



UNIVERSITETI I EVROPËS JUGLINDORE
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА
SOUTH EAST EUROPEAN UNIVERSITY

Study program **Business and Economics**

Faculty	Business and Economics
Study Cycle	First Cycle (Undergraduate)
ECTS	180
Code	N-BE
Title	Bachelor of Business and Economics
Accreditation archive number [180]	17-893/1
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Description of the program

The Curriculum of “Business and Economics” is a balanced combination of primary specific theoretical knowledge and professional skills. The structure of the three-year program includes studies that are by nature dynamic and interactive. The program is designed to offer topics in the field of economics and management. Items that are included in this program represent perspectives that are based on theory, which is closely related to practical application in the business world. This program allows students to acquire the necessary skills and experience for the theory of economics, the use of management, finance and econometrics.

Aims of the study program:

- to prepare students for the position of leaders in profit and non-profit organizations in the country and around the world.
- to prepare students to build careers in the fields of economics and management, but also in the private sector in the field of finance.
- to enable the acquisition of research skills and experience in the theory of economics, the use of management, finance and econometrics.
- to develop the concept of practical work of students.
- to develop students' concept of critical thinking.
- to enable students to actively participate in lectures and practical work in order to independently carry out research in all areas of economics and management.
- to facilitate the development of personal, communication, research and other important skills needed for employment.

During the three-year study of this program, students have the opportunity for practical work (internship), whereby they will be able to apply their knowledge, capacity, ability and skills obtained in the Faculty.

The study program in “Business and Economics” offers the possibility of a (Double Degree) in collaboration with the University of London (UoL) - London School of Economics. This program is based on the courses that are serviced by LSE. The professors of the respective courses prepare their courses in accordance with the curriculum of the program at LSE. LSE also provides materials and support needed for the realization of courses, such as the necessary literature, subject guide, curriculum, exams and examples of video lectures.

Career

The study program Business and Economics will enable students to:

- obtain a general education in disciplines that underlie the theory and practice of management, while still specializing in economics;
- undertake in-depth study of economics with management options that enable you to look critically at management issues;
- gain training in the principles of economics and their applications;
- develop an understanding that management is a broadly based social science and multi-disciplinary area;
- get acquainted with appropriate tools of analysis to tackle issues and problems of economic policy;
- enable students to understand organizations, key aspects of their management, and the external environment in which they operate ;
- provide an environment wherein students can develop their interpersonal and communicative skills;
- provide a firm foundation for further study and for employment;

Learning outcomes

Knowledge and understanding

- Has the necessary knowledge for the following business functions: economics, management, finance, business and management in a global context, principles of accounting, corporate finance, strategic management, human resource management and marketing;
- Has a knowledge of the functional areas of economics and management, ongoing research and innovation, future trends, and the impact of these developments in theory and practice;
- Has a knowledge and understanding of national, regional and global economic situation on the market.
- Has knowledge of managerial theories, analysis and reporting;
- Acquire a strong foundation in how to further develop economics and be ready for graduate studies related to the economics and management, management or related fields.;
- Understand the different tools for making management decisions;

Applying knowledge and understanding

- Ability to professionally write and further develop economics and management problems and its implementation in real life;
- Ability to assist in the formulation and practical implementation of successful general management plans and strategies;

Making judgement

- To think critically and to apply theoretical and practical knowledge and experience to identify and analyze economics problems;
- Critically analyze and evaluate identified managerial opportunities;

Communication skills

- Show understanding of individual and group dynamics in organizations;
- Operate effectively in teamwork;
- Effectively deal with people from different social, economic, cultural and religious backgrounds;
- Demonstrate understanding of and sensitivity to ethical, social and legal responsibilities of companies;
- Show business ideas in an effective manner;
- Demonstrate key negotiating skills;
- Interpret business data and economic indicators;

Learning skills

- Can research and detect sources of learning;
- Can be trained for individual and team learning;
- Have the ability to use scientific literature and analysis of the opinions and estimates of other authors;

List of courses

Semester 1

- [BE-102] [6.0 ECTS] **Introduction to Business and Management**

- [BE-103] [6.0 ECTS] **Basic Mathematics**
- [BE-101] [6.0 ECTS] **Introduction to Economics**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Free elective course**

Semester 2

- [BE-201] [6.0 ECTS] **Principles of Accounting**
- [BE-202] [6.0 ECTS] **Microeconomics**
- [BE-203] [6.0 ECTS] **Basic Statistics**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Free elective course**

