



**University “Ukshin Hoti” Prizren**

# **Self Evaluation Report**

**Prizren, 2016**

## 5. Programs of study

### 5.1. General Information

### 5.2. Programming study assessment: Business Administration

#### 5.2.1. Basic data for the study programm

Description of Institution (name)	
Name of study programme	<b>Business Administration</b>
Categorization (BA, MA, BSc, MSc, PhD, Doctorate, University Course)	MSc
Academic Degree and the name of Diploma in final form and shortened.	Master in Administration Business - MSc
Study Field by <i>Erasmus Subject Area Codes (ESAC)</i>	04.0
Profile of Academic Programme	Business Administration
Minimal time duration	2 years (4 semesters)
Form of study (regular, without disconnection from work, distance study etc.)	Full-time
Number of ECTS	120 total, 60 per year
Modules /(Short Description)	<ol style="list-style-type: none"><li>1. Methodology of Scientific Research</li><li>2. SPSS/ANOVA</li><li>3. Corporate Financial Management</li><li>4. Marketing Management</li><li>5. Agro-nutritional products quality Management</li><li>6. European Economic Integrations</li><li>7. Managerial Economics</li><li>8. Public Economics</li><li>9. Corporate Governance</li><li>10. Advance Financial Accounting</li><li>11. Management Skills</li><li>12. Human Resources Management</li><li>13. Strategic Management</li><li>14. International Business</li><li>15. Operations Management</li><li>16. Risk Management in Agriculture</li><li>17. Advance Managerial Accounting</li><li>18. E- Business</li></ol> <u>Dissertation thesis</u>

Number of study places	60
Leader of study program me	Prof. Ass. Dr. Halil Kukaj
Permanently academic staff (scientific/artistic) (Number according to the category of personnel)	Assistant Professor
Study fee	150 Euros per semester

### **5.2.2. Rationale of the program for the labor market**

The Master program in Business Administration is an advanced study program designed for students who are interested in contemporary business management. This program aims to build, to develop and to implement the practical orientation of business management in domestic and international environments Business, with a high business competition. The structure and content of the subjects of this program offer a Master with functional and advanced managerial character, which includes subjects by business functions of a business entity.

### **5.2.3. International comparability of program**

This program is comparable to the Master's program at the Faculty of Economics, University of Tirana (Albania), University of Hertfordshire and University of Amsterdam.

### **5.2.4. The group (target) dedicated to program**

This program is dedicated to students who have terminated bachelor studies in economic, legal, political and agribusiness sciences.

### **5.2.5. Orientation program of study by leading institutional principles (mission)**

The program is in accordance with the vision, mission and goals of the University of Prizren, which has the mission to extract a professionally prepared staff for the domestic and international labor market.

### **5.2.6. The purpose and profile of the study program**

The purpose of the Masters's program in Business Administration is to provide education for the development of human resources required for establishment and development of businesses, which will be competitive in the global market. The developed business requires professionally prepared managers, who will successfully mobilize all company's resources and their efficient use in order to achieve the company's vision, mission and goals.

The other purpose of this program is to develop student's analytical and strategic skills, promoting concepts emanating from a wide range of academic disciplines. The program allows students to reflect creativity and efficacy in the international business environment.

### **5.2.7. Expected Learning Outcomes**

After graduation students will be prepared:

- To enter in the domestic and international labor market professionally qualified, with advanced knowledge for the Business Management,
- To operate in the business competitive environment,
- To analyze strategic level, to solve problems and to take appropriate decisions in very complex and variable business field,
- To apply their knowledges in practice and to communicate them in specialized audiences clearly and convincingly,
- To prepare and present theses and reports by professional standards,
- To lead investment projects,
- To organize and implement research projects,
- To manage time effectively and independently,
- To possess a number of computer and communication skills,
- To administrate the business independently and liability.

### **5.2.8. The relationship between the theoretical and practical/experimental of study**

The relationship between the theoretical and practical part is in order to implement the program and ensures achieving the necessary level of theoretical and practical knowledges. In this case, the ratio is approximately 65 % with 35 %.

### **5.2.9. Calculation of ECTS**

The calculation of ECTS in this study program is in harmony with the necessary number of hours for the implementation of the program which includes theoretical and practical aspect for the development of the respective course. The program as a whole has 120 ECTS credits. One ECTS is equivalent to 25 teaching hours.

### **5.2.10. Practical work**

The University of Prizren has agreement on practical work with the business community in the region of Prizren.

### **5.2.11. The research plan for the program evaluation**

So far the University of Prizren has a number of agreements signed with various international universities for cooperation in the field of research and students and professors mobility. Meanwhile, regarding the plan of research about this program, it will be implemented within the overall program in the University of Prizren "Ukshin Hoti".

