



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

Study program **Business Administration (2017/2018)**

Faculty	Business and Economics
Study Cycle	Third Cycle (PhD)
ECTS	180
Title	Doctor of Economic Sciences / Field: Business Administration
Accreditation archive number [180]	03-1548/1
Decision for running of the program	03-1619/20 (18.12.2017)
Accreditation date	20.06.2017

Description of the program

The objectives of this program are:

- Raising the level of management and supervision of enterprises and development of contemporary management;
- Training and developing of contemporary profile managers: entrepreneurs, prepared to take actions, as well as risks related to any initiative, flexible, determined and courageous individuals;
- Education of highly-qualified and professional managers with leadership abilities and desire to face the risks of the new millennium;
- Creation of managers with new perspectives and way of reasoning, developing of skills for predicting the future and taking the risks and possibilities that emerge in the business of the 21st century.
- Usage of English language journals and books
- The ability to engage in independent research at an advanced level.

Career

Upon successful completion of the program students will be able:

- To work individually and in group in research of most suitable forms in satisfying the consumers needs.
- To explain the differences and the needs of the municipalities from scientific and professional aspect.
- To actively participate in the creation of macroeconomic and microeconomic policies.
- To be informed and contribute in scientific and professional elaboration.

Learning outcomes

Knowledge and understanding

- Calculation of basic macroeconomic aggregates and critical analysis of current macroeconomic policies.
- Providing a critical review of development policies and their application in the national economy.

Applying knowledge and understanding

- The ability to diagnose the actual market developments, predict the tendencies of these developments and analyze the effects of measures of economic policy on market movements.

Making judgement

- Able to be involved in the position of leaders in profitable and unprofitable organizations in the country and around the world.
- Analysis of the general processes of economic development in the world and especially the processes of transition, regionalization and globalization of world economic trends.

Communication skills

- Allow the development of personal skills, communication, research and other important skills needed for employment.
- Allowing students to actively engage in teaching and to conduct independent research in all areas of business and economics.

Learning skills

- Develop the concept of critical thinking of students.
- Allowing the acquisition of research skills and experience of management, marketing and public finance, in private and nonprofit organizations.

List of courses

Semester 1

- [DBE011] [10.0 ECTS] **Methodology and Quantitative Methods in Economics**
- [DBE0102] [10.0 ECTS] **Theory of Organization - Multidisciplinary Access**
- [DBE0103] [10.0 ECTS] **Marketing Management - Advanced Level**

Semester 2

- [DBE0105] [10.0 ECTS] **Review and Approval of the Doctoral Dissertation Plan**
- [10.0 ECTS] **Elective course**
- [10.0 ECTS] **Elective course**

Semester 3

- [PHD-S3-S4-01] [40.0 ECTS] **Scientific Research Work**
- [PHD-S3-S4-03] [20.0 ECTS] **Publications I**

Semester 4

Semester 5

- [DBE0104] [20.0 ECTS] **Presentation of Research Results**
- [PHD-S5-01] [10.0 ECTS] **Publications II**

Semester 6

- [BA-PhD-THESIS] [30.0 ECTS] **Doctoral Dissertation**

Description of courses

Core courses

- **Methodology and Quantitative Methods in Economics**

This course introduces students to problems in econometrics, including the specific choices and functional forms, prevention of abuse of the assumptions of the classical linear model, the elements of probability and statistics Econometrics, intuition and theoretical estimate regression models with one or more variables performance of original empirical research, extension of the general linear model, the structure of the dynamic model and evaluation of variables with limited depending, etc. This subject is designed for students who are preparing for the preparation of the doctoral thesis project. The main goals of the course are to offer students tools to conceptualize their thesis regarding finding research questions and the creation of data collection methods qualitative analyses. The course is focused on problems quantitative methods and techniques, such as statistical analysis, texts related to theory and testing hypothesis. Also important topics for descriptive and causal inference, longitudinal comparative research and case study. Advanced information data collection will be offered for working with text. The goal is to analyze the qualitative data finally putting all theoretical and practical intoxicating function design and writing of the thesis. Epistemological aspects of the subject will materialize through issues. What is the theory of knowledge, which is knowledge, as it comes to scientific knowledge and truth?

- **Theory of Organization - Multidisciplinary Access**

The course will provide students with a thorough introduction to the classical and contemporary theories in this area. This subject will be treated in classical sociological theory, organizational economics, institutional theory, networking and ecological theory. Also in this case will be considered and the following contents: behavioral theory of organizational decision-making, implementation and learning, social construction process, forms of organization, organizational design and complexity, organizational culture and control, organizational independence and strength, organizational goals and efficiency, organization and information technology processes and guidelines in the organization, inter-organisational connections and networks, new and old institutional theories, the development of so-called organizational ecology, the process of organizational change, institutional change and social movements and others. Within this, students will gain knowledge of the organization as a system analysis.

