



UNIVERSITETI / UNIVERSITY  
"ISA BOLETINI"  
MITROVICË

| Course Curriculum Model (Syllabus) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
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| Faculty:                           | <b>FACULTY OF MECHANICAL AND COMPUTER ENGINEERING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |
| Department:                        | Mechanical Engineering and Economic Engineering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
| Study Program                      | MSc in Manufacturing Technology and Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                           |
| Level:                             | Master                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |
| Code of the course:                | 203MTM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |
| Course:                            | <b>Entrepreneurship and business innovation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
| Course Status:                     | <b>Mandatory</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Mandatory/Elective</b> |
| Semester:                          | III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Winter/Summer</b>      |
| Number of hours per week:          | 2+1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |
| ECTS:                              | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |
| Time / location:                   | Wednesday, 9 <sup>00</sup> -10 <sup>30</sup> , K5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |
| Academic Year / Semester           | 2026/2027                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                           |
| Language of Instruction:           | Albanian (with flexibility in English)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |
| Lecturer:                          | Prof.Dr. Florin Peci                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                           |
| Assistant:                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
| Contact details:                   | Professor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Assistant                 |
|                                    | Email: <a href="mailto:florin.peci@umib.net">florin.peci@umib.net</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |
|                                    | Telephone: 044 787 897                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |
| Course Description                 | <p>This course provides an introduction to the concepts and skills needed to successfully commercialize new ideas; identifying good opportunities and then creating, communicating and capturing value from these opportunities. This course also includes innovation in corporate environments and non-profit environments. Special emphasis will be placed on the formation of a new enterprise. This course also examines successful strategies, business models, frameworks, financing, barriers and risks to introducing penetrating products and services. Topics include business model innovation, strategic leadership, human-oriented innovation, knowledge management and change.</p> |                           |
| Course Purpose / Course Goals      | <p>The course aims to introduce students to the process of starting a new enterprise or initiative in any industry. Also develop students' skills and knowledge in evaluating, articulating, processing and introducing a new product or service to the market, whether as a start-up business or a new initiative within an existing firm.</p>                                                                                                                                                                                                                                                                                                                                                  |                           |
| Course Objectives                  | <ul style="list-style-type: none"> <li>• Think critically and creatively about the nature of business opportunities, resources and industries.</li> <li>• Describes the processes by which innovation is promoted, managed and commercialized.</li> <li>• Evaluates effectively and efficiently the potential of new business opportunities.</li> </ul>                                                                                                                                                                                                                                                                                                                                          |                           |

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| <b>Intended Learning</b> | <ul style="list-style-type: none"> <li>Evaluates the market potential for a new venture, including customer needs, competitors and industry attractiveness.</li> <li>Develops a business model for a new venture.</li> <li>Write a clear and convincing business plan for a new venture.</li> <li>Identifies the appropriate sources of funding for a business plan.</li> <li>Describes the process through which new enterprises are created and launched.</li> </ul> |
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|                | <b>Weeks</b>           | <b>Lecture</b>                                                                     |
|----------------|------------------------|------------------------------------------------------------------------------------|
| <b>Program</b> | <i>First week</i>      | - Introduction to Innovation and Entrepreneurship -                                |
|                | <i>Second week</i>     | - Orientation of entrepreneurial thinking                                          |
|                | <i>Third week</i>      | - Innovation Management                                                            |
|                | <i>Fourth week</i>     | - Creativity and creative thinking                                                 |
|                | <i>Fifth week</i>      | - Identification and evaluation of opportunities                                   |
|                | <i>Sixth week</i>      | - Market and Industry structures                                                   |
|                | <i>Seventh week</i>    | - Business strategy and models                                                     |
|                | <i>Eighth week</i>     | - Finance and entrepreneurship                                                     |
|                | <i>Ninth week</i>      | - Intermediate tests                                                               |
|                | <i>Tenth week</i>      | - Entrepreneurial management                                                       |
|                | <i>Eleventh week</i>   | - Business plans                                                                   |
|                | <i>Twelfth week</i>    | - Preparation and management of the enterprise                                     |
|                | <i>Thirteenth week</i> | - Negotiation with resource providers                                              |
|                | <i>Fourteenth week</i> | - Legal bases and entrepreneurship                                                 |
|                | <i>Fifteenth week</i>  | - From idea to realization - Summary of innovation and entrepreneurship management |