Semester 3

- [BE-301] [6.0 ECTS] **Macroeconomics**
- [BE-302] [6.0 ECTS] **Core Management Concepts**
- [BE-303] [6.0 ECTS] **Financial Accounting**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Free elective course**

Semester 4

- [BE-401] [6.0 ECTS] **Principles of Banking and Finance**
- [BE-403] [6.0 ECTS] **Human Resources Management**
- [BE-402] [6.0 ECTS] **Basic Econometrics**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course from general elective courses**

Semester 5

- [BE-501] [6.0 ECTS] **Corporate Finances**
- [BE-502] [6.0 ECTS] **Monetary Economics**
- [BE-503] [6.0 ECTS] **Principles of Marketing**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course from general elective courses**

Semester 6

- [BE-601] [6.0 ECTS] **Business Modeling with Excel**
- [BE-602] [6.0 ECTS] **Public Finances**
- [BE-603] [6.0 ECTS] **Labour Economics**
- [6.0 ECTS] **Elective course from general elective courses**
- [6.0 ECTS] **Elective course**

Description of courses

Core courses

- **Introduction to Business and Management**

This course is an examination of the basic concepts of management and business. Analysis of management functions including planning, staffing, organizing and control will be covered. Methods of delegating authority, preparation of organizational charts, policy development, production and cost control will also be included. Upon completion of this course, the student should be able to attain the following: [?] Given a description of a specific business enterprise, write a management job description that incorporates the basic activities that comprise the management process and the job of a manager; [?] Given a case describing an external environmental situation, write a report analyzing the internal and external environment of the business, including the organization's culture and the challenges of operating in an international, multinational and global environment; [?] Given a specific ethical situation, analyze the situation and prepare recommendations for a course of action that will promote ethical behavior; [?] Given

an example of a strategic business plan, evaluate the plan and provide recommendations on how the plan could be improved to include more effective planning and decision-making; [?] Given an example of a proposed organizational structure, identify the functional elements of the organization, create an organizational design and provide recommendations on organizational change; [?] Given a specific staffing requirement, design a recruiting and development system that will attract, select, develop and maintain human resources; [?] Given a leadership scenario, recommend a course of action that incorporates the concepts of motivation and leadership to influence behavior; [?] Given a situation that calls for improving interpersonal relations within an organization, create a plan of action that addresses the communication process, as well as the issues and methods of managing the interpersonal relationships of individuals, work groups and teams; [?] Given a situation that requires the need to regulate organizational activities, students will create a management plan that includes the basic elements of control in organizations and that specifies how to manage information, operations, quality and productivity; In broad terms, the following activities are for this course: [?] Gaining factual knowledge (terminology, classifications, trends); [?] Learning fundamental principles, generalizations, or theories; [?] Learning to apply course materials (to improve thinking problem solving and decisions); [?] Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course; [?] Acquiring skills in working with others as a member of a team; [?] Developing creative capacities; [?] Developing skill in expressing oneself orally or in writing; [?] Learning how to find and use resources for answering questions or solving problems; [?] Developing a clearer understanding of, and commitment to, personal values; [?] Learning to analyze and critically evaluate ideas, arguments and points of view; [?] Acquiring an interest in learning more by asking questions and seeing answers;

- **Basic Mathematics**

Aims of the course program: • enable students to acquire skills in the methods of calculus and the linear algebra, as required for their use in economics area and economics-based subjects. • provide students with mathematical knowledge from the part about the functions (as a special mapping), how a function is given, properties of a function, and derivatives of a function • apply the concept of the derivative in sketching the graph of a function as a very important tool in understanding and analyzing everything concerning the given function. • find the integral of a function and apply it in solving different problems. • solve and apply some problems from the part of linear algebra.

- **Introduction to Economics**

The primary purpose of this course is to develop a basic understanding of the major economic concepts and theories used in analyzing economic issues. This course is designed in a way to equip students with basic principles, concepts and techniques in doing economic analysis. At the end of the course, the students should be able to “think like an economist”. This course provides a survey of the principles of micro- and macroeconomics with a focus on applied managerial decision-making in a global setting. Upon completion of the course, students should be able to: utilize the demand and supply model to determine the impact of changes in demand or supply on price and quantity; define GDP and describe its measurement, uses, and limitations as a measure of economic well being; define Inflation and describe its measurement, consequences, and how to adjust for it; as well as describe the role and tools of a central bank.

- **Principles of Accounting**

The purpose of the course is to help students understand the essence of accounting, to learn the basics of accounting, accounting concepts and principles. Specifically, students will gain the knowledge and understanding of financial statements, their components, the basic rules to record accounting data, use of accounting documents.

