">Personal insurance</td> <td data-bbox="1295 1692 1474 1726">13</td> </tr> <tr> <td data-bbox="500 1726 1295 1759">Group Presentations</td> <td data-bbox="1295 1726 1474 1759">14</td> </tr> <tr> <td data-bbox="500 1759 1295 1793">Midterm Exam 2</td> <td data-bbox="1295 1759 1474 1793">15</td> </tr> </tbody> </table>	Course Plan	Week	Risk from the insurance perspective	1	Risk management	2	Insurance activities	3	Legal principles of insurance	4	Insurance company operations	5	Financial activities of insurance companies	6	Mid Term Exam 1	7	Supervision of insurance market	8	Analysis of insurance contracts	9	Property insurance	10	Auto insurance	11	Liability insurance	12	Personal insurance	13	Group Presentations	14	Midterm Exam 2	15
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Teaching/Learning Methods	Lectures	50%							
	Exercises (role plays, case studies, problem-based learning, etc)	50%							
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>								
Assessment Methods	Assessment Activity	Weight (%)							
	Attendance	10%							
	Midterm Exam 1	35%							
	Midterm Exam 2	35%							
	Presentation	20%							
Assessment Description	<p>Class Activity (10%) – evaluates students’ engagement in discussions and tasks during lectures (Addresses CLO1, CLO2, CLO3).</p>								
	<p>Midterm Exams (2 × 35%) – evaluation instruments applied in Week 7 and Week 15, enabling students to accumulate 70% of the overall assessment (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p>								
	<p>Paper / Presentation (20%) – students conduct research and present their findings in groups. The paper includes 2500–3000 words and is evaluated based on structure, content, and presentation (Addresses CLO3, CLO4, CLO5, CLO6, CLO7).</p>								
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Paper / Presentation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>								
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Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Risk Management, Carl L. Pritchard • Rejda, G. E. and McNamara, M. J. (2017). Principles of Risk Management and Insurance 13th Edition, Pearson (ISBN 978-0134082578) • Dhuci, O. (2011). Njohuritë bazë për Riskun dhe Drejtimin e tij, Tiranë • Gashi, Sh. (2011). Analiza e Tregut të sigurimeve, Instituti i Statistikës, Prishtinë <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Fraser, J. and Simkins, B. (2010). Enterprise Risk Management. New Jersey: John Wiley & Sons (ISBN 978-0-470-49908-5) • Vaughan, E.J. and Vaugham, T.M. (2013). Fundamentals of Risk and Insurance 1th Edition, Wiley (ISBN 978-1118534007) 								
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Subject	INTERNATIONAL BUSINESS AND STRATEGY			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	5	6	10IBS340
Aims and Objectives	<p>The objective of this course is to familiarize students with a broad range of theoretical and practical perspectives on the strategy and organization of national and international firms. The course gives an overview of the main theoretical approaches to the management of national and international firms. The course probes the ultimate determinants of firms' productivity rooted in their strategies and operating practices, the vitality of their locations, and the quality of the business environment in which they compete. The course provides a sufficient foundation in industry competition and competitive strategy to allow students without management training to grasp course concepts.</p>			
Learning Outcomes	<p>After completion of the course, students should be able to comprehend the following competences:</p> <ul style="list-style-type: none"> • Enumerate and describe the most important strategies used by international firms (PLO2, PLO9) • Summarize key perspectives of industrial, institutional, resource-based, transaction cost, and cultural theories in international business literature (PLO2, PLO4) • Address international trade and strategic market entry modes such as exports, licensing, alliances, greenfield investments, and mergers & acquisitions (PLO2, PLO9) • Apply fundamental methods and tools related to organizational structures and corporate governance in international firms (PLO4, PLO9) • Articulate the limitations of different strategic management theories (PLO2, PLO4) 			
Course Content	Course Plan			Week
	• Strategy			1
	• Institutions, Politics, Laws and Economics			2
	• Industry Competition			3
	• International Firm Resources and Capabilities			4
	• Communication and Negotiations across Countries			5
	• Trading Internationally			6
	• Midterm Exam 1			7
	• Exchange Rates			8
	• Investing Abroad			9
	• Strategic Alliances			10
	• Organisational Structures of International Firms			11
	• International Human Resources and Corporate Governance			12

	<ul style="list-style-type: none"> • Summary and Case Presentations 13 • Presentations 14 • Midterm Exam 2 15 										
Teaching/Learning Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Teaching/Learning Activity</th> <th style="text-align: right;">Weight (%)</th> </tr> </thead> <tbody> <tr> <td>• Lectures</td> <td style="text-align: right;">60%</td> </tr> <tr> <td>• Exercises and projects/team work</td> <td style="text-align: right;">40%</td> </tr> </tbody> </table> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	Teaching/Learning Activity	Weight (%)	• Lectures	60%	• Exercises and projects/team work	40%				
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Assessment Description	<p>Activity (10%) – is an assessment instrument applied from Week 1 to Week 15. It involves students' active engagement in discussions of topics covered in lectures that originate from the course syllabus. This assessment evaluates students' participation, contribution, and understanding during class activities (Addresses CLO1, CLO2, CLO3).</p> <p>Midterm Exams 1 & 2 (2 × 35%) – through tests conducted during the semester, students accumulate a significant portion of the overall assessment. The first colloquium is held in Week 7 and covers topics from Week 1 to Week 6, while the second colloquium is held in Week 15 and covers topics from Week 8 to Week 13. The exams include 10 to 15 questions in different formats, such as essay questions, multiple-choice questions, and true/false questions. The duration of each exam is up to 45 minutes. This assessment evaluates students' theoretical understanding, analytical ability, and application of knowledge (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p> <p>Verbal Presentation (10%) – is an assessment instrument conducted in Week 14. Students are required to select a topic covered during lectures and present it in relation to a real company in Kosovo. The purpose of this assessment is to enhance students' understanding of theoretical concepts and their practical application in real-world contexts. Evaluation is based on preparation, quality of information, content, presentation skills, and responses to questions (Addresses CLO2, CLO3, CLO4, CLO5).</p>										

Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Verbal Presentation • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>															
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Subject	<p style="text-align: center;">INTERNATIONAL MARKETING MANAGEMENT</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Type</th> <th style="width: 20%;">Semester</th> <th style="width: 20%;">ECTS</th> <th style="width: 30%;">Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">10IMM341</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10IMM341								
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OBLIGATORY (O)	5	6	10IMM341														
Aims and Objectives	<p>The course aims at exposing the students to the international marketing activities, marketing in and global forces transforming the international business today. The course develops a general perspective about managing international business both in operational as well as strategic context.</p> <ul style="list-style-type: none"> - Through this course students will comprehend the international and global market potential, within the marketing mix strategies, and coordinate the managerial efforts for successful implementation. - Through this course students would understand the consequent changes in firm's operating environments such as political, legal, cultural and economic environments. 																
Learning Outcomes	<p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Define basic international marketing concepts, theories, principles, and terminology (PLO1, PLO5) • Identify international and global marketing strategies by applying the marketing mix concept (PLO5, PLO9) • Explain the effect of environmental factors (cultural, economic, institutional, legal, and political) on international marketing activities (PLO1, PLO9) • Identify international customers through marketing research and develop cross-border segmentation and positioning strategies (PLO5, PLO9) • List the differences between international marketing and global marketing activities (PLO1) • Recognize international and global marketing strategies applied by enterprises in Kosovo (PLO1, PLO9) 																
Course Content	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Course Plan</th> <th style="width: 20%;">Week</th> </tr> </thead> <tbody> <tr> <td>General characteristics of the course. Introduction to</td> <td style="text-align: center;">1</td> </tr> <tr> <td>Development and Specifications of International Marketing</td> <td style="text-align: center;">2</td> </tr> <tr> <td>International Marketing in the Enterprise</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Access and Positioning of International Marketing</td> <td style="text-align: center;">4</td> </tr> <tr> <td>Cultural, economic, technological environment and</td> <td style="text-align: center;">5</td> </tr> <tr> <td>International Marketing Determinants</td> <td style="text-align: center;">6</td> </tr> <tr> <td>Test 1</td> <td style="text-align: center;">7</td> </tr> </tbody> </table>	Course Plan	Week	General characteristics of the course. Introduction to	1	Development and Specifications of International Marketing	2	International Marketing in the Enterprise	3	Access and Positioning of International Marketing	4	Cultural, economic, technological environment and	5	International Marketing Determinants	6	Test 1	7
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	International Marketing Research	8
	The penetration strategies in foreign markets	9
	Penetration in foreign markets through export	10
	Globalization and international marketing	11
	International Marketing and Globalization in Kosovo	12
	International Marketing and Globalization in Kosovo Enterprises: Some stories of success / Visit by a guest speaker	13
	Test 2	14
	Consultation	15
Teaching/Learning Methods	Weight (%)	
	6. Lectures	40%
	7. Exercises	20%
	8. Case studies/Seminars	20%
	9. Problem-based learning	20%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	
	Weight (%)	
	5. Activity	10%
	6. Course	20%
	7. Tests	70%
Assessment Description	<p>Activity (10%) – through this assessment, students are observed and evaluated during their engagement in lectures and exercises. It measures participation, understanding, and interaction during class activities (Addresses CLO1, CLO2, CLO3).</p>	
	<p>Course Assignment / Seminar (20%) – is an evaluation instrument where students complete an individual or group assignment of 1500–2000 words. The evaluation is based on structure, content, and analytical quality (Addresses CLO3, CLO4, CLO5, CLO6).</p>	
	<p>Tests (2 × 35%) – are evaluation instruments applied after Week 7 and Week 14. Each test includes 15–20 questions with a duration of 60–90 minutes. The questions cover the full course material and assess students’ theoretical understanding, analytical ability, and application of knowledge (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p>	

Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Assingment / Seminar • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>														
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Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> - Nehat Ramadani. (2018). Marketingu Ndërkombëtar. UBT. - International Marketing, Philip Cateora, John Graham - Philip Cateora. Et. Al. (2019). ISE International Marketing. McGraw-Hill Interamericana de España S.L.; 18th edition (February 9, 2021) - Masaaki Kotabe. (2016). Global Marketing Management. Wiley <p>Secondary literature:</p> <ul style="list-style-type: none"> - Lectures authorized by the lecturer of the selected subject and materials. (2023) - Case Studies from verified electronic/internet sources. 														
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p>														

	<p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>
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Subject	<p>INTERNATIONAL CORPORATE GOVERNANCE AND MANAGEMENT</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e6f2ff;"> <th style="text-align: left;">Type</th> <th style="text-align: center;">Semester</th> <th style="text-align: center;">ECTS</th> <th style="text-align: center;">Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">10CIM430</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10CIM430
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OBLIGATORY (O)	5	6	10CIM430						
Aims and Objectives	<p>The process of globalization highlighted the need to reconceptualise the interaction of companies with market supervisory bodies, in order to increase competition and face the challenges of the global market. In the globalized economy we live in today, companies from countries with weak corporate governance systems are less competitive on the market.</p> <p>For this reason, the need for good corporate governance is important as it helps companies meet their capital needs outside of traditional sources of financing, so that they can expand and be internationally competitive.</p> <p>The subject Management of international corporations as an interdisciplinary scientific discipline includes a comparative analysis of the management of large companies-corporations, as specific businesses organized in the form of companies in the USA, Great Britain, France, Germany, Japan and other countries. of the world.</p> <p>The objectives of the course are to provide students with basic knowledge about the management of international corporations, as well as to deal in detail with the need for better management of international corporations in both the public and private sectors, and at the same time the knowledge and experience gained from the management of international corporations so that they can apply them in corporate management in the local context.</p> <p>In general, the main objective will be to study corporate governance models in countries that have adopted the best corporate governance practices.</p>								
Learning Outcomes	<p>After successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> - Understand the role and importance of good corporate governance (PLO1, PLO9) 								

	<ul style="list-style-type: none"> - To understand the principles and best practices of corporate governance at the global level, including the OECD and other international organizations (PLO1, PLO6) - Critically evaluate risks related to not implementing best practices of corporate governance (PLO4, PLO6) - Work in teams to propose optimal corporate governance models for corporations in the Republic of Kosovo (PLO9, PLO4) - To apply the acquired doctrinal experiences in the practice of corporate operation; (PLO6, PLO9) - Critically analyze control and risk management strategies of international corporations (PLO4, PLO6, PLO9) 																																
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	<p>10. Second Case Study 20%</p> <p>11. Final Exam 30%</p>												
Assessment Description	<p>Activity (30%) – includes active student engagement in discussions based on course topics and evaluates participation, contribution, and understanding (Addresses CLO1, CLO2, CLO3).</p> <p>Case Studies (20% + 20%) – evaluation instruments conducted in groups of 3–5 students. Each case study is 1000–1500 words and assessed based on analysis, application, and critical thinking (Addresses CLO2, CLO3, CLO4, CLO5).</p> <p>Final Exam (30%) – applied after the completion of lectures. The exam includes open and closed questions with a duration of up to 90 minutes and evaluates students’ overall achievement, analytical skills, and application of knowledge (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6).</p> <p>The report between theoretical and practical part in the context of the course is:</p> <ul style="list-style-type: none"> • The theoretical part will include 30% of the course and • The practical part will include 70% of the course 												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Case studies • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses’ schedule.</p>												
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Subject	<p>INTERNATIONAL BUSINESS NEGOTIATIONS</p> <table border="1"> <thead> <tr> <th>Type</th> <th>Semester</th> <th>ECTS</th> <th>Code</th> </tr> </thead> <tbody> <tr> <td>OBLIGATORY (O)</td> <td>5</td> <td>6</td> <td>10IBN343</td> </tr> </tbody> </table>	Type	Semester	ECTS	Code	OBLIGATORY (O)	5	6	10IBN343
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OBLIGATORY (O)	5	6	10IBN343						
Aims and Objectives	<p>The purpose of this course is to elaborate on the key determinants of negotiating and closing deals successfully in any business environment. The course provides an overview of how various factors and contexts affect negotiation processes and outcomes, providing key mechanisms for dealing with difficult issues and dealing with difficult negotiators.</p> <p>To achieve this purpose, the course will focus on the following objectives:</p> <ul style="list-style-type: none"> • Learning and understanding the scope of negotiations in international business (stakeholders, structures, situations, etc.) • Learning and understanding a wide range of theoretical and practical perspectives on negotiation methods and strategies 								