### 5.2.12. Registration and admission conditions for the students

In this study program can be registered students who have terminated Bachelor studies in economic, juridical, political and agribusiness sciences, and have at least 180 ECTS credits accumulated. The students of the University of Prizren who prove that have terminated the Bachelor studies level with an average grade 8, or above, they are entitled to directly enroll in the Master studies. Whereas students with an average grade below 8, must undergo a qualifying exam.

### 5.2.13. The mirror of the program

#### Curriculum

##### First Year

##### 1-st Semester

Nr.	O/E	Study subject	hr/week	L	E	ECTS
1.	O	Methodology of Scientific Research	3	2	1	6
2.	O	SPSS/ ANOVA	3	2	1	6
3.	O	Corporate Financial Management	3	2	1	7
4.	O	Marketing Management	3	2	1	6
5.	E	Agro-nutritional products quality management	3	2	1	5
6	E	European Economic Integration	3	2	1	5

##### 2-nd Semester

Nr.	O/E	Study subject	hr/week	L	E	ECTS
1	O	Managerial Economics	3	2	1	6
2	O	Public Economics	3	2	1	6
3.	O	Corporation Governance	3	2	1	6
4.	O	Advanced Financial Accounting	3	2	2	7
5.	E	Management Skills	3	2	1	5
6.	E	Human Resources Management	3	2	1	5

##### Second Year

##### 3-rd Semester

Nr.	O/E	Study subject	hr/week	L	E	ECTS
1.	O	Strategic Management	3	2	1	7
2.	O	International Business	3	2	1	6
3.	O	Operations Management	3	2	1	6

4	0	Risk Management in Agriculture	3	2	1	6
5.	Z	Advanced Managerial Accounting	3	2	1	5
6.	Z	E- Business	3	2	1	5

#### 4-th Semester

Nr.	O	Study subject	hr/week	ECTS
1.	O	DISSERTATION		30

#### *Clarifying Information*

Master program studies in Business Administration last 2 years, with a total of 4 semesters. The first three semesters have 4 compulsory and optional subjects ( between two optional subjects the student chooses one subject ), while the 4th semester is dedicated for preparation of the Master thesis. Students attend lectures in obligatory and optional subjects according the time allocation provided. Every subject has the specific number of ECTS credits. Every semester has 30 ECTS credits (an academic year has 60 ECTS credits), while the entire study program (2 years x 60 ECTS credits) has 120 ECTS credits.

#### 5.2.14 Description of the Modules/Course

**Name of the subject:**

**METHODOLOGY OF SCIENTIFIC RESEARCH**

**Content:**

The course research methodology focuses on the explaining the role of academic research in the fields of business, economics and finance. Special care will be that students acquire key skills of academic study, to identify the main sources of knowledge for research in business and economics, good knowledge in business process research and ethical issues, get acquainted with research design and methodology of the analysis of qualitative and quantitative data.

**Aim and the expected outcomes of the student:**

The course aims to enable students to work in the field of research, to develop essential mastery to the design of thesis to achieve the academic degree of master of economics. In particular, the course aims to help train students for critical thinking and good academic writing. The methodology is practical subjects and apply learning in action. Therefore, students will be evaluated on how make a scientific research.

**Forms of teaching and acquisition:**

Lecturers, exercises, interactive approach, consultations, seminar paper work etc.

**Evaluation methods and criteria of passing:**

Student evaluation will be based on attendance and commitment to their written work, success in Colloquia and final exam. Retention criteria are based on the decision of the faculty council presented above in the SER.

**Concretization tools / IT**

Table, marker and IT equipment

**The ratio between the theoretical and practical study**

The ratio is 2: 1

**Literature:**

1. Social Science Research: Principles, Methods, and Practices, Bhattacharjee, Anol, (2012)
2. Business Research Methods, 13th Edition, William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, 2013, ISBN-13: 9781439080672
3. Research Methods, Bob Mathews dhe Liz Ross, 2010, ISBN-13: 9781405858502
4. Authorised Lectures by Prof. Bekim Berisha

<p><b><u>Name of the subject:</u></b></p> <p style="text-align: center;"><b>SPSS/ANOVA</b></p>
<p><b>Content:</b></p> <p>SPSS statistical software treats descriptive statistics, analysis of the variance, correlation regression, reliability analysis, method of testing hypotheses, writing and communicating the results of the analyzes, as well as averages of statistical tests using statistical software.</p>
<p><b>Aim and the expected outcomes of the student:</b></p> <p>The course aims, through lectures and exercises, and practical demonstration of the use of this program, students acquire sufficient knowledge on the role and importance of using statistical program SPSS in editing, coding, analysis of statistical data, and draw conclusions from these analyzes important for scientific research. Knowledge pertaining with the basic principles, methods and statistical models, the way of their application in economic analysis, and taking basic knowledge through the SPSS statistical analysis.</p>
<p><b>Forms of teaching and acquisition:</b></p> <p>Lecturers, exercises, interactive approach, consultationms, seminar paper work etc.</p>
<p><b>Evaluation methods and criteria of passing:</b></p> <p>Student evaluation will be based on attendance and commitment to their written work, success in Colloquia and final exam. Retention criteria are based on the decision of the faculty council presented above in the SER.</p>
<p><b>Concretization tools / IT</b></p> <p>Table, marker and IT equipment</p>
<p><b>The ratio between the theoretical and practical study</b></p> <p>The ratio is 2: 1</p>
<p><b>Literature:</b></p> <ol style="list-style-type: none"> <li>1. Discovering Statistics Using IBM SPSS Statistics, 4th Edition, 2013, ISBN-13: 860-1200577914</li> <li>2. Research methods in social sciences, IESB, 2012,</li> <li>3. Authorised Lectures by Prof. Bekim Berisha</li> </ol>