- **Microeconomics**

Aims of the course program: • To deepen the understanding of the basic theory of optimization by economic agents and the efficiency of the resulting outcome for the market as a whole; • To introduce students to the analysis of strategic interaction as well as interaction under asymmetric information; • to clarify the role of economic policies as tools to improve efficiency in the presence of market failures; • to promote the ability to think in a structured framework, and clarify the importance of formal arguments; • to demonstrate the art of modeling which requires simplifying a problem by identifying the key elements without oversimplifying the issue;

- **Basic Statistics**

The emphasis of the course is on the application of statistical methods in management, economics and the social sciences. Attention will focus on the interpretation of tables and results and the appropriate way to approach statistical problems. Treatment is at an elementary mathematical level. Ideas of probability, inference and multivariate analysis are introduced and are further developed in the course Statistics 2.

- **Macroeconomics**

The main course aim is to enable students deeply to understand the knowledge of Macroeconomics, from critical analysis to the designing solutions for the optimization of the national economy. Special accent will be at practical understanding the macroeconomic situations and how to create policy based on analysis and research at the national level. The aspect of Management of the M/E policy like IS-LM model and their application. The driver macroeconomic factors for a national economy with special accent to the national economy of R. Macedonia. All these aspects, from Demand driving Economy to the Supply Economy and their theory.

- **Core Management Concepts**

The aim of this course is introducing with basic of management and its definition of the basic concepts of management for every manager. Learning of this subject also aims to give students understanding of basic management functions including planning, staffing, organizing and control. Upon completion of this course, the student should be able to attain the following: - Given a description of a specific business enterprise, write a management job description that incorporates the basic activities that comprise the management process and the job of a manager; - Given a case describing an external environmental situation, write a report analyzing the internal and external environment of the business, including the organization's culture and the challenges of operating in an international, multinational and global environment;. - Given a specific ethical situation, analyze the situation and prepare recommendations for a course of action that will promote ethical behavior; - Given an example of a strategic business plan, evaluate the plan and provide recommendations on how the plan could be improved to include more effective planning and decision making; - Given an example of a proposed organizational structure, identify the functional elements of the organization, create an organizational design and provide recommendations on organizational change; - Given a leadership scenario, recommend a course of action that incorporates the concepts of motivation and leadership to influence behavior; - Given a situation that calls for improving interpersonal relations within an organization, create a plan of action that addresses the communication process, as well as the issues and methods of managing the interpersonal relationships of individuals, work groups and teams; - Given a situation that requires the need to regulate organizational activities, students will create a management plan that includes the basic elements of control in organizations and that specifies how to manage information, operations, quality and productivity;

- **Financial Accounting**

Aims of the course program: The process of recording, summarizing and reporting the myriad of transactions from a business to provide an accurate picture of its financial position and performance is the main aim of this program. The primary objective of financial accounting is the preparation of financial statements, balance sheets, income statements and cash flow statements that encapsulate the company's operating performance over a particular period, and financial position at a specific point in time. These statements - which are generally prepared quarterly and annually, and in accordance with GAAP and are aimed at external parties including investors, creditors and regulators and tax authorities.

- **Principles of Banking and Finance**

Aims of the course program: - to enable discussion about financial systems, why it exist, and how are structured; - to explain why the relative importance of financial intermediaries and financial markets is different around the world, and how bank-based systems differ from market-based systems; - to understand why financial intermediaries exist, and discuss the role of transaction costs and information asymmetry theories in providing an economic justification; - explain why banks need regulation, and illustrate the key reasons for and against the regulation of banking systems; - discuss the main types of risks faced by banks, and use the main techniques employed by banks to manage their risks - explain how to value real assets and financial assets, and use the key capital budgeting techniques (Net present Value and Internal Rate of Return); - explain how to value financial assets (bonds and shares); - to understand how risk affects the return of a risky asset, and hence how risk affects the value of the asset in equilibrium under the fundamental asset pricing paradigms (Capital Asset Pricing Model and Asset Pricing Theory); - to discuss whether stock prices reflect all available information, and evaluate the empirical evidence on informational efficiency in financial markets;