	<ul style="list-style-type: none"> • Learning and understanding methods for analyzing negotiations in general and to prepare more effectively for future negotiations • Learning and understanding decision-making processes, taking into account the development of the negotiation process and its impact on achieving a successful outcome • Learning and understanding the importance of team collaboration and business negotiation team management expertise. 																																
Learning Outcomes	<p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> • Describe and interpret the importance of stakeholders, structures, and situations in negotiations (PLO1, PLO9) • Identify negotiation theories and relate them to practical negotiation cases (PLO1, PLO4) • Define strategic and tactical thinking and explain real business negotiation problems (PLO4, PLO9) • Describe and explain effective and ineffective negotiation strategies and practices (PLO1, PLO4, PLO9) • To define and interpret common action plans for the successful realization of negotiations and to be able to anticipate changes (PLO4, PLO9) 																																
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Assessment Description	<p>The activity (10%) - includes actively engaging the students in discussions on topics that originate from the course syllabus. This assessment instrument is designed to include all the learning outcomes of the course Syllabus (Addresses all CLOs).</p> <p>Test 1 (30%) - includes 30% of the evaluation, and is applied in the seventh academic week. They may include 15 to 20 questions, where the nature of the questions is varied, including essay questions, optional questions, etc. (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Seminar (30%) - Through the seminar, students will collect data and analyze problems in certain fields of research. The seminar paper is developed in working groups, and includes 2000 to 2500 words. The evaluation of the seminar paper is based on its structure, content, and finally the part of the presentation. Through this evaluation instrument we will aim to achieve the learning outcomes from 1 to 3 according to the syllabus (Addresses CLO1, CLO2, CLO3).</p> <p>Final Exam (30%) - The exam is an evaluation instrument that takes place after the lectures. Depending on the subject, the exam contains 15 to 20 questions, and its duration is 90 minutes. The exam questions fully cover the material covered during a semester, and are consistent with the course learning outcomes (Addresses all CLOs).</p>												
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Seminar • Midterm exam • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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	Self-study	90
Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> • International negotiation, Victor A. Kremenyuk • Lewicki, R. J., Barry, B., Saunders, D. (2015). Negotiation: Readings. Exercises and Cases. 7th ed. Mc Graw Hill Education. • Charles W.L.Hill & G.Tomas M. Hult. (2019). Biznesi Ndërkombëtar. Shtëpia botuese: AADF <p>Secondary literature:</p> <ul style="list-style-type: none"> • Pervez N. Ghauri. (2020). International Business Negotiations. Edward Elgar Publishing • Helmold, M., Dathe, T., Hummel, F., Terry, B., & Pieper, J. (2020). Successful International Negotiations. Springer International Publishing. 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	SEMINAR			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	6	3	10SEM351
Aims and Objectives	<p>This module provides participants with basic knowledge in undergraduate research seminar. Further, this module offers students a variety of concepts, techniques and tools to analyses, design, plan, and write a research seminar based on literature review, but not limited. In the course, students will learn how to form an undergraduate thesis, to build a research strategy, to conduct primary and secondary</p>			

	<p>source research, to search, to find, to analyses and to interpret these sources. The course enables students with the required research skills and knowledge to develop use their first independent research paper. The seminar cover topics from the field of finances, accounting, marketing, taxation, insurance and pensions, innovation, management, business, international business.</p>																																
<p>Learning Outcomes</p>	<p>Upon completion of this module, participants will be capable to:</p> <ul style="list-style-type: none"> • Understand the field of research and the topic of research (PLO1, PLO5) • Understand and describe literature review and research (PLO6, PLO5) • Understand and explain methodology, research question, hypothesis, argument, and analysis (PLO6, PLO5) • Discuss the argument and the results (PLO6, PLO1) 																																
<p>Course Content</p>	<table border="1"> <thead> <tr> <th data-bbox="487 625 1282 693">Course Plan</th> <th data-bbox="1282 625 1474 693">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="487 693 1282 745">Introduction: Writing a Research Paper.</td> <td data-bbox="1282 693 1474 745">1</td> </tr> <tr> <td data-bbox="487 745 1282 798">Identifying the study field and research topic</td> <td data-bbox="1282 745 1474 798">2</td> </tr> <tr> <td data-bbox="487 798 1282 850">Discussions related to the rationality of chosen topic</td> <td data-bbox="1282 798 1474 850">3</td> </tr> <tr> <td data-bbox="487 850 1282 903">Seminar content and writing style</td> <td data-bbox="1282 850 1474 903">4</td> </tr> <tr> <td data-bbox="487 903 1282 955">Literature research process</td> <td data-bbox="1282 903 1474 955">5</td> </tr> <tr> <td data-bbox="487 955 1282 1008">Developing research questions, hypothesis and arguments</td> <td data-bbox="1282 955 1474 1008">6</td> </tr> <tr> <td data-bbox="487 1008 1282 1060">Presentations</td> <td data-bbox="1282 1008 1474 1060">7</td> </tr> <tr> <td data-bbox="487 1060 1282 1113">Arguments discussion-individually class discussions</td> <td data-bbox="1282 1060 1474 1113">8</td> </tr> <tr> <td data-bbox="487 1113 1282 1165">Seminar drafting</td> <td data-bbox="1282 1113 1474 1165">9</td> </tr> <tr> <td data-bbox="487 1165 1282 1218">Progress report, individual presentations</td> <td data-bbox="1282 1165 1474 1218">10</td> </tr> <tr> <td data-bbox="487 1218 1282 1270">Technical writing, references, citations,</td> <td data-bbox="1282 1218 1474 1270">11</td> </tr> <tr> <td data-bbox="487 1270 1282 1323">Seminar writing and revising</td> <td data-bbox="1282 1270 1474 1323">12</td> </tr> <tr> <td data-bbox="487 1323 1282 1375">Final draft writing due corrections</td> <td data-bbox="1282 1323 1474 1375">13</td> </tr> <tr> <td data-bbox="487 1375 1282 1428">Presentations</td> <td data-bbox="1282 1375 1474 1428">14</td> </tr> <tr> <td data-bbox="487 1428 1282 1480">Consultations</td> <td data-bbox="1282 1428 1474 1480">15</td> </tr> </tbody> </table>	Course Plan	Week	Introduction: Writing a Research Paper.	1	Identifying the study field and research topic	2	Discussions related to the rationality of chosen topic	3	Seminar content and writing style	4	Literature research process	5	Developing research questions, hypothesis and arguments	6	Presentations	7	Arguments discussion-individually class discussions	8	Seminar drafting	9	Progress report, individual presentations	10	Technical writing, references, citations,	11	Seminar writing and revising	12	Final draft writing due corrections	13	Presentations	14	Consultations	15
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Assessment Description	<p>Class Activity (10%) – through this instrument, students are evaluated based on their engagement in discussions and problem-solving activities during lectures and exercises throughout the semester. This assessment evaluates participation, interaction, and understanding (Addresses all CLOs).</p> <p>Group Work / Project (60%) – includes a final group assignment conducted in teams of no more than three students. The paper must contain between 2500 and 3000 words. The evaluation is based on content, structure, organization, literature review, results, and final findings. This assessment evaluates analytical, research, and application skills (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Presentation (30%) – contributes 30% to the overall course evaluation. The presentation is assessed individually within the group based on content quality, clarity, delivery, and ability to respond to questions (Addresses CLO2, CLO3, CLO4).</p>												
	Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Group work / Project • Presentation <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>											
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	Activity	Total workload
ECTS Workload	Lectures	24
	Seminars	24
	Laboratory	-
	Practice in the industry	-
	Independent learning	25
	Exams	2
	Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> • Barnett, S., & Bedau, H. (2007) <i>Critical Thinking, Reading, and Writing: A Brief Guide to Argument</i>. New York: Bedford/St. Martin's Press. • Writing seminar 2020 (English Paperback, Woon Koon). <p>Secondary literature:</p> <p>Case studies 2022-2023 from national and international journals</p>
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	PROJECT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	6	6	10PRO354
Aims and Objectives	<p>The aim of this course is to educate and prepare students capable of theoretical knowledge of the concepts of entrepreneurial projects and the implementation of a business idea in daily practice. So, the objective of the Course is to give enough knowledge from the field of Entrepreneurship projects in general and that the student can practice these ideas through business idea generation on what it is like to be a good designer and implementer of the most advanced models of a business so that it performs better.</p> <p>The specific objective of the course is to analyze all these concepts with examples and case analyzes from successful economic enterprises based on the conditions of genuine market competition.</p> <p>The other specific objective is the work of students through seminars through which successful business models in the World and in Kosovo are researched, which they present to the audience, fellow students and the subject holder.</p>			
Learning outcomes	<p>After completing this course:</p> <ul style="list-style-type: none"> • The student will understand the role of the entrepreneurship project in the economy and will be competent in generating business ideas (PLO2, PLO5) • The student will be equipped with the knowledge to manage business models in general (PLO2, PLO6) • The student will have knowledge to identify and address cases and problems that arise during change management in enterprises (PLO5, PLO6) • The student will have sufficient knowledge to apply different forms of organizational structures according to the nature or field of business (PLO2, PLO6) • The student will be able to apply leadership models across departments such as sales, purchasing, production, finance, marketing, human resources, R&D, and IT (PLO5, PLO9) • The student will have sufficient knowledge to apply or summarize knowledge from other fields of study during studies to apply in practical cases of the Business plan (PLO6, PLO9) • The student will be ready to compile financial statements and other plans for the enterprise; (PLO2, PLO6, PLO9) 			
Course Content	Weekly plan			Week
	Preparation of the project proposal/Project manual Group division/Discussion of project ideas			1
	Basic Concepts of Entrepreneurship			2
	Business environment			3
	Business and Entrepreneurship			4
	Analysis of the macro idea and microfilter			5
	SWOT and SMART Business idea analysis			6
	Workshop based business plan			7
	Market and competition analysis (Porter 5 forces)			8
	Marketing Plan			9
Initial capital and business costs			10	