<b><u>Module / Course</u></b>
<b>CORPORATE FINANCIAL MANAGEMENT</b>
<ul style="list-style-type: none"> <li>• <b>Short content</b></li> </ul> <p>The course provides advanced knowledge on corporate finance in contemporary business conditions and increased competition. It treats the matter having to do with: legal forms of organization of enterprises, business finances as a function of corporate, corporate finance organization, role - the functions of the financial manager and agency costs. Time value of money, the financial environment, analysis of the financial statements and financial conditions in which the corporation is. Investments – Capital budgeting and corporate sources of financing. Calculation of critical points of profitability, calculation of operating leverage, calculation of financial leverage, calculation of the cost of capital. Dividend's policy and management of the working capital.</p>
<ul style="list-style-type: none"> <li>• <b>Objectives and expected results of the lesson:</b></li> </ul> <p>The subject "Corporate Financial Management" aims to provide students to be familiar with the concepts, roles, tasks and decision-making areas of corporate finance executives.</p> <p>After completing the course, the student will be able:</p> <ul style="list-style-type: none"> <li>- Know the laws of corporate's organization and the ways it is organized,</li> <li>- To understand and to calculate the change in time value of money,</li> <li>- Make the rights decisions and take the right actions,</li> <li>- To analyze and ascertain the financial situation in which the corporation is,</li> <li>- To evaluate investment projects and to take appropriate investment decisions,</li> <li>- To know how to manage financial risk,</li> <li>- To know the financial resources of that can finance corporation</li> <li>- To know the best management of the corporate net working capital etc.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Teaching and learning forms/methods</b></li> </ul> <p>Interactive lectures, exercises, discussions, seminar papers, etc.</p>
<ul style="list-style-type: none"> <li>• <b>Assessment methods and criteria of passing</b></li> </ul> <p>Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).</p>
<ul style="list-style-type: none"> <li>• <b>Means of concretization / IT</b></li> </ul> <p>Table, marker and IT equipment</p>
<ul style="list-style-type: none"> <li>• <b>The ratio between the theoretical and practical part of the study</b></li> </ul> <p>The ratio is 2: 1</p>
<p><b>Literature:</b></p> <ul style="list-style-type: none"> <li>• Gazmend Luboteni, Financat e Korporatave, FE, Prishtinë, 2014.</li> <li>• Isa Mustafa, Menaxhmenti financiar, RIINVEST, Prishtinë, 2008.</li> <li>• Brealey, Richard, Myers, Markus, "Fundamentals of Corporate Finance", McGraw-Hill, Boston, 2010.</li> </ul>

**Module / Course****MARKETING MANAGEMENT**

- **Short content**

This course will introduce students to the basics of the theory and practice of Marketing Management. The focus will be on the choices and decisions that take individuals and enterprises in conditions of limited resources. Special attention will be paid to the market and the instruments of mix marketing (4P). Also of particular importance will be given to marketing management process and key strategies.

- **Objectives and expected results of the lesson:**

This module will provide students with introductory knowledge about the meaning of the basic issues of Marketing Management (MM), such as: The importance of MM in the economy market. Development of plans and strategies of MM. Market research and sales forecast. Analysis of consumer behavior. STP strategy. Drafting plan 4Ps. Implementation and evaluation of the plan of MM.

Upon completion of this module, students will be able to:

- Importance and role of MM in the economy market;
- To prepare plans and strategies of MM;
- To organize and implement a department within the organizational structure of the enterprise etc.

- **Teaching and learning forms/methods**

Interactive lectures, exercises, discussions, seminar papers, etc.

- **Assessment methods and criteria of passing**

Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Table, marker and IT equipment

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literature:**

- Bardhyl Ceku: (2010), Drejtim marketingu, Pegy, Tirane.
- Nail Reshidi & Bardhyl Ceku: (2006), Marketingu, FET, Tiranë.
- Koteler and Keller: (2016), Marketing Management , Pearson Education Limited.