- **Human Resources Management**

This course is about Human Resource Management (HRM) strategies, policies and practices. It examines the approach taken by commercial firms and other organizations to recruit, retain and motivate their employees. This includes everything from recruitment and selection techniques (which initiate the relationship between firm and employee), to the formal and informal institutions that determine how employees are managed, and all the way to policies on separation (which determine whether, and in what circumstances, employees are to be let go). The course follows the perspective adopted in many HRM textbooks, and looks at the subject from an organizational point of

view, as well as acknowledging the wide range of factors, which shape HRM strategies, policies and practices, including government and regulatory frameworks. This course is designed to: - give students an introduction to the key elements of human resource management; - demonstrate how the social sciences can assist in understanding the management of human resources; and to examine and evaluate human resource policies and practices of organizations; - help students examine the different theories which try to explain the relationship between HRM and organizational performance; - develop students' ability to analyze and critically evaluate HR policies and practices; In broad terms, the following activities are for this course: - Gaining factual knowledge (terminology, classifications, trends); - Learning fundamental principles, generalizations, or theories; - Learning to apply course materials (to improve thinking problem solving and decisions); - Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course; - Acquiring skills in working with others as a member of a team; - Developing creative capacities; - Developing skill in expressing oneself orally or in writing; - Learning how to find and use resources for answering questions or solving problems; - Developing a clearer understanding of, and commitment to, personal values; - Learning to analyze and critically evaluate ideas, arguments and points of view; - Acquiring an interest in learning more by asking questions and seeing answers;

- **Basic Econometrics**

Цели на предметната програма: - Да ја разберат употребата на регресивна анализа и сродните техники за квантифицирање на економските односи и за тестирање на економските теории. - Да се оспособат студентите да читаат и да вреднуваат емпириските трудови во стручни списанија. - Да им се овозможи на студентите со практично искуство преку користење мејнстрим регресивни програми да се вклопуваат во економски модели. Aims of the course program: - To develop an understanding of the use of regression analysis and related techniques for quantifying economic relationships and testing economic theories; - To equip students to read and evaluate empirical papers in professional journals; - To provide students with practical experience of using mainstream regression programs to fit economic models;

- **Corporate Finances**

The aim of the course is required theoretically fund transfer knowledge and skills of students in the area of financial management, as well as training students with contemporary theoretical knowledge and experience in the analysis of the fundamental concepts of corporate finance, financial and real investment projects and their evaluation money through the time dimension. The aim of the course continues to train students how to use adequate sources of financing, efficient capital management and determination of proper structure, determining appropriate policy allocation of profits dividend policy and finalize the financial planning and forecasting, etc. Achieving the intended goals of the subject, students create new opportunities for competitive access to the labor market or effectively manage their own real businesses.

- **Monetary Economics**

Aims of the course program: • are to develop understanding of the theories that relate to the existence of money, explaining why it is demanded by individuals and used in the trading process; • are develop an understanding of the monetary transmission mechanism, whereby decisions made by the monetary authorities concerning money supplies or interest rates can have real effects on the economy; • are develop a number of macroeconomic models through which monetary policy can be evaluated. Such models will include both Classical and Keynesian schools of thought and will consider why monetary policy matters and when monetary policy decisions may be impotent; • are develop understanding of the uncertainties policy-makers face and how policy makers may deal with these;

- **Principles of Marketing**

This course provides students with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion. Students will: - understand the role of marketing within society and within an economic system; - learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business; - consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions; - learn key marketing principles and terminology and concepts; - appreciate how a marketing perspective is important in their personal and professional development;

- **Business Modeling with Excel**

Aims of the course program: - Understand how enterprises create value by applying business model thinking; - Using excel functions for business model; - Apply excel in different spheres of business through modeling;

- **Public Finances**

Aims of the course program: Public finance issues are central to economic and political discourse worldwide, as one of the primary functions of government is to generate resources from its people to spend money improving the lives of its people. However, while the concept of “money from the people, for the people” is quite simple conceptually, there is little agreement on how best to raise and spend public funds in practice. Thus, the primary course objective is to provide students with the tools, and the skills to use these tools, to understand the underlying concepts and practical tradeoffs entailed in public finance policy alternatives. This will prepare students to be informed consumers of public finance data, and thus, equip students to engage constructively in the formulation, implementation, and evaluation of public finance policies

- **Labour Economics**

Aims of the course program: Students will be able: - to understand the market process of wage determination through the interaction of labor supply and labor demand; - to analyze the impact of labor market imperfections and various government policies on wages and incentives to work; - to understand and appreciate implications of various political and economic institutions on wages and employment; - to analyze and to differentiate between labor market structures; - to understand unemployment, different kind of unemployment and policy to reduce it; - to analyze relationships between inflation and unemployment;

Elective courses

- **Management Accounting**

This course is designed to equip you with the knowledge of concepts and the ability to apply techniques of management accounting, in order to be able to contribute to the success of a firm. Management accounting has evolved from being purely concerned with the recording and measurement of costs, to supporting decision makers in their daily and strategic decisions. For this reason non-financial information is included in management accounting reports, where it is used in combination with financial information to construct a picture that can illuminate the contribution that each division, function, activity, process and procedure makes to the strategic achievements of a firm.