	Financial plan	11
	Cash flow	12
	Summary of the results of projects / Industry Visit	13
	Group work, Discussions and Presentations	14
	Group work, Discussions and Presentations	15
Teaching/learning Methods	Activity	Weight (%)
	Lecture	20 %
	Role play	10%
	Case study, presentations	40%
	Interactivity	10%
	Working groups	20%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessments methods	Assessment activities	Weight
	1. Participation in lectures / activities	10%
	2. Project work	90%
Assessment Description	<p>Class Activity (10%) – Through this instrument, students are evaluated during discussions and problem-solving activities in lectures and exercises throughout the semester. This assessment measures engagement, participation, and understanding (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p>	
	<p>Group Project (90%) – This assessment includes a final group project developed in teams of no more than three members. The paper must contain between 2500 and 3000 words. The evaluation is based on structure, content, analysis, and presentation. This instrument addresses all course learning outcomes (Addresses CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7).</p>	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Group Project 	
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Course Resource	Resources	Number
	1. Class	1
	3. Moodle	1
	4. Projector	1
Ects workload	Activity	Total
	Lectures	24
	Discussion, consultation	12

	Project	75
	Independent lesson	36
	Exam	3
Literature/References	<p>Primary Literature</p> <ul style="list-style-type: none"> • Kuratko, D.F. (2020), Entrepreneurship: Theory, Process, and Practice • Arreola-Risa Gaspar, Bierman, Kolari, Hise, Smith (2016) Introduction to Business Paperback, Academic Media Solutions; <p>Secondary Literature</p> <ul style="list-style-type: none"> • Michael Havey (2019), Essential –Business-Process, O’Reilly Media, Inc • Practical business plan models in EU Format version • A Systems Approach to Planning, Scheduling, and Controlling, Harold R. Kerzner 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	INTERNSHIP			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	6	6	10INT355
Aims and Objectives	<p>This course is designed to provide students with the opportunity to apply the knowledge and skills acquired during their studies in a practical/workplace setting. The aim of this course is to enable the student to apply the knowledge and theories</p>			

	<p>learned from academic environment in a practical/real-world setting with the support of a faculty advisor. The on-the-job learning experience also assists students in exploring career interests and it provides them the opportunity to build professional networks. At the end of this course students should hand in an internship report of 5-8 pages, latest at the last day of his/her internship, in order to express their professional knowledge about their experience in a particular Institution.</p>
<p>Learning Outcomes</p>	<p>After finishing this course, the student will be able to:</p> <ul style="list-style-type: none"> • Relate the knowledge gained during their studies to a professional work environment (PLO2, PLO6) • Identify the practices and protocols of a specific company and industry (PLO2, PLO5) • Identify future career opportunities with a focus on personal career goals (PLO5, PLO9) • Develop communication skills within a professional work environment (PLO6, PLO9) <ul style="list-style-type: none"> • Recognize a network of professional contacts within the industry. (PLO5, PLO9) • Recognize continuous improvement from the feedback from supervisors and colleagues. (PLO6, PLO9) • Present the internship report regarding the experience and knowledge gained within a company (PLO2, PLO6, PLO9)
<p>Course Content</p>	<p>Course Plan</p> <p>The internship course plan is divided in three phases within the semester:</p> <ol style="list-style-type: none"> 1. Orientation and Introduction <p>Introduction lecture with the students from the mentor/supervisor who should be a professor within MBE Program</p> <p>The internship supervisor has to decide about, whether the prospective internship place of the student meets the criteria for an internship</p> <p>Additional lectures regarding the administrative instructions about the internship</p> <p>Introduction to the host organization and its business operations.</p> 2. Supervision and Mentorship <p>Assignment of a mentor or supervisor within the organization to guide the intern's activities.</p> <p>Regular check-ins to discuss progress, challenges, and opportunities for growth.</p> 3. Final Reporting:

	<p>The student has to hand in an internship report of 5-8 pages, latest at the last day of his/her internship, which is a comprehensive report detailing the intern's contributions and learning outcomes.</p> <p>The internship report should contain:</p> <ul style="list-style-type: none"> - A description of the Institution/ company and its products - A description of and reflection on the intern' s tasks -An analysis of how the learning outcomes were met during internship -A analysis of the connection between the intern's tasks and the work processes of the Institution/ company. -Solution proposals for challenges in the student's tasks or the processes of the company -A conclusion, that sets the report in relation to the final exam. 						
<p>Teaching/Learning Methods</p>	<table border="1"> <thead> <tr> <th data-bbox="488 793 1263 856">Teaching/Learning Activity</th> <th data-bbox="1263 793 1479 856">Weight (%)</th> </tr> </thead> <tbody> <tr> <td data-bbox="488 856 1263 919">Practice in the industry</td> <td data-bbox="1263 856 1479 919">60%</td> </tr> <tr> <td data-bbox="488 919 1263 982">Independent work</td> <td data-bbox="1263 919 1479 982">40%</td> </tr> </tbody> </table> <p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	Teaching/Learning Activity	Weight (%)	Practice in the industry	60%	Independent work	40%
Teaching/Learning Activity	Weight (%)						
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<p>Assessment Methods</p>	<p>Assessment Activity</p> <p>Internship in the industry/business (certificate from the business supervisor). Written report on the internship (final project in Word format summarizing the internship experience, evaluated from the MBE supervisor) Presentation (summarizing the internship experience in PPT format, evaluated from the MBE supervisor). The final evaluation will be based in the certificate of completion, written report and presentation by the MBE supervisor.</p>						