<b><u>Module / Subject</u></b>
<b>AGRO–NUTRITIONAL PRODUCTS QUALITY MANAGEMENT</b>
<p><b>Content of the course:</b></p> <p>This subject offers a broad introduction to agro-nutritional products in Kosova.</p> <p>The production of agro-nutritional products makes up a very important component for consumers including laws, regulations, decisions, actions and other institutions that have an influence on agricultural productions and food, their distribution and consumption.</p> <p>The objective/aim is the presentation of principles, practices and vocabulary for nutritional quality and safety of the HACCP system with the aim to ensure the nutritional safety all over the world and the broad use of standards for managing the quality of ONS ,ISO 9001:2000 in various sectors.</p> <p>The quality, bases/foundations, quality specification. The consumer focus on managing the quality, QTM (Total Quality Management). Means of quality and their use in context to choices of the quality problems, means of the quality control. The ISO family of quality standards and the detailed description of ISO family.</p> <p>The presentation of ISO 22000:2005, managing systems of nutritional safety. Main concepts of the ISO 14000 about managing of the environment. The inclusion role of workers on managing projects of quality ect.</p>
<p>• <b>Objectives and expected results of the lesson:</b></p> <ol style="list-style-type: none"> <li>1. Abilities of students to understand core principles of managing systems of the quality as well as practical steps of implimentation of these systems in business companies.</li> <li>2. Students to be able to understand the importance of implementation of managing systems of quality as an essential condition for agro-nutritional business companies in order to be contestant/competing.</li> <li>3. Understand and develop the agro-nutritional products quality management.</li> <li>4. Students will be familiarize with the newest voluntary standards of managing the quality ISO 9001 and HACCP.</li> </ol>
<p>• <b>Teaching and learning forms/methods</b></p> <p>Interactive lectures, discussions, seminary works ect.</p>
<p>• <b>Methods of evaluation and passability criterions:</b></p> <p>Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passability are based on the council's decision as presented above in the Self Evaluation Report (SER).</p>
<p>• <b>Means of concretization / IT</b></p> <p>Tables, markers and IT equipments</p>
<p>• <b>The report between theoretical part and practical part of the study</b></p> <p>The ratio is 2: 1</p>
<p><b>Literature:</b></p> <ol style="list-style-type: none"> <li>1. Renata Kongoli, 2010. Drejtimi i cilësisë në Industrinë Ushqimore. Tiranë</li> <li>2. Per,C. Mariani,A. Qualita nelle aziende e nelle filiere agroalimentari,2006.</li> <li>3. Inteaz Alli-Food Qualitz Assurance ,principles and Practices,2004.</li> <li>4. Kotler, Ph.”Principles of marketing”.2013.</li> <li>5. Kolnikaj,P. Verquni,A. Male,B “Marketingu i produkteve bujqësore”, 2009, Tiranë.</li> </ol>

- **Module/course**

## **EUROPEAN ECONOMIC INTEGRATION**

- **Short content**

The meaning and history of the regional economic integration creation. Regional economic integration levels. Background and reason of the EU creation. EU institutions and bodies. EU common policy. Common EU policies. Policy making in the EU after the Lisbon Treaty.

- **Objectives and expected results of the lesson:**

This module aims to inform students with informations regarding regional economic integration, with particular emphasis to the European Union. Students will be introduced to the history of the creation of the European Union, their institutions and bodies. EU macroeconomic policies, etc.

At the end of this course the students:

- Will get knowledge of the sense of regional economic integration and the reason of creation.
- Will get knowledge about the history of the European Union and ways of accession to the EU;
- Will get knowledge about the functioning of the EU;
- Will get knowledge about the macroeconomic policies that are implemented in the EU;
- Will get the skills to implement business operations in accordance with EU rules;

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminar papers, etc.

- **Assessment methods and criteria of passing**

Student evaluation will be based on their attendance and engagement, written assignments, colloquia and the final exam success. Retention criteria are based on the decision of the faculty council presented above in the SAR.

- **Means of concretization / IT**

Table, marker and IT equipment

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

### **Literature:**

- ✓ Shpresa Shehu - Kursani; (2015), policymaking in the European Union, College of Law, Pristina.
- ✓ Musa Limani; (2012), European Economic Integration, Universum College in Pristina.
- ✓ R Baldwin & Wyplosz; (2009), The Economics of European Integration, Mc Graw Hill.

- **Module / course**

## **MANAGERIAL ECONOMICS**

- **Short content**

Managerial economics and economic management principles. The main economic principles of a effective management. Demand and the demand curve. Offer and supply curve. Market equilibrium. Quantitative analysis of the request/demand. Demand elasticity. The calculation of demand elasticity. Evaluation of the demand function. Theory of individual behavior: consumer preferences and indifference curves. Budgetary restraints. Consumer equilibrium. Applications indifference curves. Process and cost production. Enterprise units: Enterprise and input procurement methods. Transaction costs and optimal procurement of inputs. Full and monopolistic competition markets. Stock based oligopoly. Oligopoly and Game Theory. Decision price strategies. Decision making under uncertainty and risk. Capital budgeting and implementation of optimism principle.