- **Economics of Development**

Aims of the course program: • discuss key issues in the process of economic development; • enhance students' ability in applying economic models to study development problems; • discuss the relevant empirical literature with an eye toward forming policy recommendations;

- **Mathematical Economics**

Aims of the course program: A thorough knowledge of mathematics is essential for understanding almost all fields of economics. Mathematics in general and especially different mathematical models are essential in the expression and communication of ideas in economics. The goal of this course is to help students understand and use the mathematics required for studying economics and management. Mathematical concepts studied will be illustrated with applications in economics. The course introduces the basic notions of linear models, number sequences and their applications, calculating interest and mortgages, and decision making. Also the aim is to use mathematical models in optimization theory as the optimization of cost and profit functions etc.

- **Managerial Economics**

Aims of the course program: - To enable students to approach managerial decision problems using economic reasoning; To present business practice topics using an analytical approach, using equations and numerical insight;

- **Development Management**

This course uses an institutional approach to examine the development process and to analyze the roots of developmental and anti-developmental experiences in countries, regions and organizations. The approach draws on institutional theories from political science, sociology and the new institutional economics. The objectives specifically include: • To explain institutions and organizations as theoretical concepts; • To analyze the development implications of different organizational forms; • To examine coordination in the increasingly complex institutional systems that characterize the most advanced countries; • To explore how characteristics of this complex interdependence are related to the persistence of high and low states of development.

- **Social Research Methods**

Aims of the course program: • describe the key components of social research; • develop skills and knowledge about quantitative and qualitative social research; • identify criteria used to evaluate the quality of social research;

- **Consumer Behaviour**

Aims of the course program: - To acquire a framework for analyzing consumer behavior problems; - To acquire experience in applying these theories to real-world consumer behavior problems; - To learn how consumer behavior can be affected by different marketing strategies; - To learn analytic tools (e.g., observation, identity measurement and segmentation, laboratory experimentation) that can be used to investigate consumer behavior and guide managerial decision-making; - To show how behavioral evidence can be used to evaluate alternative marketing strategies - To introduce you to current knowledge of theory and practice in consumer behavior based on the state of the art knowledge on self-identity, social identification and self-concept research; - To develop your abilities to apply consumer behavior concepts to marketing problems that are likely to involve consumer consumption and identity implications; - To develop a deeper understanding of consumer behavior;

- **Portfolio Management**

This course is designed to provide a basic understanding of higher economic forms of financial markets organization, i.e. capital and money markets. Particular attention is paid to the large number of securities that are currently not represented in the Republic of Macedonia, and the profit logic when selecting securities for the optimal investment portfolio. The moment of risk and potential return is especially elaborated and forms of hedging, respectively protection against possible occurrence of movements opposing the expected. Students after completing this course would be able to generate securities, to hedge and design complex structures of profitable securities, easily to recognize the risk and assess the relative value of specific types of securities, and similar.

- **Project Management**

This course is aimed at students who are interested in understanding about project management in business and society field, what is a new challenge in the present and in the future. It provides a theoretical framework aimed at creating new knowledge and skills in the field of the projects and their efficient and effective management. Through this course, students will increase their conviction and confidence in themselves and motivation to new scientific knowledge and practical experience. The Specific objectives of this course are: • Understanding the level and complexity of contemporary projects; • Creating an adequate strategic system for creating and managing projects; • Analyzing the role of manager of the company in terms of structuring activities for successful project management; • Creating a solid project budget; • Studying the modern methods and techniques of project management, etc.;

- **E-commerce**

Aims of the course program: 1. To learn the basic concepts and the terminology of e-commerce - The history of e-commerce - E-World: e-business and e-commerce - Business Models for e-commerce - Online payment systems - Online Marketing - E-infrastructures 1. To learn about the core technologies that are mandatory to run e-commerce nowadays, including servers, software, Internet connections, payment gateways and their security, cookies, etc. 2. To apply e-commerce concepts and theory in practice by doing appropriate analysis on business models and technologies and making decisions on the most appropriate solutions. 3. To understand the process of creating a web shop and connecting it with the payment gateways. 4. To be able to put the idea on paper, create business model and prepare the finances. 5. To be able to differentiate various online marketing tools and be able to apply some of them in practice. 6. To examine information security, ethical, and social issues and know how to address specific issues. 7. To be familiar with the Internet and Cloud computing.

