



3rd INTERNATIONAL SUMMER UNIVERSITY UNISUM



06 JULY - 20 JULY 2024





Applied Entrepreneurship

Aleksander Moisiu University, **Albania**
Prof. Ermira Qosja

Haxhi Zeka University in Peja - **Kosovo**
Prof. Thëllëza Latifi - Sadrija

COURSE DESCRIPTION

The course provide to BA students with prior knowledge in Applied Entrepreneurship. The role of entrepreneurship in today's economy is very important because of a number of societal and economic factors, big business has become a less important force than in years past. The emergence of entrepreneurship has changed the way in which business is conducted worldwide and promises to continue to do so,

LEARNING OUTCOME

- to master the main concepts related to entrepreneurship
- to focus on the issues of cause-and-effect analysis of the factors that condition the success of ventures;
- to judge the factors that condition successful entrepreneurship as well as the effectiveness of the methods selected for the implementation of strategies, the distribution and management of sufficient financial and human resources, operational support and the distribution of responsibilities;
- to know the ways of measuring the effectiveness and evaluation of an enterprise, drawing the relevant conclusions, which serve to increase the effectiveness of the organization.



ENTREPRENEURSHIP





Cooperation in HRM for HIGH Performance Teams

University of Opole – **Poland**
Prof. Laura Płatkowska-Prokopczyk

Haxhi Zeka University in Peja - **Kosovo**
Prof. Theranda Beqiri

COURSE DESCRIPTION

It is commonly known that any business is as strong as its employees. But does it happen just by hiring qualified people or does it take more than? This course is objective is to search for the answer to this question. It is designed to help students understand the importance of bringing the group together and motivating them to work collaboratively ...

LEARNING OUTCOME

- Students are able to solve problems related to team building.
- Interpersonal skills – the student will interact in class discussions to clarify thinking regarding team building topics and interact with others for group discussions and project.
- Students can take up individual and group activities aimed at developing language skills and team building skills





Piano

(Development of technical and artistic skills)

University of Arts – Tirana, **Albania**
Prof. Rudina Ciko

Haxhi Zeka University in Peja - **Kosovo**
Prof. Mimoza Pajaziti Drançolli

COURSE DESCRIPTION

This course offers students a chance to learn the technique of pianistic interpretation, to develop musical skills, and gives them an opportunity for the expression of their own musical creativity.

LEARNING OUTCOME

- To obtain information on the technical interpretation of a musical work to a certain age .
- Obtain information on musical interpretation on the basis of dynamics and articulation.





Marketing and Movies: Learning Marketing Concepts via Critical valuations of Movies

Eskisehir Osmangazi University - Turkey
Prof. Mahmut Sami Islek

COURSE DESCRIPTION

The course is about discussing the importance of marketing as well as its basic concepts. Marketing and consumption practices are evident in our daily lives and every single day being a consumer or part of marketing exchange takes up more space...

LEARNING OUTCOME

- Understand basic marketing terminology and concepts in order to understand customers and the marketplace
- Understand marketing's role in broader social, economic and cultural context
- Learn the importance of critical evaluation of scripts, literature and documents.
- Learn to understand various concepts of marketing in designed matter.





Sustainable Food Production Systems, from farm to fork

University of Tetovo – **North
Macedonia**
Prof. Xhezair Idrizi

Haxhi Zeka University in Peja - **Kosovo**
Prof. Nexhdet Shala

COURSE DESCRIPTION

The objective of the course is to provide students with skills and conceptual knowledge to understand, evaluate and critique contemporary issues on sustainability, with a strong focus in agro food systems

LEARNING OUTCOME

- Understanding sustainability of agro food production system
- Understanding and apply key conceptual concepts relevant to conventional and advanced food production, including packaging technology
- Explains the processing of raw materials into final food products that meet new market expectations





Circular Economy and Decision-making

Faculty of Law and Humanities
Mediterranean
University of Albania – **Albania**
Prof. Gilda Hoxha

Haxhi Zeka University in Peja - **Kosovo**

Prof. Vlora Berisha

COURSE DESCRIPTION

The course provides students with knowledge of the principles, concepts, and frameworks used in the topic of circular economy, decision-making and provides insight into how these models work in reality within companies and their industrial value chains...

LEARNING OUTCOME

- Use the frameworks, methods and tools related to circular economy when analysing industrial value chains and business models,
- Critically examine how circular economy is implemented in industrial value chains,
- In writing and orally, present and discuss different aspects of circular economy and decision-making.