<p>Assessment Description</p>	<p>Internship in the industry (60%): The student will be appointed in a specific business that operates in the field of MBE, more specifically in orientations related to MBE. For example, if the student is part of Finance, Banking and Insurance, he/she needs to finish the internship in Banks, Microfinance institutions, insurance companies, etc. The student will have a chance to relate its information learned during the studies with the problems of a real life and market demand. Within the industry, the student will have a supervisor that will evaluate the intern's performance in the company, in the end with a specific certificate that will be sent to the MBE supervisor. This assessment instrument covers learning outcomes from 1 to 6. (Addresses CLO1-CLO6)</p> <p>Comprehensive project and presentation (40%): The student needs to prepare a comprehensive project and final presentation summarizing the internship experience. It includes a preparation of a comprehensive report detailing the intern's contributions and experience within the specific business/institution. The report should include an analysis of how the learning outcomes were met during the internship. The project is required to be in a Word format with a specific structure, information's about the company where they finished the internship, the department where they were appointed as an intern, activities executed within the internship period, lessons learned, etc. The word paper should contain 5-8 pages. The presentation of the project should be in PPT format (up to 10 slides). This assessment instrument covers learning outcome 7. (Addresses CLO 7)</p> <p>Note: Students will have two supervisors/evaluators, one in the MBE faculty and one in the company where they will complete the internship. The Supervisor at Faculty will receive the certificate from the internship supervisor in order to verify hours and the work performed as stated in the final report.</p>												
<p>Assessment Criteria</p>	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Internship in the industry • Presentation <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>												
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	Lectures (introduction lecture and lectures for other instructions for the students)	4
	Practice in the industry	90
	Consultations with UBT Supervisor	4
	Preparing the internship paper/report and presentation	52
Literature/References	Materials collected by undertaking practical work in the Institution.	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	PROJECT MANAGEMENT			
	Type	Semester	ECTS	Code
	OBLIGATORY (O)	6	6	10PM350
Aims and Objectives	<p>The purpose of this course is to prepare students to understand the essential elements of project management. This course complies with IPMA Level E and other international practice guidelines (IPMA / PMI). The main objectives of this course are: To understand the analysis of project needs; Phases of the project life cycle; Understand the breakdown of work packages - WBS; Logical Framework; Risk Analysis; Work Safety Plan; Quality Plan; Communication Plan; etc.</p>			
	<p>The course will elaborate the importance of project management application by understanding the theoretical framework of the course and will enable students to develop a practical project which they will present at the end of the course. The</p>			

<p>Learning outcomes</p>	<p>course will help the student to prepare for real projects in industry or projects within other development projects / institutions, etc.</p> <p>More specifically, after finishing this course the student will:</p> <ul style="list-style-type: none"> • Define project goals, objectives, and activities (PLO1, PLO5) • Explain the project life cycle, including initiation, planning, implementation, monitoring, and closing phases (PLO1, PLO5) • Identify stakeholders and evaluate their relevance to the project (PLO5, PLO6) • Describe techniques for preparing project schedule using PERT and CPM methods, and work bone structure (WBS) (PLO1, PLO6, PLO7) • Identify techniques for calculating costs based on material / manpower and management. (PLO5, PLO6) • Recognize work safety plans, quality management forms, risk analysis plan and management. (PLO6, PLO7) • Present group projects developed according to an appropriate project framework / structure (PLO6, PLO7) 																																
<p>Course Content</p>	<table border="1"> <thead> <tr> <th data-bbox="496 932 1252 982">Weekly Schedule</th> <th data-bbox="1255 932 1466 982">Week</th> </tr> </thead> <tbody> <tr> <td data-bbox="496 987 1252 1029">Introduction to Project Management</td> <td data-bbox="1255 987 1466 1029">1</td> </tr> <tr> <td data-bbox="496 1033 1252 1104">Project management standards. Defining student groups for projects</td> <td data-bbox="1255 1033 1466 1104">2</td> </tr> <tr> <td data-bbox="496 1108 1252 1222">Project start-up phase. Project needs analysis. Assigning relevant topics to all groups and discussing / clarifying questions</td> <td data-bbox="1255 1108 1466 1222">3</td> </tr> <tr> <td data-bbox="496 1226 1252 1297">Logic Framework (Goals, Objectives, Activities, Indicators)</td> <td data-bbox="1255 1226 1466 1297">4</td> </tr> <tr> <td data-bbox="496 1302 1252 1344">Project life cycle. Planning.</td> <td data-bbox="1255 1302 1466 1344">5</td> </tr> <tr> <td data-bbox="496 1348 1252 1419">Practical exercises in MS Project. Planning the WBS</td> <td data-bbox="1255 1348 1466 1419">6</td> </tr> <tr> <td data-bbox="496 1423 1252 1465">Scheduling</td> <td data-bbox="1255 1423 1466 1465">7</td> </tr> <tr> <td data-bbox="496 1470 1252 1541">Practical exercises in MS Project. Gantt Diagram and Activities (PERT and CPM methods)</td> <td data-bbox="1255 1470 1466 1541">8</td> </tr> <tr> <td data-bbox="496 1545 1252 1617">Human Resource Management in Project / Project Group</td> <td data-bbox="1255 1545 1466 1617">9</td> </tr> <tr> <td data-bbox="496 1621 1252 1692">Demonstration of practical projects. Visit by a guest speaker</td> <td data-bbox="1255 1621 1466 1692">10</td> </tr> <tr> <td data-bbox="496 1696 1252 1768">Project cost analysis (purchases/planning/contracts/suppliers)</td> <td data-bbox="1255 1696 1466 1768">11</td> </tr> <tr> <td data-bbox="496 1772 1252 1843">Monitoring and control of projects. Safety planning and Risk Analysis</td> <td data-bbox="1255 1772 1466 1843">12</td> </tr> <tr> <td data-bbox="496 1848 1252 1919">Auditing in projects and project closure phase. Report summary creation</td> <td data-bbox="1255 1848 1466 1919">13</td> </tr> <tr> <td data-bbox="496 1923 1252 1965">Presentation of projects by students.</td> <td data-bbox="1255 1923 1466 1965">14</td> </tr> <tr> <td data-bbox="496 1969 1252 2001">Final Test</td> <td data-bbox="1255 1969 1466 2001">15</td> </tr> </tbody> </table>	Weekly Schedule	Week	Introduction to Project Management	1	Project management standards. Defining student groups for projects	2	Project start-up phase. Project needs analysis. Assigning relevant topics to all groups and discussing / clarifying questions	3	Logic Framework (Goals, Objectives, Activities, Indicators)	4	Project life cycle. Planning.	5	Practical exercises in MS Project. Planning the WBS	6	Scheduling	7	Practical exercises in MS Project. Gantt Diagram and Activities (PERT and CPM methods)	8	Human Resource Management in Project / Project Group	9	Demonstration of practical projects. Visit by a guest speaker	10	Project cost analysis (purchases/planning/contracts/suppliers)	11	Monitoring and control of projects. Safety planning and Risk Analysis	12	Auditing in projects and project closure phase. Report summary creation	13	Presentation of projects by students.	14	Final Test	15
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Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	50%
	Demonstration of practical tasks (Ms Project, Excel))	15%
	Case studies	5%
	Guest speaker from the industry	10%
	Solving problems	10%
	Presentations of Projects	10%
	<p>The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.</p> <p>Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.</p>	
Assessment Methods	Assessment Activity	Weight (%)
	Active participation	10%
	Final Test	30%
	Group Project	60%
Assessment Description	<p>Group project (60%) - Through the project, students will achieve productive results, identifying the gap between research problems and the topics treated during the lectures. The project has a framework based on international standards of PM and must contain between 2500 and 3000 words. The evaluation of the project goes through several stages, starting with the content and structure, project idea, scheduling plan, cost plan, HR plan, etc., and finally the defense/presentation part in PPT. This assessment instrument covers learning outcomes from 1 to 7. (Addresses CLO1 – CLO7)</p> <p>Activity (10%) - Through the activity, students will be evaluated during discussions and study problems raised in lectures and exercises throughout the semester. This instrument will address all learning outcomes within the subject. (Addresses CLO1 – CLO7)</p> <p>Final Test (30%) - is applied in the end of the semester, it contains 12-15 questions in open and closed form to address the project management main concepts, its duration is from 45 to 60 minutes. This assessment instrument covers learning outcomes from 1 to 6. (Addresses CLO1 – CLO6)</p>	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance and participation • Group Project • Final Exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>	