- **Objectives and expected results of the lesson:**

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. At the end of this module, students will possess the knowledge necessary of macro and micro concepts for business management and recognize basic principles for maximizing the profits of the enterprise. Students will have to understand that to be successful on the market, they must tend by constant innovation and research developments from the foreign business environment. Students will be competent to work proactively in a team for long-term business management.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminar papers, etc.

- **Assessment methods and criteria of passing**

Student evaluation will be based on their attendance and engagement, written assignments, colloquia and the final exam success. Retention criteria are based on the decision of the faculty council presented above in the SAR.

- **Means of concretization / IT**

Table, marker and IT equipment

- **The ratio between the theoretical and practical part of the study**

The Ratio is 2: 1

### **Literature:**

- ✓ 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.

**Module / Course****PUBLIC EKONOMICS**

- **Short content**

General introduction to the concepts of Public Economics, the Economy of Public Sector, Externalities, the economics of welfare, Public Policies towards Externalities, public goods and common resources, the composition of the tax system, Incomes and expenditures, taxes and Effectiveness, , netto loss, tax and justice.

- **Objectives and expected results of the lesson:**

The course has been structured with overall objective which intends to provide students knowledge to analyze the basic normative aspects of this course. We aim to present sufficient, advanced and necessary data regarding Public Economics, Integrative connection between public incomes and public expenditures, the public common goods, as well as the composition of taxes.

By the end of the course, students should be able to: analyze key concepts of the subject, be able to make comparisons based on empiric evidences, be able to think critically. Students are expected to be able to have sufficient knowledge to distinguish Public Economics from other types or model Economics, about importance of public goods and common resources.

Another expected outcome, at the end of the course is, to have gained knowledge about the necessity of providing funding for valorization with the effectiveness of these public goods.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminary works etc.

- **Assessment methods and criteria of passing:**

- Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criteria of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Tables, markers and IT equipments

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literatura:**

1. Gregory Mankiw & Mark P. Taylor, "Ekonomiksi Mikroekonomia", UET, Tirane, 2012.
2. Behxhet Brajshori, "Menaxhimi i shpenzimeve publike dhe i proceseve buxhetore", Prishtine, 2010.
3. Behxhet Brajshori, "Ligjeratë e autorizuar" Prishtinë, 2015.

**Name of the subject:****CORPORATE GOVERNANCE****Content:**

This course is oriented to the needs of students who will meet with corporate governance systems, as a matter of orchestrated globally. The course is designed to provide a deep insight into how corporations are governed and enterprises. At the end of the course, you should have a good understanding of what the boards do what else, though stock options do not always work, work as business groups, though workers may be good board members, and how government can help enterprises.

**Aim and the expected outcomes of the student:**

After successful completion of the course, students will develop skills and will be able to: Understand corporate governance systems that are formed in the past by economic forces, political, social and cultural; To identify the consequences of contemporary reflection of forces affecting corporate control of the future of corporate governance; Select and identify the best models of the system of corporate governance to corporations and other institutions; Discuss the importance of the composition of the key elements of corporate governance; The importance of transparency in the selection process of the members of the corporate governance structures.

**Forms of teaching and acquisition:**

Lecturers, exercises, interactive approach, consultationms, seminar paper work etc.

**Evaluation methods and criteria of passing:**

Student evaluation will be based on attendance and commitment to their written work, success in Colloquia and final exam. Retention criteria are based on the decision of the faculty council presented above in the SER.

**Concretization tools / IT**

Table, marker and IT equipment

**The ratio between the theoretical and practical study**

The ratio is 2: 1

**Literature:**

1. Corporate Governance, Robert A. G. Monks, Nell Minow, 2011, ISBN: 978-0-470-97259-5
2. Shyqyri Llaçi & Jorida Tabaku, *Corporate Governance*, 2008 Set of lectures.
3. Candbury Code, *The Code of best practise*", 1992 London

**Name of the subject:****ADVANCED FINANCIAL ACCOUNTING****Content:**

During the lectures, exercises and workshops, students will learn how to find answers or resolutions to issues important to the consolidation of the financial statements of the business combination, to learn and demonstrate consolidation techniques, to identify transactions profit entities, legal aspects of merger or business bankruptcy etc.

**Aim and the expected outcomes of the student:**

The aim of the course is to enabled students to be able to clearly identify businesses that combine. effectively utilize the scientific literature; understand the importance of investment in shares; understand the procedures and techniques of consolidation; identify acquisition transactions between entities; identify transactions in foreign currencies; understand the accounting of the Mother-Daughter units, and corporate Joint Venture; be able to discuss the legal aspects of companies in liquidation or bankruptcy. The course will challenge students to study accelerated and disciplined.

**Forms of teaching and acquisition:**

Lecturers,exercises,interactive apporach, consultationms, seminar paper work etc.

**Evaluation methods and criteria of passing:**

Student evaluation will be based on attendance and commitment to their written work, success in Colloquia and final exam. Retention criteria are based on the decision of the faculty council presented above in the SER.

