



University "Ukshin Hoti" Prizren
Faculty of Economics
Program: Business Administration (MSc)

SYLLABUS							
Level of studies	Master	Program	Business Administration		Academic year	2023/24	
SUBJECT		ECONOMIC ANALYSIS FOR BUSINESS					
Year	I	Course status	Obligatory	Code		ECTS credits	7
Semester	II						
Teaching weeks	15		Teaching hours		Lectures	Exercises	
					2	3	
Teaching methodology	Discussions, analytic memo, research papers, projects, etc.						
Consultation	Monday 10:00 -12:00 and Wednesday 12:00-14:00						
Professor	Prof. Ass. Dr. Anera Musliu		E-mail	anera.alishani@uni-prizren.com			
			Tel.	+383 45 280 532			
Assistant	Ass. Altina Kamberaj		E-mail	altina-k@hotmail.com			
			Tel.	+383			
Course objectives			Learning outcomes				
<p>This course teaches students how to use the standard principles, methods and tools of economics to analyze topics related to business, public policy, and daily life. First it will cover the principles of economic theory that help explain the market forces that underly the opportunities available to firms. These include production, cost measures, pricing, and analysis of different market structures, price discrimination, game theory and strategic behavior. The models that are going to be studied are necessarily gross simplifications of how the world really works. So, while the economic models are convenient tools to analyze many situations, they are only useful insofar as they match reality. Throughout the semester it will discuss how these models can be applied to real life situations and whether the models 'fit' the 'data'. To do this, we will discuss how you might decide if this is true, centered on the difference between correlation and causation.</p>			<p>Students:</p> <ul style="list-style-type: none"> • Apply economic criteria for efficient resource allocation to a diverse range of dynamic business situations. • Analyse changing market conditions in terms of supply, demand and possible government intervention and formulate appropriate and sustainable organisational responses. • Propose appropriate economic solutions that draw on a robust, critical awareness of the role of information in the market economy. • Evaluate and apply appropriate approaches to economic challenges in relation to social and private costs, taxation and government regulation. • Propose relevant pricing and market strategies for a variety of market structures and in the presence of market failures. • Recommend appropriate courses of action to deal with economic uncertainty, through evaluation of changes in macroeconomic variables and policy-making. • Use diverse forms of economic information from both the environment and the organisation to evaluate and propose solutions to business problems. 				

Teaching methodology				
Lectures, exercises, discussions, consultations, semestral projects, homework, exams.				
Conditions for implementation of the course topics				
Classroom, computer, projector,				
Examination methods and grading				
Regular and active attendance: 10%, Mid-Term Exam: 30%, Research Project: 30%, Final exam: 30%.	Evaluation in%		Final grade	
	91 - 100		10 (ECTS – A)	
	81 – 90		9 (ECTS - B)	
	71 – 80		8 (ECTS - C)	
	61 – 70		7 (ETCS - D)	
	51 – 60		6 (ETCS - E)	
	40 - 50		5* (ETCS – FX)	
Student obligations				
Lectures		Exercises		
<ul style="list-style-type: none"> - Attending lectures, - Participation in debates, - Adhering to the code of conduct, etc. 		<ul style="list-style-type: none"> - Attending of hours of exercise - Adhering to the code of conduct, etc 		
Student workload (must correspond with learning outcomes)				
Activity	Hours	Days/week	Total	
Lectures	2	15	30	
Exercises	3	15	45	
Consultation with teachers	1	6	6	
Research Activity	3	15	45	
Own study time	2	15	30	
Preparation for final exam	1	15	15	
Time spent on assessment (tests, exams, etc.)	2	2	4	
Note: 1 ECTS credit = 25 hours workload, i.e. if the subject has 7 ECTS credits student must have 175 hours workload during the semester		Total workload:	175	
Designed study plan				
Week	Lectures		Exercises	
	Topics (<i>subject to change</i>)	Hours	Topic	Hours
1.	Introduction <ul style="list-style-type: none"> • Course presentation and student assessment policy). • The Role of Economics in Business 	2	Distribution of the homework topics.	3
2.	The Market Mechanism	2	Quizzes and case studies related to the topic of the first week lecture.	3

