

## Sample Course Description

**Dr.Brikena Dionizi**

**Economic Faculty**

**Study program: Bachelor in Tourism**

**Course Title: Module: Management**

**Course Credits: 7**

**Language of Instruction: Albanian/English**

**Course Description:** The student will receive general knowledge on business management, various aspects of the manager and the business itself. During the learning weeks the students will be introduced to field practice through the application examples presented on the practice accompanied book, but also presentations by business managers.

**Course Goals:** The course goals are to increase the understanding of various concepts of management and develop technical and practical skills important in management.

**Course Requirements:** The student is obliged to attend 75% of seminars' hours (as by the Regulation of Studies of the institution)

**Grading:** For the subject there is a grade evaluation. If the student gets a positive evaluation (as by the Regulation of Studies at the Institution), he/she will get the credits of the subject (7 credits). There will be a 25% ongoing evaluation (activation in discussions, individual assignments, and teamwork) and 75% the exam at the end of the semester. Specifically:

Participation and activation in seminars 10%

Group coursework 15%

Final exam 75%

**Course Schedule:** There are 3hrs for the lectures and 2 hrs. of seminars per week (the semester is 15 weeks). This course takes place in the first semester of the first academic year.

The Schedule of Activities is subject to change.

During the semester there will be in class presentation of managers and businesses. These presentations are intended to give an overview of the business situation in the region and to compare the theory to practice. The students are considered as future employees; therefore, they are invited to realize e personal SWOT analysis (a tool that is used in business to evaluate the situation in the external and internal environment of the business).

Relating to the concepts presented during the semester, they are as follows:

- ✓ What is management? Which are the functions, roles and skills needed for the manager. The management nowadays.

- ✓ The environment and organizational structure. External environment and its relationship to the organization
- ✓ Managerial planning and the setting of objectives. Coordination of the objectives to the strategic map. New trends in strategy.
- ✓ Leadership and motivation. Talent management. The importance of human resources in the business