**Concretization tools / IT**

Table, marker and IT equipment

**The ratio between the theoretical and practical study**

The ratio is 2: 2

**Literature:**

1. Fischer, Taylor, Change, Advanced Accounting, 2015, ISBN-13: 978-0078025877  
ISBN-10: 0078025877
2. Asllanaj, Rr., Financial Accounting, 2010, ISBN 978-9951-00-117-5
3. Authorized lectures prepared by Bekim Berisha.



**Module / Course****MANAGEMENT SKILLS**

- **Short content**

Examines the mix of skills, values, and knowledge required for effective performance by individual managers. In-depth examination and practice of concrete skills including individual problem solving, interpersonal communication, empowerment, motivation and performance improvement, and delegation. Individuals will also examine some core dimensions of self awareness including emotional intelligence, cognitive style, tolerance of ambiguity, social style and locus of control. This course makes extensive use of role playing and case analyses..

- **Objectives and expected results of the lesson:**

This course provides an opportunity for students to improve many key managerial skills. There are two broad course objectives:

- The course provides an opportunity for you to learn about your strengths and weaknesses around many traits and skills required of an effective manager.
- Explores the competencies and habits needed for accomplishing those aspects of a manager's job requiring personal adaptation and interpersonal interaction.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminary works etc.

- **Assessment methods and criteria of passing:**

Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Tables, markers and IT equipments

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literature:**

- Andri Koxhaj, Aftësitë Menaxheriale, Pegi, Tiranë, 2006
- David Whetten and Kim Cameron, Developing Management Skills, Prentice Hall, 2007.
- Stephen R. Covey, The 8<sup>th</sup> Habit, From Effectiveness to Greatness, Free Press, 2004.

**The name of subject:**

**Human Resource Management, Prof. Ass. Dr. Hamdi HOTI,**

**Short content**

The subject offer advance knowledge, prepare students for specific using of concept theory and methods from Human Resource Management.

Teaching program is focused in presentation of early development of theory that impact in resource management, manner of organisation of work to employee motivation, evaluation and their reward performance, and ensure in work. Students will understand why it is important human resource management. Students will gain knowledge for planning, recruitment, selection, motivation, communication, development and performance evaluation.

**Goals and expectet result of learning**

They will understand that human resource management is a process for ensuring of right people in the right place and in the right time. Students will undertand basic elements of human resources management;

**Forms of teaching and learning**

In two hours of lecture and an hour exercise per week will teaching material will be elaborated, and will organized disccussion group. It will present seminar paper, that later will present and discussed together with students. Students will encouraged to follow management aspect and organising in Institution, public and private enterprises and will derive topic for discussion.

**Methods of evaluation and passing criteria**

Student evaluation will be in base of attendance and commitment, assessment will have with written, succes in test and final exam.

Pass criteria are based from decision of the faculty council presented in SER

**The means of concretization/ IT**

Teaching hall is equipped with computer/laptop and projector for material presentation

**Report between theory and practice of study** Report will be 2:0**LITERATURE:****Basic Literature:****Text Book 1:**

- ✓ Human Resource Management , Dr. Shyqri LLACI, Dr. Zana KOLI, Tiranë
- ✓ Principles of Human Resource Management.

**Supplementary Literature:**

- ✓ Paul Banfield-Rebecca Kay :Introduction to Human Resource Management, Translated by: Jonida Bregu, Publication / Edition UET Press 2011 Tiranë
- ✓ Prof. Dr. Galantina Canco (Doraci): Human Resource Management Tiranë 2009
- ✓ Human Resource Management, University Textbook, Ymer Havolli, Riinvest, Prishtinë, 2003
- ✓ Human Resource Management, Case Studies, Exercises; Dr. Ilirjan LIPI
- ✓ Human Resource Management, Enver KUTLLOVCI, Prishtinë, 2004
- ✓ Methodology of Scientific Research Work : Ali JAKUPI, dispense, Prishtinë;
- ✓ Methodology of Business Scientific Research Work , Nexhmi REXHA, Authorized lectures, 2005 Prishtinë;
- ✓ Human Resource Management, Alan Price 2007 UK
- ✓ Human Resource Management, J. Bratton, J. Gold 2006 UK
- ✓ H T Graham & Roger Bennett: Human Resources management, Great Britain 1998.

**Moduli / Lënda****STRATEGIC MANAGEMENT**

- **Short content**

The importance of Strategic management for corporation, the values of strategic management, formulation of the strategy, management levels, strategic decisions, vision, mission, goals, objectives and Philosophy of the corporation, assessment of the nature of environment, recognition and prediction of environmental influences, strategic alternatives, implementation of the strategy, the control of the strategy, and managing changes.

- **Objectives and expected results of the lesson:**

The main aim and focus of the course is at enhancing and developing critical understanding of concepts and definitions such as: What is the strategy of an corporation”, Why strategic decisions are important ? , techniques for formulation , implemetation and control of the corporation strategy.