Course resources	Resource	Number
	Class	1
	Moodle	1
	Projector	1
ECTS workload	Activity	Total workload
	Lectures	28
	Group project	60
	Independent learning	60
	Test/Exam	2
Literature/References	<p>Primary literature:</p> <ul style="list-style-type: none"> • A Guide to the Project Management Body of Knowledge, Project Management Institute • Menaxhimi i Projekteve. Cikël leksionesh. Tomori, I & Keco, Remzi. Tekst universitar, 2020 Tiranë. • UBT Format Template. 2023. <p>Secondary literature:</p> <ul style="list-style-type: none"> • IPMA Handbook – NCB Version 3 • Presentation slides prepared by the Lecturer. • Exercise – web-based materials and MS Project • Etc – moodle should be followed continuously by the student to get updates. • Ing. Gjençi Gjoka. Guide for the project manager. Working with projects. Publishing house ‘Dituria’. 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical</p>	

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Subject	BACHELOR THESIS								
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OBLIGATORY (O)	6	15	10BTH353						
Description of the thesis	<p>The bachelor thesis is meant to show that a student is capable of working on a scientific subject or project and display or document their results on a scientific level subject to a certain deadline. The thesis is mentored and assessed by an mentor. The choice of subject and mentor may be suggested by the student. If the professor of choice rejects mentoring, the student will be assigned a mentor on request by the Faculty office.</p> <p>The working time on a thesis is 10 weeks. Subject, tasks and extent of the thesis have to be restricted so as to enable adherence of the deadline. The schedule of meetings and consultations regarding the thesis is appointed by agreement between the mentor and the student.</p> <p>The thesis needs a title page, a table of contents and a bibliography. All information regarding the thesis writing process and the graduation process in general is available on the Moodle platform. Students need to follow the instructions made public at the MBE Bachelor Thesis Framework and The Guideline regarding the graduation process. The candidate needs to attach a written declaration to the thesis which states that they have written the thesis themselves, have not used sources and means other than the ones indicated, have indicated direct citations.</p> <p>The mentor continuously reviews the thesis. In this case, he/she evaluates it positively or gives comments to the student for possible improvements. The mentor must respond within a reasonable time frame (about two weeks) to the student if there is a need for improvement. After the thesis is approved by the mentor, the final version the thesis has to be delivered to the Faculty Office, which in a two-weeks period has to inform the student if the thesis was accepted or technical changes have to be made in order to be accepted and further proceeded. The student has two weeks as well to adjust his/her thesis according to the program regulations.</p> <p>After the thesis has been accepted by the Faculty, the mentor evaluates the final version of the thesis and the student proceeds with the graduation procedures.</p>								
Learning outcomes	<ul style="list-style-type: none"> • Demonstrate an advanced understanding of the selected topic based on the literature review in specific area of orientation (PLO1, PLO5) • Apply academic written knowledge and research skills in order to interpret the current state of the art in the field of the thesis (PLO1, PLO6) 								

	<ul style="list-style-type: none"> • Demonstrate skills in the critical review of the literature on a specific topic (PLO5, PLO6) • Demonstrate their knowledge in clear definition of research questions and objectives (PLO1, PLO6) • Demonstrate skills of data collection and analysis (PLO3, PLO6, PLO7) • Apply advanced IT tools and systems for data analysis (PLO3, PLO6, PLO7) • Understand statistical methods and research methodologies to conduct robust data analysis, applying findings to real-world business scenarios (PLO3, PLO6, PLO7, PLO9) • Critically interpret the results and present the relevant recommendations on the area of orientation (PLO5, PLO7, PLO9) 								
Assessment methods	<p>Upon the completion of the diploma thesis by the student, the thesis mentor reviews and evaluates the overall assessment based on following indicators:</p> <ul style="list-style-type: none"> - The literature review was organized in the appropriate manner - Textbooks, academic books, and scientific journals were used for the literature review - Research questions and objectives were defined appropriately - The methodology and problem definition were established - Efficient methods were used in data collection and analysis - Interpretation and commentary of the results <p>Each of the above indicators can be evaluated 0-100%. The final grade is calculated based on the average of the six above indicators.</p>								
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ELECTIVE (E)	5	3	10DS390						
Aims and Objectives	<p>In today's world, important decisions made by individuals and society at large are data-driven, therefore understanding the fundamentals of Data Science is essential in this regard. Data Science is the study of the generalizable extraction of knowledge from data.</p> <p>Data Science is a course introducing the essential elements of data science: data management, summarizing and visualizing data, utilizing basic ideas of statistical inference, and machine learning. Students will gain hands-on experience using the Python programming language and Jupyter notebooks. Data Science can be viewed as a hybrid between a computing course focused on programming and algorithms, and a statistics course focusing on estimation and inference.</p> <p>The ultimate goal of the Data Science course is to learn the skills you need to perform well as a data scientist. It is the perfect incorporation of business judgment, statistics, algorithms, machine learning techniques and tools that will help you in understanding how to identify patterns and gain insights from raw data. This information will help the organization make big decisions related to their business.</p> <p>The syllabus of data science is not just limited to the structuring of data in a comprehensive manner. It can be extended to analyzing data that involves both unstructured and structured data. The algorithms and tools taught through the course will help you in understanding the predictive analysis aspect of data science. This information can be used to influence the present way of handling business as well as help them make future decisions. The syllabus of data science is designed in such a way that you get the required knowledge in the field of business knowledge, tools, and statistics and are well equipped to face the challenges of any organization in the industry.</p> <p>This course will transform you from a passive consumer of conclusions about data that other people have made to an informed, empowered, and critical reader, evaluator, and producer of data-driven insights. This course will also set you up for further advanced study in data science. In addition, data science is practically a prerequisite for many professions, so this course may be a powerful investment in your career.</p>								

Learning Outcomes	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Manage, summarize, and visualize data using the Python programming language and Jupyter notebooks and communicate results effectively to stakeholders; (PLO5, PLO6, PLO8) • Use principles of statistics to design to assist businesses in making data-automated decisions; (PLO5, PLO6) • Be able to list the steps involved in data science, from data acquisition to insight, and describe the role of each step; (PLO5, PLO6) • Understand the various issues (buzzwords and jargon) surrounding data science, like machine learning and deep learning, artificial intelligence, algorithms, big data, and more; (PLO5, PLO8) • Apply data to make informed predictions about possible outcomes in real scenarios. (PLO6, PLO8) 																																
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	<ol style="list-style-type: none"> 2. Assignment 30% 3. Final exam 60% 								
Assessment Description	<p>Activity (10%) – is applied to evaluate students' knowledge and skills during lectures and exercises. It measures engagement, participation, and understanding (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p> <p>Individual Assignment (30%) – is applied through a project or case study and is completed individually. It should include 1500 to 2500 words. The evaluation is conducted in several stages, including content, structure, analysis, and concludes with the final defense/presentation (Addresses CLO1, CLO2, CLO3, CLO4).</p> <p>Final Exam (60%) – is applied after the completion of lectures and exercises. The exam contains open and closed questions, with a duration of up to 60 minutes. It aims to measure the level of achievement in mastering the main competencies and skills of the course (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p>								
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Attendance (conduct) and participation • Individual Assignment • Final exam <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>								
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Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Jake VanderPlas: Python Data Science Handbook, 2nd Edition, ISBN: 978-1098121228 • Joel Grus: Data Science - First Principles with Python, 2nd edition, ISBN:9781492041122 <p>Secondary Literature:</p> <ul style="list-style-type: none"> • James, Witten, Hastie, Tibshirani: An Introduction to Statistical Learning 								
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level,</p>								