- **Small Business and Entrepreneurship**

The purpose of this course is to assist students in understanding of the essence of small entrepreneurial enterprises, functioning and organization of small entrepreneurial enterprises in the economy and their successful management during the developing process.

- **Product Design and Management**

The purpose of this course is to prepare students to use techniques and methods for design and management of products and services to manage them and be able to apply them in business companies.

- **International Finances**

The aims of the course program is to provides an introduction to International Financial Management and discuss why it is important to study international finance and distinguishes international finance from domestic finance. It also introduces the various types of international• monetary systems under which the world economy can function and has functioned at various times. Additionally, a detailed discussion of the European Monetary Union is presented, balance-of-payment concepts and accounting. The course also provides an overview of corporate governance around the world Corporate governance structure varies greatly across countries, reflecting diverse cultural, economic, political, and legal environments.

- **International Economics**

Objectives of the program are students to be informed and to be able to use the same information and knowledge, which will enhance the skills of critical analysis. This course should also expand capacity for abstract reasoning and help them apply abstract concepts into practical reality of modern economic life.

- **Strategy**

This course is concerned with strategic thinking. It studies situations in which two or more decision-makers interact in a strategic manner. Understanding strategy situations involving conflict and/or cooperation has proved useful in many areas of economics, business, political science, law, and social psychology. This course expect that it aims to help students understand the basic of business strategy it offers a possibility of improving the strategic thinking in situation where there is an interaction.

- **Public Speaking**

Upon completion of this course, the students will gain knowledge about the communication process, the ethical responsibilities of public speaking and the different types of informative and persuasive speeches. In addition, the students will acquire skills necessary for preparing and delivering different types of speeches, audience analysis, researching speech topics, preparing speeches etc. After completing the Public Speaking course, the students will be able to think critically through constructive self-criticism and criticism towards the speeches of the others.

- **Debate and Presentation Skills**

Through this course students will; gain tools for arguing effectively and developing their confidence in front of an audience; construct, develop, and practice presenting arguments in a variety of ways including - individual, pair and group presentation; learn to use persuasive rhetoric to put forward logical arguments in support of a position on a current issue; become familiar with the stages of formal debate, specifically the British Parliamentary style;

- **Intercultural Studies**

Having completed this course the students will able to identify global questions and problems from the perspectives of different cultures, the communication dynamics in the other cultures, the similarities and the differences between their values and those of other cultures, as well as the similarities and differences between their communication practices and those from other cultures. In addition, students are expected to become more aware of the stereotypes that society has for different cultures and as a result will better understand their place in the global community. The students will start thinking critically about topics related to their ethnicity, gender identity, class, religion, national origin, age and other demographic characteristics and their impact on the communication process. After finishing Intercultural Studies, the students will also gain communication skills for working in groups through participation in research projects and will acquire the necessary skills to present their research projects.

- **Communication Skills**

The course Communication Skills is designed to enable students to practically apply interpersonal communication. Students will have the opportunity to learn interpersonal skills (such as perception, listening, verbal and non-verbal communication); public speaking (such as organization, delivery and the basics of writing public speeches) and small group communication (such as leadership, self-confidence and listening). The course will also focus on providing basic knowledge and understanding of the job hunting process through written and oral communication by doing tasks such as writing a resume and a cover letter, conducting interview simulations etc.

- **Advanced Excel**

The purpose of this course is to provide the students with advanced knowledge of this application and of the opportunities offered by the Microsoft Excel application, as well as to enable them to carry out advanced tasks, which are associated with their faculty's program.

- **Advanced IT skills**

The aims of this course are: To enable students to acquire basic knowledge and skills in the field of information sciences; To enable the students to acquire theoretical and practical knowledge in Microsoft Office applications (Windows, Word, PowerPoint, Excel, Access) and to apply them in real life situations; To enable the students to work individually or in groups on practical projects.

- **Advanced Word**

The aim of this course is to enable the students to acquire advanced knowledge of Microsoft Word and PowerPoint and to familiarize them with the opportunities, which are offered by them. Moreover, it will enable the students to independently implement various projects and specific complex tasks, which are associated with the program in which they study.

