



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

Study program Business and Economics (2017/2018)

Faculty	Business and Economics
Study Cycle	First Cycle (Undergraduate)
ECTS	180 / 240
Title	Bachelor of Business and Economics / Module: Economics
Accreditation archive number [180]	03-621/6
Accreditation archive number [240]	03-1619/20 (18.12.2017)
Decision for starting of the program	03-1619/20 (18.12.2017)
Accreditation date	21.03.2017

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 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 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.

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

- [CBE-102] [6.0 ECTS] **Principles of Marketing**
- [CBE-101] [6.0 ECTS] **Introduction to Economics and Business**
- [CBE-103] [6.0 ECTS] **Principles of Management**
- [3.0 ECTS] **Elective course - Albanian/Macedonian Language**
- [3.0 ECTS] **Elective course - English Language**
- [6.0 ECTS] **Free elective course**

Semester 2

- [CBE-201] [6.0 ECTS] **Principles of Accounting**
- [CBE-202] [6.0 ECTS] **Business Mathematics**
- [CBE-203] [6.0 ECTS] **Microeconomics**
- [6.0 ECTS] **Free elective course**
- [3.0 ECTS] **Lëndë zgjedhore - Gjuhë angleze**
- [3.0 ECTS] **Elective course - Albanian/Macedonian Language**

Semester 3

- [CBE-301] [6.0 ECTS] **Statistics**
- [CBE-302] [6.0 ECTS] **Business Calculus**
- [CBE-303] [6.0 ECTS] **Macroeconomics**
- [6.0 ECTS] **Elective course - English for specific purposes 1**
- [6.0 ECTS] **Free elective course**

Semester 4

- [CBE-401] [6.0 ECTS] **Operational Management**
- [CBE-402] [6.0 ECTS] **Financial Accounting**
- [CBE-403] [6.0 ECTS] **Marketing Management**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course - English for specific purposes 2**

Semester 5

- [CBEE-501] [6.0 ECTS] **International Economics**
- [CBEF-502] [6.0 ECTS] **Monetary Economics**
- [CBEF-503] [6.0 ECTS] **Investment Economics**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course**

Semester 6

- [CBEM-601] [6.0 ECTS] **Strategic Management**
- [CBEF-602] [6.0 ECTS] **Public Finance**
- [CBEE-603] [6.0 ECTS] **Econometrics**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Elective course**

Semester 7

- [EBE-410] [6.0 ECTS] **Business Law**
- [CBEE-701] [6.0 ECTS] **Economic Growth and Development**
- [CBEE-702] [6.0 ECTS] **Sectorial and Industrial Policies**
- [6.0 ECTS] **Elective course**
- [6.0 ECTS] **Free elective course**

Semester 8

- [CBEE-803] [6.0 ECTS] **Labor Market**
- [CBEE-804] [6.0 ECTS] **Research Methods in Social Sciences**
- [EBE-407] [6.0 ECTS] **Financial Markets and Institutions**
- [6.0 ECTS] **Elective course**
- [CBE-802] [6.0 ECTS] **Project - Case study**

Description of courses

Core courses

- **Principles of Marketing**

The purpose of this course for students to acquire knowledge of basic concepts that are embedded in the marketing functions of modern organizations. The focus is on concepts and issues associated with marketing products and services to consumers. Specifically, the goal is for students to learn about the marketing environment by analyzing the market and implementing successful marketing strategies in this environment. Students will also be able to apply scientific concepts to design a complete marketing plan for their product. This course contributes to familiarizing students with various activities in the field of marketing, contributing company to be competitive and successful in the market.

- **Introduction to Economics and Business**

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 Management**

The purpose of this course is to familiarize students with the basics of management, its genesis, definition and basic principles which should be based on the work of any future manager. This course also aims to acquaint students with knowledge of the basic functions of management as planning, organizing, coordinating, motivating and controlling. Mastery of this subject will provide students with the ability: - To learn the basics of management and to enable them to give concrete examples. - To be able to see the mastery of this subject as the need and acquiring knowledge to be in the context of practical application of learning. - To think of an effective way this will help them to face with business problems in their future life.

- **Principles of Accounting**

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

- **Business Mathematics**

The Goals of Business Math are as follows: - Students to be able to apply the system of linear equations to solve various problems in the field of business and economics. - Students to be able to apply their knowledge of linear models and numerous arrays for solving various problems in business and economics. - To provide students with advanced knowledge for calculating compound interest, periodic deposits, periodic rents, loans and financial decisions.

