



University of Prizren “ Ukshin Hoti”
Faculty of Economics
Program: Internacional Menagment

SYLLABUS							
Level of studies	Bsc	Program	IM	Academic year	2019-20		
SUBJECT		Basics of ECONOMICS					
Year	I	Status of subject	O	Code		ECTS credits	5
Semester	I						
Teaching weeks		15		Teaching hours		Lectures 3	Exercises 2
Teaching Methodology		Interactive lectures, exercises, discussions, term papers.					
Consultations							
Teacher		Prof. Ass. Dr. Gani Gjini		e-mail	gani_gj@hotmail.com		
				Tel.	044 255 548		
				e-mail			
				Tel.			

The study goal	Student Benefits
<p>The course objectives are to train students how to use simple logic to understand the business and to solve various managerial problems. To help students to form and develop intuition economic concerns as future manager, to decide which product to produce, to consider related costs and determine the product price, to decide on the best policies of employment and the most effective organization style.</p>	<p>At the end of this module, students:</p> <ul style="list-style-type: none"> - Will possess the knowledge necessary for macro and micro concepts of business management; - Will know the basic principles for maximizing the profits of the enterprise; - Will understand that to be successful on the market must tend by constant innovation and research developments in the foreign business environment; - They will be skilled to organize the business with the aim of obtaining economies of scale effects, - Will be competent to work proactively in a team for long-term business management.

Teaching and learning forms				
Interactive lectures, exercises, discussions, seminar papers, etc.				
Conditions for the implementation of teaching topic:				
Hall equipped with teaching aids (computer and projector) and the opportunity to dim hall.				
Student evaluation method (in%)				
Evaluation is done by test, but the final grade is done by four components: - Attendance and activity classes: 1-10 points - First Colloquium: 1- 30% (1-30 points) - Working Seminar: 1-10% (1-10 points) - Final Exam: 1- 60% (1-60 points)	Evaluation in %		Final grade	
	91 - 100		10 (ECTS – A)	
	81 – 90		9 (ECTS - B)	
	71 – 80		8 (ECTS - C)	
	61 – 70		7 (ETCS - D)	
	51 – 60		6 (ETCS - E)	
40 - 50		5* (ETCS – FX)		
Student obligations:				
Lectures: <ul style="list-style-type: none"> • Attending lectures • Participate actively in discussions during lectures • Participation in colloquia • Participation in the exam 		Exercises: <ul style="list-style-type: none"> • Continuation of exercises • Resect tho code of conduct, etc. 		
Student workload				
Activities		Hours	Days/Weeks	Total
Lectures		3	15	45
Tutorial		8	3	24
Consultations with teacher		1	9	9
Field visits		-	-	-
Seminars		4	3	12
Time self learning		-	-	-
Final preparation for the exam		3	7	28
Time spent on evaluation (tests, examination, etc.)		2	3	6
Projects, presentations, etc.		1	1	1
Note: 1 ECTS credit = 25 hours of engagement, if the case has ex. 5 ECTS credits, students must have 125 hours during term commitment		Total load:		125
Week	Lectures	Exercises		
1.	Themes	Hours	Themes	Hours
	✓ Managerial Economics and economic management principles		Questions and discussion	

2.	Market, demand and offer: <ul style="list-style-type: none"> ✓ Market ✓ Demand and demand curve ✓ Offer and supply curve ✓ Market equilibrium ✓ Applications of equilibrium theory 		Questions and discussion	
3.	✓ Quantitative Analysis of Demand		Questions, discussions and assignments.	
4.	✓ Theory of individual behavior		Questions, discussions and assignments.	
5.	✓ The production process and their costs		Questions, discussions and assignments.	
6.	✓ Firm and Branch		Questions and discussion	
7.	Future trends: <ul style="list-style-type: none"> ✓ Breaking geographical barriers; ✓ Eligibility of bank products; ✓ and the new competition; ✓ Strategies for banks competition; 		Questions and discussion	
8.	Test I		Test I	
9.	✓ Competitive market, monopoly and monopolistic competition		Questions and discussion	
10.	✓ Basic oligopoly models		Questions and discussion	
11.	✓ Oligopoly and Game Theory		Questions and discussion	
12.	✓ Pricing Strategies		Questions, discussions and assignments.	
13.	✓ Decision making under uncertainty and risk		Questions, discussions and assignments.	
14.	✓ Capital Budgeting		Questions, discussions and assignments.	
15.	Test II		Test II	
Literature				
<ul style="list-style-type: none"> ✓ Ahmet Mançellari, "Managerial Economics", Tirana 2012. ✓ William F. Samuelson and Stephen G. Marks, Managerial Economics, 2011 ✓ Dominick Salvatore, "Managerial Economics in a Global Economy", Thompson Learning / South-Western, US, fifth edition, 2004. 				
Notice				
<ul style="list-style-type: none"> ✓ The student should be aware of and respect the institution and school rules, ✓ Should also respect the schedule of lectures, exercises and be attentive at teaching, ✓ It is mandatory possession and presentation of the index in tests and exams, ✓ During compilation of seminar papers, a student must adhere to the instructions given by the teacher to realize and technical research paper. 				