- **Google Apps**

The aims of this course are: To enable the students to acquire advanced knowledge and skills in the field of electronic services (cloud applications); To enable the students to acquire theoretical and practical knowledge in Google Docs (G-mail, Documents, Spreadsheets, Presentations, Drawings and Forms) and to apply them in real life; To enable the students to work individually or in groups on various online projects, directly through the web browser.

- **Advanced Access**

Databases are ideal tools for tracking large volumes of Data and Microsoft Access is a quite popular and powerful tool, which is used for designing and developing Windows-based databases. This course is intended for new users of Access where the most important functions needed for working with databases are processed.

- **Desktop Publications**

The aim of this course is designing and processing raster and vector graphics through the leading programs Adobe Photoshop and Illustrator, as well as designing and publishing commercial materials for print using Adobe InDesign.

- **Web Publications**

Developing even a simple web page according to current standards requires knowledge of Hypertext Markup Language (XHTML) and Cascading Style Sheets (CSS). Most of the websites also use images, whether in the form of banners, buttons, logos, photos or scans. Adobe Fireworks is built as a tool to create and manipulate images from the web and to allow the makers to optimize these images in order to reduce the file size. Firework also provides an excellent integration with Dreamweaver. This series provides a comprehensive introduction to XHTML, CSS and creating web graphics.

- **Albanian Language and Writing Culture**

The course, Albanian language and writing culture, is a synthesis of rules and guidelines for improvement of the skills for written and oral expression in Albanian. Students are expected to improve these skills by becoming familiar with the spelling and punctuation rules, some morphological norms, as well as the Albanian syntax, all in order to achieve proper use of the language. An accent will be put on motivating them for fluent speaking and raising their awareness for use of the Albanian pure standard language. A special attention will also be paid to encouraging students to advance the process of writing and increasing their understanding about the differences between specific genres. The issue of academic integrity (plagiarism) will also be tackled, as well as the specific terminology of the different areas of specialization. All these topics will be offered as separate lessons, that is, as rules, guidelines and exercises, which complement each other.

- **Albanian Language for Specific**

The subject aims at improving and perfecting the expression of Albanian language (speaking and writing). Specifically, the course aims to introduce students to specific terms, the possibilities of its use, with the most common errors in daily speech, but also for communication in specific circumstances. The students will learn about the conditions in which the rules work, so they can use them not only for tasks related to the subject but also in their future profession.

- **Academic Writing in English**

In this course, students' academic writing skills will be enhanced in a variety of ways. Students will be enabled to communicate their ideas in a clear, fluent and effective way in order to produce a piece of writing. Students' academic writing skills will be developed through activities that promote writing like: writing different types of paragraphs and essays. In addition, students will be introduced to paraphrasing and citing rules as well as will be made aware of what plagiarism is. Giving feedback on students' pieces of writing will involve self-correction, peer-correction and teacher-correction of content, organization and language errors.

- **Academic Writing in Macedonian**

After finishing the Academic Writing in the Macedonian course, the students are expected to gain appropriate knowledge and advanced communication in Macedonian language with particular emphasis on writing skills. In addition, it is expected that students will become more autonomous and responsible learners. Moreover, students will be able to improve their writing skills in more levels and thereby they will become more confident and more competent when writing in Macedonian. They will be able to reflect critically on different topics, to make conclusions and they will develop skills for excellent written and oral communication in Macedonian.

- **Academic Writing in Albanian**

By the end of each level, the students are expected to write an essay and a research paper based on the rules learned during the semester. Specifically, from them it is expected to know the function, the structure and the

different types of paragraphs, ways of choosing research topics, collecting the material, the rules for source documentation and the final model.

- **German Language (level 1 to 4)**

After completing each level, students will be able to gain appropriate knowledge according to the European Language Framework (specifically and concretely determined by level). In addition, students are expected to become more autonomous and more responsible language learners. By the end of the course, students will be able to think critically and make conclusions about different topics based on the texts that they have read, as well as to express their thoughts and opinions in written and spoken German.

- **Environmental Protection**

The aims of this course are: To familiarize the students with the basic environmental problems; To familiarize the students with the role of humans as the key factor in the process of pollution and environmental protection; To familiarize the students with the influence of various environmental pollutants on health, the professional activity and the organizational ability of the human factor; Creating positive habits for the environment and raising the awareness for a healthier and cleaner environment; International and national legislation and international conventions on the environment; Introduction to international and national global policies in the field of environment; The environment as a condition for sustainable economic development; The role of the society in the protection of the environment; Introducing the major risks to a healthy environment; Introducing the National Environmental Strategy of the Republic of Macedonia.