- **Microeconomics**

Basic understandings on economic phenomenon and the Global Universal microeconomic terminology are achieved through this course. Theoretical approaches that allow coming to their own idea of the possible application solutions to the problems of production, exchange and organization of individual enterprise, a separate branch or a separate market are followed and analyzed. Development components provide dynamic dimension without which simplified approaches would be unusable. Foundations of macroeconomics is taught through the world as part of the universal effort to instantly identify and define similar problems and come up they might be resolved in a similar way everywhere, but to get to the information that can aggregate level to help in formulating macroeconomic objectives and strategic planning elements. It is a part of the need to build globally similar societies in which frequent business, political labor or other contacts will be recognized for all participants in the same way and will be resolved using similar complementary instruments are all usable everywhere.

- **Statistics**

The purpose of the course is for students to acquire knowledge to be able to: - Use descriptive analysis when

analyzing data. - Use probability and random variables in solving business problems. - To understand the statistical lock which is the basic for interpreting results and making business decisions. - Using correlation and simple multiple regression. - To know the basics of analysis of variance. To understand the basics of index numbers and the methods for analyzing time series. Prerequisites for entering the course: Business Math.

- **Business Calculus**

The program aims to enable students: - To prove that they have knowledge and understanding of dependencies between the sizes that is used in business and economics and simple mathematical models. - To identify the relationship between differential calculus and functions of business and economics. - To apply these relations to study the dependencies between sizes in business and economics. - To apply differential calculus to solve various problems in applied business and economics. Prerequisites for entering the course: Business Math.

- **Macroeconomics**

Students will gain knowledge about: - Macroeconomic concepts and categories that is a prerequisite to the functioning of a national economy as a part of the broader global economic system. - Importance of the principal macroeconomic indicators such as gross national product, national income, economic growth, economic cycle, investment and public consumption, inflation, unemployment money and banks, budget, balance of payment and more. - Basic tools of macroeconomic analysis (aggregate supply and demand) and macroeconomic policies (monetary and fiscal policy) and others. - The efficient function of a national economy, comparing it with modern market economies, indicating in that direction differences, similarities and opportunities for future development of the respective economy. - Knowledge of macroeconomics, which will allow easier access to other advanced macroeconomic courses. Prerequisites for entering the course: Introduction to Economics and Business, Microeconomics.

- **Operational Management**

The purpose of the course is for students to acquire knowledge to be able: - To prepare and make decisions in which products and services are made. - To prepare and make decisions in which products and services are controlled. - To find a suitable approach to solve any situation connected with the complex problems of products and services. - To learn about various activities of the organization and functioning of the overall system operating management. - To prepare and make decisions that creates conditions for products and services. Prerequisites for entering the course: Principles of Management.

- **Financial Accounting**

The purpose of this course is to equip students with advanced knowledge of accounting and their application in the accounting system of business entities. Prerequisites for entering the course: Principles of Accounting.

- **Marketing Management**

The purpose of this course is to prepare students to use and manage 4-Q of an organization or company, so they're able to design optimal marketing element, products, pricing, promotion and distribution methods that companies face. Specifically, the goal is to understand the complexity of decisions in marketing management, as well as frameworks for analysis of markets, customers, competitors and integrating concepts from the original marketing plan. Prerequisites for entering the course: Principles of marketing.

- **International Economics**

Course aims: Students gain knowledge and skills to understand the difference between global creation, maintenance and modification in comparison with international strategies in terms of international business, to gain knowledge to perform cost-benefit analysis from a global perspective. To conduct SWOT analysis for various international companies and to learn new global markets. To understand the essence of global international business and the use of global communications. To define and use strategies for evaluating joint venture, unification and buying different companies in order to gain access to new markets. To bring solutions to the segmentation of markets and ways to access them.

- **Monetary Economics**

The main objective of this course is to introduce the student to the impact monetary policy on interest rates and asset markets, such as bond market and the stock market. In addition, the course will provide the students of the economics with the analytical tools necessary to analyze and solve relevant and current monetary economics issues. The monetary economics, however, which is the focus of this course, mainly deals with function of money and monetary aggregates, demand and supply for money, conduct of monetary policy, targets, tools and its operation. In

addition, the monetary policy strategy, transmission mechanism of monetary policy, and monetary and fiscal policy will be discussed. Moreover, this course is intended to introduce students to the analytical techniques, instruments and policy issues relevant to monetary economies. An important objective of this course is to provide students with the ability to use appropriate techniques-tools of monetary economics analysis as to theoretical and applied problems relating to monetary economics. Prerequisites for entering course: Introduction to business and economy, macroeconomics, microeconomics.