	<ul style="list-style-type: none"> • Demand characteristics and determinants • Supply characteristics and determinants • Ceteris paribus • Market equilibrium • Shifts in market equilibrium 			
3.	<p>Demand</p> <ul style="list-style-type: none"> • Price Elasticities of demand • Income elasticities of demand • Consumer choice theory • Consumer surplus • Asymmetric information • Moral hazard • Adverse selection 	2	Quizzes and case studies related to the topic of the first week lecture.	3
4	<p>Supply</p> <ul style="list-style-type: none"> • The supply curve • Producer supply • Productivity • Costs • Revenues • Profit maximisation • Price elasticity of supply • Behaviour theories of the firm • Growth maximisation • Profit satisficing 	2	Quizzes and case studies related to the topic of the first week lecture.	3
5	<p>Market Structure</p> <ul style="list-style-type: none"> • Perfect competition • Monopoly 	2	Quizzes and case studies related to the topic of the first week lecture.	3
6	<p>Market Structure</p> <ul style="list-style-type: none"> • Monopolistic Competition • Oligopoly • Pricing Strategies 	2	Quizzes and case studies related to the topic of the first week lecture.	3
7	<p>Factor Markets</p> <ul style="list-style-type: none"> • Perfect Labour Markets • Imperfect Labour Markets • The S and D for Labour • Wage Rates • Capital Rent • Capital Investment 	2	Quizzes and case studies related to the topic of the first week lecture.	3
8	Mid-Term Test	2	-	3
9	<p>The Role of Government</p> <ul style="list-style-type: none"> • Market Failures • Government Interventions • Income Distribution 	2	Quizzes and case studies related to the topic of the first week lecture.	3

10	<p>Macroeconomic Environment</p> <ul style="list-style-type: none"> • Economic Growth • Unemployment • Inflation • The circular Flow of Income • The Multipliers 	2	Quizzes and case studies related to the topic of the first week lecture.	3
11	<p>Macroeconomic Environment</p> <ul style="list-style-type: none"> • Aggregate Demand • Aggregate Supply • Balance of Payments • Government Budget 	2	Quizzes and case studies related to the topic of the first week lecture.	3
12	<p>Macroeconomic Policy</p> <ul style="list-style-type: none"> • Fiscal Policy • Monetary Policy • Supply Side Policy 	2	Quizzes and case studies related to the topic of the first week lecture.	3
13	<p>International Trade and Globalization</p> <ul style="list-style-type: none"> • Absolute Advantages • Comparative Advantages • The advantages and disadvantages of Trade • Protectionism • Globalisation • Trading Blocks 	2	Quizzes and case studies related to the topic of the first week lecture.	3
14	Research Activity	2	Quizzes and case studies related to the topic of the first week lecture.	3
15	Final Exam	2	Presentation of the semester projects.	3

LITERATURE

Basic literature:

- Flick, U. (2020). *Introducing Research Methodology: Thinking Your Way Through Your Research Project*. Sage Publications.
- Creswell, J.W. and Creswell, D.J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Jakupi, A. (2005). *Metodologjia e punës shkencore kërkimore*. Universiteti i Prishtinës.

Additional literature:

- Bryman, A. & Bell, E. (2019). *Business Research Methods*. Oxford University Press.
- Flick, U. (2018). *An Introduction in Qualitative Research*. Sage Publications.
- Holmes, D., Moody, P. and Dine, D. (2016). *Research Methods for the Biosciences*. Oxford University Press, New York.
- Battersby, M. (2010). *Is that a Fact?* Broadview Press, Peterborough.

Academic policies and code of conduct

- Students must respect the schedule of lectures, exercises and be attentive in class.
- Student must have their ID card with them, they cannot undergo the test without their ID card.
- During the drafting of the course papers, the student must adhere to the instructions given by the teacher.
- The use of mobile phones is not allowed during the test/exam hours.