- **Professional Career Development**

This course offers practical, results-oriented instruction for seeking, obtaining and keeping employment. It is intended to provide students with the appropriate job skills needed in the modern workplace. Specific tasks that will be covered will be composing an effective c.v., writing a letter of inquiry/interest, interviewing skills, and formal communication within the office (memos, formal emails to superiors or customers, reports, etc.). Additional elements that will be covered will be how to conduct a self-evaluation, how to manage inter-office conflict, and how to seek promotions actively. Although the primary focus of this course will be on white-collar employment, the skills obtained through the instruction are applicable to the job search process generally.

- **Human Rights and Freedoms**

The struggle for human rights begins with the historic efforts to identify them. Over the time, the corpus of rights and freedoms that are incriminated by laws or international treaties is expanding but it certainly does not prove that the same are respected in practice. Human rights at the first were considered as internal matters of states (under the principle of absolute sovereignty of states) and only in more recent times have gained the title of jus cogens norms. This course will study how to develop doctrine on human rights, types and categories of human rights and will be studied the relevant documents that regulate certain rights. The purpose of this course is: to introduce students to the concept of international law on human rights, implementation of the same, influence in the formulation of national policies; This will encourage students to critically reflect on the relationship between international law and national law; make them aware of current international events, how they affect the daily lives of people in the world; encourage students to contribute in matters of drafting laws for the protection of human rights.

- **Information Systems and Organisations**

Aims of the course program: 1. To learn the basic concepts and the terminology of Information Systems a. Basic Information Systems concepts: hardware, software, networks b. E-World: e-business and e-commerce c. Developing Processes 2. To learn about the Information Systems and technologies that improves business values and various processes inside organizations. 3. Applying IS concepts with various managing disciplines, during analysis, interpretation, assessments and decisions. 4. Understand the process of redesigning organizations using information systems. 5. Describe the role of information systems in decision-making. 6. Examine information security, ethical, and social issues. 7. Be familiar with the Internet, electronic commerce, and e-business. 8. Prepare students to work on small-scale projects, individual or group work, who by nature could fall into these categories: case studies, scientific research project, development projects or internship projects.

- **The Business Law of Organisations**

The course "The Law of Business Organizations" of the students are introduced to basic institutions, such as sole, sole proprietors and companies, establishment of companies, types of companies, representation of companies; commercial agent and salesperson; trade secret; Trade Register and enrollment procedures; business books, annual

accounts and financial reports and status changes of companies.

- **Business Communication**

The purpose of this course is to familiarize students with the concept of communication. In recent years more and more companies apply the techniques of business communication as the main tool to answer to a very high competition in the global market. This course is an attempt to improve the communication skills of students with theoretical but mostly practical implication correct way communication in an organizational environment with employees and managers as well as maintenance meetings, how to respond when interviewing, negotiating and motivate those around them.

- **Democracy and Democratization**

Aim of the course: To empower and equip the students with the following skills, knowledge and attitudes: • Understanding the process, theories and empirical analysis related to political institutions and political behavior; • Capacity to implement process of critical thinking and application of the basic methods of research and quantitative analysis; • Gaining effective writing and communication skills;

- **Democratic Politics and the State**

Aims of the course program: • Students will demonstrate an understanding and knowledge of political processes in modern liberal democracies; • Students will be able to outline and critically assess viewpoints highlighting the limits of liberal democracy. Students will apply the main theories, models and concepts used in the study of politics to the analysis of key institutions of the modern state; • Students will critically evaluate different theories of the state;

- **Distribution and Sale Methods**

Aims of the course program: • Presenting the market components and institutions, with a focus on the market influence on the trade activities; • Selection of appropriate location as a factor in the implementation of trade activities; • Gaining practical experience in the trade activities techniques: supplies, storage, selling, transport, etc. • Wholesale and retail sale trade with all the significant aspects in performing their activities; • Issues connected with the costs, discounts and retail price formation; • Trade policy formulation and implementation;

- **Career Development**

The course is designed to encourage the process of early planning and career development. The process involves deep self-analysis, exploration of career planning and monitoring of preliminary employment strategies, etc. The philosophy of the course is that this process is ongoing, systematic and aimed at a life of work as part of a complete personal development plan. Engaging in this process should be challenging, interesting and give you pleasure. Enjoying the benefits that this course offers help in the transition from student to employee and will assist in the fulfillment the more direct route to the long-term career goals through the prediction and learning the necessary skills, courses and work experience for which entry it will be the best starting point for the career to which to aspire.