- **Investment Economics**

The purpose of this course is for students to acquire relevant theoretical knowledge and practical skills in the sphere of investments and modern investment processes, as well as the micro plan and macro plan. The course will also train students through the analysis of investment as an economic category, motives and functions of investment, with special emphasis on the contribution of investment in economic growth and development of a national economy. Also this course aims to bring modern methods for determining and selecting the most effective real and financial investment to achieve greater profitability. Prerequisites for entering the course: Macroeconomics, Microeconomics.

- **Strategic Management**

The Strategic Management course is designed to expose students to the many facets of strategy which translated to why certain companies outperform their competition and gain sustainable competitive advantage. It is not a course on strategic planning but will provide students with the tools to perform a strategic analysis. The students will learn the process of strategic management beginning with the formulation of the philosophy and mission, analysing the internal and external environment, and analysing the companies' competitive position. Major focus of the course is placed on Strategy Formulation - methods for analyzing industries and competitors within these industries and – Strategy Implementation.

- **Public Finance**

Objectives of the course: - Students will acquire knowledge of public finance as a major means of macroeconomic policies as a fundamental instrument for the functioning of a national economy as a whole and as a subsystem of an economic system of the country. - Students will acquire knowledge of public goods and externalities costs, allocation of public revenue allocation and reallocation of revenue, comparative aspects of public finance in developed countries and those in transition, the specifics of the fiscal systems of Macedonia, trends and challenges them, fiscal decentralization etc. - Students will gain knowledge of budget and extra-budgetary funds as the main instruments of fiscal policy, procedures about preparation, preparation, approval, implementation and control of the budget, and techniques of budget as the local and central level. - For students to create a clear picture of the functioning of a fiscal system, in terms of various fiscal theories that can perform comparative difference and find common points of operation of these systems in different countries. - Students are familiar with the main indicators of fiscal policy in the Republic, creating a real database in terms of long-term fiscal trends RM, encouraging students to work independent scholarly papers and essays on fiscal policy. Prerequisites for entering the course: Introduction to economy and business, macroeconomics, microeconomic.

- **Econometrics**

The purpose of this course is to learn the basics of econometrics, which will benefit students to conduct simple research Content: This course focuses on basic research methods that can be used within all social sciences. It pays attention to simple quantitative and qualitative research methods. This course is intended for individuals who need to conduct social research as part of academic studies. Prerequisites for entering the course: Business mathematics, Business statistics.

- **Business Law**

The purpose of the course is for students to gain basic knowledge of commercial law. In this way students are familiar with: the legal rules for carrying out business activity, way of organizing business entities, conditions for establishment and registration of business entities and sole proprietor, and by way of termination of business entities, ways to establish business and legal terms, conditions for the occurrence of such relationship, the effects and consequences, the work of securities: how to protect industrial property rights, ways of protecting businesses from unfair competition: how to protect consumers and others.

- **Economic Growth and Development**

The aim of this course is to use the institutional approach to study the development process and to analyze the roots of developmental and anti-developmental experiences in countries, regions and organizations. The approach addresses institutional theories of political science, sociology and the new institutional economics. The objectives of

the course are: • To explain institutions and organizations from theoretical aspects; • To analyze the development implications of different organizational forms; • To study the coordination in an environment of continuous growth of the complexity of institutional systems, which are characteristic of developed countries; • To explore how characteristics of this complex interdependence are related to the persistence of high and low states of development..

- **Sectorial and Industrial Policies**

Course Objectives: • To be able to use methodological approach that describes technology policy, macro and micro level; • To gain the ability to form a creative relationship to the new changes and their integration into development policies at the enterprise level and at the level of national economy • To gain knowledge of technological development policies and related structural changes in national economies in developing countries and especially in countries in transition to a market economy; • To gain knowledge of the theoretical aspects of the creation and dissemination of innovation in the age of globalization; • To gain the ability for comparative analysis of the technological capabilities between different countries; • To understand the causality between technology policy and international economic relations between technological developments and changes;