	<p>below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>
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Subject	DECISION MAKING THEORY			
	Type	Semester	ECTS	Code
	ELECTIVE (E)	5	3	10DMT391
Aim and Objectives	The purpose of this subject is to learn the basic concepts of decision-making in business. To become familiar with managerial styles and decision-making criteria as well as the forms and types of individual and group decision-making. Also, special importance will be given to the implementation of the process of decision-making in the enterprise.			
Learning Outcomes	<p>After successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • To become familiar with the general concept of theories and methods of business decision making, entrepreneurship and management (PLO1, PLO2) • Distinguish between individual and group decision making and the methods used (PLO2, PLO8) • To get to know the methods, models, techniques of scientific decision making in managerial decisions. (PLO1, PLO8, PLO9) • To understand game theory and utility theory for use in decision making. (PLO1, PLO8, PLO9) 			
Course Content	Course Plan			Week
	Introduction to decision making			1
	Management and decision making			2
	Decision making process			3
	Management, Leadership and decision making			4
	Individual and group decision making			5
	Methods and models of decision making			6
	Midterm I			7
	Conditions and techniques of decision making			8
	Expected value and decision making tree			9
	Decision making criteria			10
	Utility Theory			11
	Practical exercise in finding the expected value			12
	Game Theory			13
	Analysis of seminar papers and homework			14
Midterm II			15	

Teaching/Learning Methods	Activities	Pesha (%)
	Lectures	40%
	Seminar	20%
	Case studies	40%
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.	
	Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.	
Assessment Methods	Assessment Activity	Pesha (%)
	Midterm exam	2*50%
Assessment Description	Midterm Exams 1&2 (2x50%) - The tests include a midterm evaluation period during the semester. More specifically, after the 7th week, the first test is organized, which contains the teaching materials covered from the first week to the sixth week. Then in the 15th week, the second test is organized. These tests include 15 to 20 questions, where the nature of the questions is varied, including essay questions, optional questions, etc. (Addresses CO1, CLO2, CLO3, CLO4)	
Assessment Criteria	<p>In order to successfully pass the course, students are required to achieve at least 50% of the total points allocated across all assessment methods:</p> <ul style="list-style-type: none"> • Midterm exam 1 • Midterm exam 2 <p>Regular participation in lectures and course activities is considered an essential part of the learning process. Students are required to attend lectures based on the courses' schedule.</p>	
Course Resources	Resources	Numri
	Class (e.g)	1
	Moodle	1
	Projektor	1
ECTS Workload	Activity type	Ngarkesa total
	Lectures	30
	Self-Learning	43
	Tests	2

<p>Literature/References</p>	<p>Primary Literature</p> <ul style="list-style-type: none"> • Games, Strategies and Decision Making, Joseph E. Harrington • Menaxhmenti dhe Vendosja, I.Kuka; J.Pula; B.Krasniqi , 2019 • Marrja e vendimeve menaxheriale, V.Kume, 2015 <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Decision Making and Problem Solving: Break Through Barriers and Banish Uncertainty at Work. John Adair. 4yh Edition, 2019 • Practice Game Theory: Get a Competitive Edge in Strategic Decision-Making, Avoid Getting Outplayed, and Maximize Your Gains. Albert Rutherford. (Game Theory Series Book 2). <p>Publications</p> <ul style="list-style-type: none"> • Marmullaku B.: “Developing sustainable business strategies for SMEs: challenges and opportunities for SMEs in developing countries - case study of SMEs in Kosovo” (IJECEM, United Kingdom, Vol. VI, Issue 5, May 2018) https://ijecm.co.uk/wp-content/uploads/2018/05/6513.pdf • Marmullaku B.: “Marketing strategies of SMEs based on product life cycle – a study among SMEs in Kosovo” (IJECEM, United Kingdom, August 2015 – vol 3, issue 9) https://ijecm.co.uk/wp-content/uploads/2015/09/3937.pdf
<p>Ethical standards</p>	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person’s work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor’s level, the similarity index must be below 15%, and for Master’s level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>

<p>Subject</p>	<p>BUSINESS ETHICS</p>			
	<p>Type</p>	<p>Semester</p>	<p>ECTS</p>	<p>Code</p>
	<p>ELECTIVE (E)</p>	<p>5</p>	<p>3</p>	<p>10BE392</p>
<p>Aims and Objectives</p>	<p>Business ethics is a critical component across all sectors of industry. This module explores critical ethical challenges and regulations across key business areas,</p>			

	<p>including finance, accounting, human resources, marketing, and retail. Emphasizing the vital role of ethics in management, the course addresses legal risks and impacts of unethical behavior on businesses, employees, and consumers. It focuses on fostering ethical decision-making and social responsibility in business practices, equipping students with the skills to navigate ethical dilemmas in the contemporary business environment.</p>																																
<p>Learning Outcomes</p>	<p>After completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Recognize and analyze ethical dilemmas and challenges in various business contexts, including finance, accounting, human resources, marketing, and retail (PLO4, PLO8) • Learn and apply frameworks for ethical decision-making to real-world business scenarios, demonstrating the capacity to make informed ethical choices in professional settings (PLO4, PLO8, PLO9) • Critically assess the impacts of business decisions on employees, consumers, and society at large, considering both legal and ethical implications (PLO4, PLO9) • Understand and advocate for ethical and social responsibility in business practices, emphasizing the importance of ethical leadership in the business community (PLO4, PLO9) • Propose and implement solutions to ethical challenges in business, enhancing the ability to navigate complex ethical landscapes in professional environments (PLO8, PLO9) 																																
<p>Course Content</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Course Plan</th> <th style="text-align: right;">Week</th> </tr> </thead> <tbody> <tr><td>Introduction to Business Ethics</td><td style="text-align: right;">1</td></tr> <tr><td>Moral philosophies and ethical theories</td><td style="text-align: right;">2</td></tr> <tr><td>Ethical decision making</td><td style="text-align: right;">3</td></tr> <tr><td>Corporate Social Responsibility</td><td style="text-align: right;">4</td></tr> <tr><td>Ethics in global business</td><td style="text-align: right;">5</td></tr> <tr><td>Ethical leadership and corporate governance</td><td style="text-align: right;">6</td></tr> <tr><td>Workplace Ethics</td><td style="text-align: right;">7</td></tr> <tr><td>Marketing Ethics</td><td style="text-align: right;">8</td></tr> <tr><td>Environment Ethics and Sustainability</td><td style="text-align: right;">9</td></tr> <tr><td>Ethics in finance and accounting</td><td style="text-align: right;">10</td></tr> <tr><td>Technology and ethics</td><td style="text-align: right;">11</td></tr> <tr><td>Ethical Consumerism</td><td style="text-align: right;">12</td></tr> <tr><td>Legal aspects of business ethics</td><td style="text-align: right;">13</td></tr> <tr><td>Ethics in supply management</td><td style="text-align: right;">14</td></tr> <tr><td>Ethical Decision Making</td><td style="text-align: right;">15</td></tr> </tbody> </table>	Course Plan	Week	Introduction to Business Ethics	1	Moral philosophies and ethical theories	2	Ethical decision making	3	Corporate Social Responsibility	4	Ethics in global business	5	Ethical leadership and corporate governance	6	Workplace Ethics	7	Marketing Ethics	8	Environment Ethics and Sustainability	9	Ethics in finance and accounting	10	Technology and ethics	11	Ethical Consumerism	12	Legal aspects of business ethics	13	Ethics in supply management	14	Ethical Decision Making	15
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Assessment Description	<p>Ethical Dilema Journal (30%): Students maintain a reflective journal throughout the course, documenting their thoughts and reflections on how business decisions impact employees, consumers, and society. This method assesses their comprehension of the course material and its application to real-world business ethics, promoting self-awareness and continuous learning. (Addresses CLO1, CLO3, CLO4).</p> <p>Research Essay (30%): Students write a research essay on a specific topic in business ethics, exploring ethical theories and concepts. This essay assesses their understanding of foundational ethical principles and their ability to critically analyze and articulate these concepts in a structured, coherent written format. (Addresses CLO2, CLO3, CLO4)</p> <p>Case Study (40%) : Students analyze real-life or hypothetical case studies relevant to business ethics. They identify ethical issues, apply ethical decision-making frameworks, and propose solutions. This assessment method tests their ability to understand and navigate complex ethical scenarios, demonstrating critical thinking and problem-solving skills. (Addresses CLO1, CLO2, CLO3, CLO5).</p>										
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Literature/References	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Business Ethics, Andrew W. Ghillyer • Bowie, N. E. (2013). Business ethics in the 21st century. Springer. • Gentile, M. C. (2010). Giving voice to values: How to speak your mind when you know what's right. Yale University Press. • Duska, R. F. (2007). Contemporary reflections on business ethics (p. 11). Dordrecht: Springer. <p>Secondary Literature:</p> <ul style="list-style-type: none"> • Lawrence, A. T., & Weber, J. (2020). Business and society: Stakeholders, ethics, public policy. McGraw-Hill. • Weiss, J. W. (2021). Business ethics: A stakeholder and issues management approach. Berrett-Koehler Publishers. 	
Ethical standards	<p>All students in this course are required to adhere to the highest standards of academic integrity as outlined by UBT College's Code of Ethics. This includes the submission of original work for assignments, projects, quizzes, and exams. Acts of plagiarism, cheating, and using another person's work without proper citation are strictly prohibited. This also includes the use of unauthorized materials during exams, quizzes, or any other form of assessment, as well as submitting group projects with the work of others without proper acknowledgment.</p> <p>Written assignments will be checked using Turnitin anti-plagiarism software. For Bachelor's level, the similarity index must be below 15%, and for Master's level, below 10% (excluding references, quotes, and small sources). Violations such as plagiarism, cheating during exams or quizzes, or any form of dishonest academic conduct will lead to penalties, including a failing grade for the assignment or course, and may result in further disciplinary actions as outlined by UBT College policies.</p> <p>Students are expected to maintain integrity in all academic activities and to respect the intellectual property of others. For more information on ethical standards and consequences for violations, please refer to the UBT Code of Ethics, accessible through the student handbook or the college website.</p>	