- **Marketing Management - Advanced Level**

This course describes how the company will achieve its marketing objectives by identifying the target market using marketing strategies to successfully serve your target market. Customer value is considered as a factor to formulate and placing it in a detailed marketing mix, i.e. product, price, place or distribution and promotion, as well as an action plan. Decisions include what the company wants as its customers, clients need to meet, what products and services to offer, what price to ask, what communications, distribution channels to be used, and what partnerships to develop. In making decisions, companies can be influenced by uncontrollable factors, such as political, economic, social, legal, technology, demographic factors and competition.

- **Review and Approval of the Doctoral Dissertation Plan**

After the first semester, the student begins his activities for the development of the plan on his doctoral dissertation. Activities include the definition of literature, defining hypothetical framework, the definition of the work methodology and determination of the individual plan as well as the first public presentation. If necessary, can be held elective courses for this purpose.

- **Scientific Research Work**

In the second year (semester 3 and 4) the candidate continues with research activity by approved individual plan. Mentor provides assessment on these activities in the form of a report to the Scientific-Teaching Council of the Faculty.

- **Publications I**

Publication of research activities under the table relevant to the media for publication. Publication activities and successes of the candidate checked before scientific audience by area and the relevance of the research.

- **Presentation of Research Results**

At the end of the 5th semester, after the research activities under the individual plan, overall results of this phase of the paper and the research will be presented publicly by the candidate.

- **Publications II**

Publication of research activities under the table relevant to the media for publication. Publication activities and successes of the candidate checked before scientific audience by area and the relevance of the research.

- **Doctoral Dissertation**

Continuing the work of doctoral dissertation. Submitted thesis (dissertation), accepted by the Scientific-Teaching Council of the Faculty and submitted to committee members and begin the procedure of public defence.

Elective courses

- **Knowledge Management, innovation and competition**

This course includes the following topics: individual and organizational knowledge, differences between knowledge and information in the organization, recovery and transferring knowledge (generating, maintaining, propagation and termination of knowledge), knowledge and organizational design, the critical role of knowledge, knowledge and competitive advantage, knowledge management in networked organizations, the development of knowledge sharing with partners, connecting knowledge with the organization's strategy.

- **Entrepreneurial Management - Advanced Level**

This subject will treat the following topics: entrepreneurship as a field activity, the development of entrepreneurship, learning about the characteristics of entrepreneurs and their differences compared to managers, differences between entrepreneurial enterprise and small enterprise, industry analysis, creativity, recognition and innovation opportunities generating ideas, creating new businesses and their growth and development, relocation, combination and recombination of development resources, stages of development of enterprises, traditional and alternative sources of financing of enterprises, legal forms of organization to enterprises, marketing in emerging firms strategies for achieving competitive advantage of enterprises, exit strategies, entrepreneurship as an accelerator of economic growth and development measures for the development of small business and entrepreneurship, entrepreneurship in large enterprises, entrepreneurship in the administration, and preparation of a business plan.

- **Global Strategic Management - Advanced Level**

This course will prepare students for strategic thinking and decision-making and avoiding ad-hoc decisions. This subject will be treated in determining the company's mission, ethics and social responsibility in strategic management, analysis of the external and internal environment in strategic decision-making, analysis and selection strategy, value chain analysis, analysis of long-term goals and strategies of businesses strategies of multinational companies, the implementation and control strategies, the strategies of small, entrepreneurial businesses, the strategies of non-profit organizations, strategies in international business and more. The course will also treat models, ways of decision-making in situations of uncertainty, certainty and risk. All topics of this course will be developed in terms of a comparative analysis of the approaches used by companies operating in various parts of the world.

- **Consumer Behaviour - Advanced Level**

In order to obtain better insight into consumer behavior, consumer such as learning, perception and loyalty to brands, this course will treat some techniques and tools of marketing research. This course will introduce students to the topics that contribute to understanding of consumer behavior. Also, students will become familiar with the psychological basis of consumer behavior with getting information to further analyze consumers.

- **Direct Marketing**

This course describes how the company will achieve its marketing objectives by identifying the target market using marketing strategies and tactics for successfully communicating with your target market. In itself it contains a next important activity applications such as direct marketing, forms of direct marketing, marketing relations, home shopping strategic processes of direct marketing, direct marketing and marketing technology and more.