



**SOUTHEAST EUROPEAN UNIVERSITY
BUSINESS ADMINISTRATION FACULTY**

Program of the second cycle of studies

Tetova, 2005

Program of the 2nd cycle of studies

BUSINESS ADMINISTRATION FACULTY

Business Administration Faculty will offer second cycle studies which lead to attaining Masters Degree in Business Administration. The second cycle programs are divided in several focus fields, each one with specific core course, which students will have the opportunity to select. Those focus fields are: 1) Finance, 2) Accounting and auditing, 3) Management, 4) Economics, 5) Marketing.

1. LEARNING OUTCOMES

The learning outcomes of the second cycle studies in Business Administration comprise skills as: communication skills and ability for analysing and synthesizing business information. In particular the candidates will gain specific skills like: conceptual managerial skills, organizational skills, communication skills, technological skills (IT skills), leadership skills, critical thinking, innovative skills, problem solving, decision-making, entrepreneurial skills, reformed management, international standards and business ethics. Graduates will gain general knowledge for the business environment and will be knowledgeable about the business modern theories and for operational management. She or he will get managerial knowledge for management field, financial field, accounting and marketing, economics, business technology. She or he will be aware for the intern business environment (stockholders, furnitors, customers, technology, human resources) and external business environment (macroeconomic climate, regulations, government, political factors, demographic, cultural aspects, international institutions (IMF, World Bank, EU, WTO).

Graduates in this area will acquire general and specific competencies including the ability for analysing and synthesising as a general learning skill. Further more, students will have the ability to: interpret business data, economic indicators, to interpret prospects, executive reports, resumes, feasibility studies. They will obtain planning abilities, organising skills, decision making, abilities to control and review business decisions within the organization, ability to motivate in order to achieve business goals, ability to apply quantitative methods, enquiry methods. They will be capable to apply theoretical methods in order to resolve business problems and to develop business plans/strategic plans (short-term, mid-term and long-term). They will be able to govern the organization in transition periods and able to create conditions for local economic development as well as to distinguish competitive advantages for particular areas.

III. Program and Teaching Plan Description

The second cycle programme will be consisted of 90 ECTS credits and will be taught regularly during three semesters (30 credits for each semester). The program is consisted of core courses, elective courses and particular studies (practical activities or enquiries) and thesis.

The students compile their own individual program in view of the four areas above mentioned, by choosing elective courses and thesis topic i.e. thesis consultant, mentor.

Mandatory program of the 2nd cycle of studies

Those courses will instruct the candidates with the ability to face the present and future professional challenges with skills for critical thinking which are necessary for creative, ethical and effective performance in diverse contexts.

The second cycle program is compiled with a joint first semester for all the areas, whereas the second and the third semester are altering and that way offers to students the freedom to contour their studies and to decide on their area of interest.

Joint 1st semester:

Semester 1	<ul style="list-style-type: none">• Research Methodology (6 credits)• Economics for Managers (6 credits)• Operational Management (6 credits)• Management Information Systems (6 credits)• Business Quantitative Methods (6 credits)
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MARKETING:

Semester 2	<ul style="list-style-type: none">• Marketing Management (6 credits)• Market Research (6 credits)• Consumer Behavior (6 credits)• Elective (6 credits)• Elective (6 credits)
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Semester 3	<ul style="list-style-type: none"> • International Marketing (6 credits) • Elective (6 credits) • Project or thesis (18 credits)
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Following the second semester students will select the definite field of specialization: professional or exploring. Those students determined for the professional profile will have to start an internship programme and they will have to and develop a project within that programme. The student will be awarded with 18 credits after the successful completion of the project. Those determined for the research profile will have to prepare and support a thesis- written and oral. The candidate will be awarded with 18 credits for the successful support of the thesis.

Elective courses – Marketing (students choose elective courses by consulting the mentor)

- Design and Project Management
- Promotion
- Service Marketing
- Social Marketing
- Distribution and Sales System
- Price Management
- Industrial Marketing
- Quality Management and Marketing Control

V. Lecturers:

- Phd Abdulmenaf Bexheti (*Operational Management, Public Finance, Macroeconomics*)
 Phd Nasir Selimi (*Economics for Managers, International Finance, International Management*)
 Phd Rofi Osmani (*Financial Statement Analysis, Financial Accounting in Macedonia*)
 Phd Rustem Rustemi (*Accounting 2*)
 Phd Sotirajq Dharmo (*International Standards for Accounting and Auditing, Managerial Accounting*)
 Phd Ajet Ahmeti (*Econometrics*)
 Phd Faton Berisha (*Arithmetic methods for Economics*)
 Phd Muhamet Mustafa (*Project Management*)
 Phd Enver Kutllovci (*Human Resource Management*)
 Phd Stefan Ciriqi (*Microeconomics*)
 Phd Nexhbi Veseli (*Marketing Management, International Management*)

Phd Bardhyl Ceku (*Market Research*)
Phd Izet Zeqiri (*Strategic Management*)
Phd Nail Reshidi (*Consumer Behaviour*)

Xhevair Memedi (*Human Resource management*)
Thoma Mitre (*Business quantitative methods*)
MA Florin Abazi (*Information Management System*)
MA Abdulmenaf Sejdini (*Financial Institutions Management*)