By explaining and treating this subject, students are expected to gain knowledge about how to manage company ,how to be able to create and gain communication skills within a bussiness environment.

Another highlighted expectation from this course is to prepare students with solid competences and skills to create competitive advantages for their company in a high level of competitivness bussines environment.

Also students will be able to manage with competencies the strategic changing, bussiness strengths and trade barriers.

- **Teaching and learning forms/methods**

Lectures, inetractive discussions, seminars, papers ,ect

- **Assessment methods and criteria of passing**

Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Table, marker and IT equipment

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literature:**

1. Prof.Dr.Vasilika Kume, Manaxhimi strategjik, teori,koncepte, zbatime,botimi i tretë,Tiranë, 2010( obligatory).
2. Prof.Dr.Vasilika Kume” Marrja e vendimeve menaxheriale” , Tiranë, 2008
3. Prof.Dr. Justina Pula Shiroka, “ Menaxhmenti dhe vendosja” , Proshtinë, 2008.

**Module / Course****INTERNATIONAL BUSINESS**

- **Short content**

The whole material addressed in this module is divided into four parts. The first part handles issues relating to the meaning of some terms that relate to this field and the theories and politics of international business. The second part handles issues that are related to the rules and conditions under which business can be developed internationally, which determine national institutions and international economic institutions.

In the third section, various types of international business operations and other actions needed to realize them (customs procedures) are treated. In the fourth section, financial materials regarding international trade, such as international trade financing, payment terms, warranties and payment instruments are handled.

- **Objectives and expected results of the lesson:**

The course "International Business" aims to provide students with theoretical and practical knowledge regarding the conditions under which develop international business activities as well as methods and procedures of international business development activities.

After completing the course, students:

- Will understand right contents of different notions in the field of international business,
  - Will have knowledge of the conditions under which develop international business activities,
  - Will have knowledge of the different types of international business operations,
  - Will be able and skilled to perform different operations to international business,
  - Will be able to foresee the risks which they are exposed in the implementation of business operations and implement adequate protective measures,
  - Will be competent in running operations
- International business to business entities.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminary works etc.

- **Assessment methods and criteria of passing:**

Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Tables, markers and IT equipments

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literature:**

- Halil Kukaj, Biznesi Ndërkombëtar, Kolegji FAMA, Prishtinë, 2014
- Ilia Kristo, Biznesi Ndërkombëtar, PEGI, Tiranë, 2007
- Hill, Charlls W.: "International Business", McGraw-Hill, New York, 2007.
- Daniels D. John, Radebaugh H. Lee and Daniel P. Sullivan: International Business – Environments and Operations, Pearson, Prentice Hall, New Jersey, 2004.

**Module / Course****OPERATIONS MANAGEMENT**

- **Short content**

Case Operations Management relates to explaining theoretical and practical operations required and necessary for the efficient management of the function, planning, organizing, directing and controlling the resources of a business that needed to produce products and services with the aim of realizing as major benefits.

- **Objectives and expected results of the lesson:**

Upon successful completion of the course, students should be able to know:

- Offering students sufficiently complete introductory knowledge, concise and up to date regarding the place and role of operations management in the effective management of business
- Students gain knowledge and to be able to apply theoretical and practical professional framework that deals with the management of operations in modern manufacturing and service businesses
- What represents the management of operations, which is the role of management in business operations, to distinguish between the different characteristics of the processes of operations
- What is the strategy of operations and make the difference between winning and competing priorities of a business. To understand why it is important to design the product or service process and what are the stages of design.
- What does the demand forecast and how to plan the capacity and system design work.
- How much important is total quality management and what it means. What is important for the survival of businesses in the global economy.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminary works etc.

- **Assessment methods and criteria of passing:**

Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Tables, markers and IT equipments

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literature:**

- Suzana Panariti, (2013), Manaxhimi i Operacioneve, Konceptet, Metoda, Strategji, Tiranë
- Willians J. Stevenson, (2008), Operatins Managment, Mc Graw Hill.
- Jay Heizer & Barry Render, (2010), Operation Management, Prentice Hall.

**Module / Course****RISK MANAGEMENT IN AGRICULTURE**

- **Short content**

This course encompasses a variety of topics and issues related to futures, options, and risk management opportunities for agribusinesses. Moreover, this course provides scientific basis of risk management in agriculture characteristics in the application of improved business systems, as well as agriculture industry in general. Time management will be important in obtaining greater value from the information presented.

- **Objectives and expected results of the lesson:**

The purpose of this course is to increase knowledge of students regarding the development of a basic understanding of the role of Management in Agriculture (in Kosovo, region, EU and beyond). The program of this course will help to organize information and provide a conceptual framework to facilitate students' understanding and mastery of Risk Management in Agriculture and contribute to the preparation of experts in agriculture and agribusiness to better manage their businesses. Moreover, this course aims to help students understand the broad scope of disciplines and opportunities that exist related to the Risk Management in Agriculture.