### Literature / Reading List:

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Literature</b> | <p>- Peter F. Drucker: Innovation and Entrepreneurship, University Book Publishing House 2010, Tirana.</p> <p><b>Supplementary / Recent Literature:</b></p> <ul style="list-style-type: none"> <li>- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Eric Ries, 2011.</li> <li>- Blue Ocean Strategy, R. Mauborgne. Harvard Business School Press, 2015.</li> <li>- The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Steve Blank, Bob Dorf, 2012.</li> <li>- Basics of Entrepreneurship, Marsela Robo, Andrea Xhavera, Tirana 2012.</li> </ul> |
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| Teaching and Learning Methods | <ul style="list-style-type: none"> <li>The working method will contain theoretical and practical lectures, including individual work and in particular group work.</li> <li>Students will face finding the best results for dealing with different cases by playing the role of entrepreneur, will face concrete cases which will help them to be ready for business ventures in the fields or certain directions.</li> <li>The methodology includes the presentation of the teaching topic, case study or task related to the taught topic and discussion on it.</li> <li>Repetition of the previous topic by a certain group of students, analysis and discussions</li> </ul> |       |            |            |
|                               | Contribution to student workload (which should correspond to student learning outcomes - 1 ECTS credit = 25 hours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |            |            |
|                               | Activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Hours | Days/weeks | Total      |
|                               | Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2     | 15         | 30         |
|                               | Exercise sessions (with TA)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1     | 15         | 15         |
|                               | Practical work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 3     | 3          | 9          |
|                               | Office hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 2     | 15         | 30         |
|                               | Fieldwork                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1     | 2          | 2          |
|                               | Midterms, seminars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2     | 2          | 4          |
|                               | Homework                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 3     | 2          | 6          |
|                               | Self-study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 4     | 3          | 12         |
|                               | Final exam preparation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3     | 3          | 9          |
|                               | Time spent in exams                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 2     | 2          | 4          |
|                               | Projects, presentations, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 2     | 2          | 4          |
| <b>Total</b>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |            | <b>125</b> |

|            |                                                               |            |      |
|------------|---------------------------------------------------------------|------------|------|
| Evaluation | <b>Assessment Methods and Criteria:</b>                       |            |      |
|            | Activity                                                      | Weight (%) |      |
|            | Midterm Exam                                                  | 20%        |      |
|            | Project Report & Defense                                      | 30%        |      |
|            | Seminar Presentation                                          | 10%        |      |
|            | Final Exam                                                    | 40%        |      |
|            | Total                                                         | 100%       |      |
|            | (according to the Statute and Regulation for studies of UMIB) |            |      |
|            | Final grade                                                   | Points (%) | Mark |
|            |                                                               | 91 – 100   | 10   |
|            | 81 - 90                                                       | 9          |      |
|            | 71 - 80                                                       | 8          |      |
|            | 61 - 70                                                       | 7          |      |
|            | 51 - 60                                                       | 6          |      |

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| Academic policies | <p><b>Attendance, Ethics and Deadlines (Entrepreneurship and Business Innovation)</b></p> <p>Criteria for regular attendance and rules of conduct during the teaching process are established. Students are expected to actively participate in lectures, exercises, case studies, group work, and discussions related to entrepreneurship and business innovation.</p> <p><b>Computer-Based Work</b></p> <p>All assignments, projects, business analyses, and presentations must be prepared using a computer. Students are required to comply with professional standards in developing, analyzing, and presenting business ideas, business plans, and innovation models. Clear structure, strong argumentation, and correct use of data are required.</p> <p><b>Academic Ethics</b></p> <p>All assignments, projects, and reports must be the original work of the student or assigned group. Copying ideas, business plans, or materials from other sources without proper citation is strictly prohibited. Any violation of academic integrity will result in negative evaluation.</p> <p><b>Deadlines</b></p> <p>Submission deadlines for assignments, projects, and reports will be defined at the beginning of the semester or activity. Late submissions will not be accepted without valid justification. Students are responsible for completing all course requirements within the specified deadlines.</p> <p><b>Consultations</b></p> <p>Students have the right to request consultations with the instructor regarding business idea development, business plans, entrepreneurship topics, and innovation analyses whenever necessary.</p> <p><b>Rules of conduct and academic policies:</b></p> <ul style="list-style-type: none"> <li>• active participation of students in lectures o participation in discussion, comments and free expression of opinion, opinion and academic position (with arguments)</li> <li>• mandatory independent work and use of additional sources of information (various scientific websites, scientific journals, conference proceedings, etc.)</li> <li>• respecting lecture schedules without compromising academic freedom (silent cell phones) of respecting the word, thoughts and ideas of colleagues,</li> <li>• it is not allowed to arrive late and leave without a valid reason from the lecture, test or exam o preparation and holding of relevant lectures, (obligation of the teacher).</li> <li>• if the student is absent more than four times without reason in lectures and exercises, does not receive the signature for attendance. o the student cannot take the exam without an official document,</li> <li>• if the student is dissatisfied with the grade obtained, has the right to complain in writing to the dean, within two working days after the announcement of the results, UMIB Statute o if the student does not follow the rules, in the exam uses tools that are not allowed, it is evaluated with a negative grade.</li> </ul> <p>Plagiarism or cheating will be penalized according to university regulations.</p> |
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