Subject	FINANCIAL ANALYSIS			
	Type	Semester	ECTS	Code
	ELECTIVE (E)	5	3	10FA393

<p>Aims and Objectives</p>	<p>The Financial Analysis subject basically aims to describe and equip students with a wide range of concepts, techniques, tools, practices and various aspects that are very useful in the field of Financial Analysis. The field of Financial Analysis aims to prepare students to analyze, interpret and evaluate the financial position of a firm using financial statements, industry knowledge and information from the market environment to make better business decisions. The main objective of the Financial Analysis subject is “creating value” – ie, how a manager can use financial statement analysis to understand the firm's past performance, the current state and creating an assessment of the future performance of the firm, or how a potential investor uses financial statements to identify potential investment opportunities, etc. Financial Analysis aims to deal with the assessment, comparison, interpretation and problem solving of key concepts integrated from accounting, finance, economics, management, firm strategies to apply them in various economic and financial decision-making. Through the various studies and cases presented in this course, students will have the opportunity to see how the different and main concepts, techniques and methods of financial analysis are applied in practice.</p>																
<p>Learning Outcomes</p>	<ul style="list-style-type: none"> • Understand and evaluate advanced concepts and principles in business management, economics, finance, demonstrating them in a critical understanding of global and local economic dynamics; (PLO1, PLO3) • Be able to apply skills by developing short-term operating strategies and long-term investment and financial strategies; (PLO1, PLO6) • To solve unforeseen and complex challenges in business management, strategic and operational management using creative and innovative approaches, to ensure efficient and effective business decisions and processes; (PLO6, PLO7) • Be able to understand, analyze, evaluate and compare the financial position of businesses, investment opportunities, financial institutions and the capital market; (PLO1, PLO3, PLO6) • Be able to understand the process of financial risks and use the practices, concepts, methods and techniques of protection from them; (PLO3, PLO6, PLO7) 																
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Course Content	Vertical Analysis); Case Study I (Theoretical Part); Case Study II (Analysis Horizontal, Vertical); Research, Discussion, Debate, Comments, Evaluations, Recommendations;	8
	Assessment of Financial Position (Analysis of Liquidity Ratios; Analysis of Profitability Ratios);	9
	Evaluation of the Financial Position (Analysis of Efficiency Ratio; Analysis of Coverage Ratios);	10
	Profitability Analysis (Critical Profitability Point);	11
	The concept of leverage; Business and Financial Leverage);	12
	Trend Analysis;	13
	Cost – Volume – Profit Analysis;	14
	Case Study III (Analysis of Liquidity Ratios; Analysis of Profitability Reports); (Analysis of Efficiency Reports; Analysis of Coverage Ratios); Case Study IV (Critical Profitability Point); (Concept of Leverage; Business and Financial Leverage); Trend Analysis;	15
Teaching/Learning Methods	Teaching/Learning Activity	Weight (%)
	Lectures	60%
	Case Study	30%
	Learning through problem solving	10%
	The course is designed to be inclusive and accessible to all students. Teaching methods, learning materials, and assessment tasks may be adapted, where necessary, to accommodate students with special needs and ensure equal opportunities for participation and achievement.	
	Support mechanisms, including individual consultations and collaboration with student support services, have been strengthened to ensure that students receive appropriate academic assistance. Awareness of inclusive teaching practices will be applied to enhance accessibility and equal participation in the learning process.	
Assessment Methods	Assessment	Weight (%)
	Participation	10%
	Case Study I,II,III,	30%
	Final exam	60%

<p>Assessment Description</p>	<p>Class Activity (10%) - measures the evaluation of students in discussions and debates of a scientific nature within the subject, and includes 10% of the evaluation. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p> <p>Final Exam (60%) - applied after the end of the lectures, it aims to measure the level of achievements for mastering the main competencies and skills, expressed through all the learning outcomes of the course. (Addresses CLO1, CLO2, CLO3, CLO4, CLO5).</p> <p>Case studies (30%) – an instrument measured throughout the semester through 4 case studies, which take place in the 8th and 15th week. These case studies include materials that revise the content elaborated through previous weeks of lectures. (Addresses CLO2, CLO3, CLO4, CLO5).</p>												
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<p>ECTS Workload</p>	<table border="1"> <thead> <tr> <th style="text-align: left;">Activity</th> <th style="text-align: right;">Total workload</th> </tr> </thead> <tbody> <tr> <td>Lectures + Exercises</td> <td style="text-align: right;">45</td> </tr> <tr> <td>Self study time</td> <td style="text-align: right;">7</td> </tr> <tr> <td>Mid-term exams, Case study</td> <td style="text-align: right;">7</td> </tr> <tr> <td>Homework</td> <td style="text-align: right;">7</td> </tr> <tr> <td>Final exam preparation</td> <td style="text-align: right;">9</td> </tr> </tbody> </table>	Activity	Total workload	Lectures + Exercises	45	Self study time	7	Mid-term exams, Case study	7	Homework	7	Final exam preparation	9
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<p>Literature/References</p>	<p>Primary Literature:</p> <ul style="list-style-type: none"> • Understanding and analyzing financial statements, Karen P. Schoenebeck • Ingrid Shuli, Rezarta Perri, Analysis of Financial Statements, 2016, Albpaper, Tiranë • Halit Xhafa, Analysis of Financial Statements, 2014, Urtësia Bektashiane, Tiranë • Baginski, Stephen P., Bradshaw, Mark T., Wahlen, James M, Financial reporting, financial statement analysis, and valuation: a strategic perspective, 2018, Cengage 												

	<p>Secondary Literature:</p> <ul style="list-style-type: none"> • Shefket Jakupi, Analysis of Financial Statements, Titanic, 2020, Prishtinë • Felix I. Lessambo, Financial Statements: Analysis and Reporting, 2018, Springer International Publishing, Palgrave Macmillan • Skender Ahmeti, (Financial Analysis Part), Financial Accounting (Second Part), 2014, Prishtina • Vjollca Karapici, Analiza Financiare, shblu, 2002, Tiranë
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