The successful completion of this course will enable students to:

- Comprehend and demonstrate the use of futures and options markets for risk management purposes;
- Comprehend and describe other methods involved in risk management such as diversification, insurance, lease vs. buy decisions, and flexibility.
- Define understanding of the concepts and principles of Risk Management in Agriculture;
- Know the risk management for agricultural endeavors;
- Explain the basics of practical application techniques concerning the use of futures;
- Describe the options risk management strategies.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminary works etc.

- **Assessment methods and criteria of passing:**

Students will be evaluated according to their attendance and commitment, homework, colloquium's success and eventually the final exam. The criterions of passing are based on the council's decision as presented above in the Self Evaluation Report (SER).

- **Means of concretization / IT**

Tables, markers and IT equipments

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

**Literature:**

1. Risk Management for Agriculture, 2007. Lowell B. Catlett and James D. Libbin. Thompson – Delmar Learning. ISBN-13: 978-1-4018-1441-0.
2. Carter, C. Futures and Options Markets: An Introduction. Prentice Hall, 2003.
3. Agriculture systems management, optimizing and performance, Robert M. Peart and W. David Shoup, ISBN 0-8247-4783-6

**Name of the subject:****ADVANCED MANAGERIAL ACCOUNTING****Content:**

The course examines the techniques of pricing and cost management, strategic analysis of profitability, the allocation of costs, costing process, strategy of management inventory, Just-in-Time, performance measurement and considerations multinational system of promotion compensation and other issues related to advanced managerial accounting.

**Aim and the expected outcomes of the student:**

This course will help students acquire the skills participants need to generate information and knowledge to better understand the relevant phenomena of economic business areas. During lectures, exercises and seminars, students will learn how to find answers or solutions for important issues related to management of enterprise, resource use by organizations in creating continuously value and how it can be managed effectively.

**Forms of teaching and acquisition:**

Lecturers, exercises, interactive approach, consultations, seminar paper work etc.

**Evaluation methods and criteria of passing:**

Student evaluation will be based on attendance and commitment to their written work, success in Colloquia and final exam. Retention criteria are based on the decision of the faculty council presented above in the SER.

**Concretization tools / IT**

Table, marker and IT equipment

**The ratio between the theoretical and practical study**

The ratio is 2: 1

**Literature:**

1. Managerial Accounting, 14th Edition, Garrison, Noreen, 2016, ISBN-13: 978-0078111006
2. Accounting for Decision Making and Control, Jerold L. Zimmerman, Seventh Edition, McGraw-Hill Irwin, 2010
3. Management Accounting: Information for Decision-Making and Strategy Execution, Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura and S. Mark Young, Pearson, 6th Edition, 2011
4. Authorized Lecture from Agim Binaj.

- **Module/course**

## **E-BUSINESS**

- **Short content**

We can think that there began a new era where the Internet integration dominates the day by day operations of enterprises. The Internet is not a new phenomenon and does not belong only digital dot-com companies. Network becomes a working tool for every company and it should be reconsidered and integrated into other marketing instruments. The Internet offer significant potential in developing the market in different forms, from communications to customer service, sales in the consumer market and business to. Shortly will be analyzed aspects as: the internet history and its application in marketing, business networking, e-business dimension, e-business models, technology and consumer behavior, communication web, business and Internet markets.

- **Objectives and expected results of the lesson:**

The Web is not a separate world, but is part of it. The content of lectures is focused in it, analyzes how the Internet, with all its features and potential, dissolved in market strategies and marketing-mix of small, medium and large companies, intervening deeply in business models.

Shortly the objectives of this subject are:

- ✓ To understand the economic laws, changes and trends.
- ✓ To understand the Internet development and the application of them in marketing and business.
- ✓ The importance of internet for the consumer/client, by communication to the sale.
- ✓ To control the electronic market, otherwise the integration "on line" and "off line" in the buying process.
- ✓ To integrate the web in the way of doing business, advancing traditional to modern methods which includes all the technology that the market offer.

- **Teaching and learning forms/methods**

Interactive lectures, discussions, seminar papers, etc.

- **Assessment methods and criteria of passing**

Student evaluation will be based on their attendance and engagement, written assignments, colloquia and the final exam success. Retention criteria are based on the decision of the faculty council presented above in the SAR.

- **Means of concretization / IT**

Table, marker and IT equipment

- **The ratio between the theoretical and practical part of the study**

The ratio is 2: 1

### **Literature:**

- ✓ Patrick Mckeown, Information Technology and the Networked Economy, Zurich, 2009.
- ✓ Mihane Berisha-Namani, Business Informatics, 2010
- ✓ Tiziano Vescovi, Marketing and Web (Web management's integration in business, communication, e-commerce, sales management, business-to-business, Il Sole 24 ore, Milano 2007.