- **Labor Market**

The main aim of the course "Labor Market" is to provide students with basic and in-depth knowledge in the field of labor market theory and the mechanism of functioning of the market economy. The objective of the course Labor Market is to provide and teach students about categories, laws and basic principles through which the labor market functions. The course makes a detailed analysis of behavior pattern and the role that key agents play in labor market: individuals, companies and government. The analysis is based on two basic categories - labor demand and labor supply, which are applied in almost all the topics that are addressed in this course. The knowledge gained by the students from this course, serves as essential theoretical basis necessary to understand and grasp the different theories and policies that are applied in the labor market. The course teaches students to understand how labor markets distribute and use efficiently the rare factor of production- the labor. Lectures include knowledge about the concepts of labor demand and labor supply and their practical application; behavior of individuals in the labor market, in order to maximize their usefulness; behavior of companies in the labor market, aiming profit maximization; government's role in the labor market, the different structures of labor markets: labor market in full competition, monopoly in the labor market, the role of unions in the labor market, the bilateral monopoly in the labor market. Lectures and class discussions cover material that may not be in the book and some aspects of the material contained in the basic literature will not be discussed in class, but are left for active studying of the student. Therefore in order the student to achieve success in learning the course is to be present in lectures and workshops by participating actively in the discussion of various issues related to labor market.

- **Research Methods in Social Sciences**

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;

- **Financial Markets and Institutions**

The purpose of this course is to familiarize students with the basic principles of the functioning of financial markets (money markets, capital markets, foreign markets, etc) and financial institutions (banks, insurance companies, pension funds, investment funds etc) which are extraordinarily important part of every national economy and the world economy as whole.

Elective courses

- **Macedonian Language for Professional Purposes 1**

Upon completion of the course Macedonian for Professional Purposes 1, students are expected to broaden and strengthen their abilities for more advanced written and oral expression in Macedonian in the context of the different professional settings. Students are expected to be able to read, write and comprehend various professional texts in Macedonian. They are also expected to acquire knowledge and skills about the general terminology from the field of law, business and economy, administration, computer sciences, language and communication and to be able to use that terminology in the framework of their future professions. Besides accomplishing these professional aims, students are expected to become more autonomous language learners and be able to think critically about different topics in a multilingual and multicultural environment.

- **Macedonian Language for Professional Purposes 2**

Upon completion of the course, Macedonian for professional purposes 2, students are expected to reconfirm and expand further their abilities for advanced written and oral expression in Macedonian, in the context of their future professions. They should be able to read, write and comprehend different kinds of professional texts in Macedonian, to analyse and discuss those texts, as well as to create their own documents, including professional biography in Macedonian (CV). They should also expand the knowledge of specific terminology from the field of law, business and economy, administration, computer sciences, language and communication and be able to use that terminology in simulation of authentic situations from the professional environment, in debates and exchange of opinion regarding different aspects of these professions.

- **Macedonian Language for Beginners 1**

The programme Macedonian Language for beginners 1: reading, writing, listening and speaking. Through special exercises and lectures introduction to basic communication in Macedonian language is provided, i.e. introducing, greeting, presentation, enriching vocabulary and write and understand short texts. When we created this program we took into the consideration that students can apply the acquired knowledge further. The material is processed under the principle of combined lectures and exercises, and continuous tasks through which students are actively involved during class and participate with their questions and suggestions.

- **Macedonian Language for Beginners 2**

The programme Macedonian Language for beginners 2 includes: reading, writing, listening and speaking activities. In this course the following issues are covered: daily routines, planning activities for the next period, description of persons, places and objects. When we created this program we took into the consideration that students can apply the acquired knowledge further.

- **Albanian Language for Beginners 1**

Albanian Language course for beginners 1 is prepared with the purpose to enable the students, who do not have basic knowledge of the Albanian language, to get to know the characteristics of this language, to gain knowledge of the linguistic structure of the Albanian language, and to extend and apply their knowledge in everyday situations. Correspondingly, they will gain knowledge on the structure of the Albanian language, will overcome a modest set of various lexical and grammatical categories which will enable simple conversations. Even though, it is a second level course for beginners, the course is designed to be flexible and to adapt to the capabilities and interests of students.

- **Albanian Language for Beginners 2**

Albanian Language course for beginners 2 is prepared with the purpose to enable the students, who do not have basic knowledge of the Albanian language, to get to know the characteristics of this language, to gain knowledge of the linguistic structure of the Albanian language, and to extend and apply their knowledge in everyday situations. Correspondingly, they will gain knowledge on the structure of the Albanian language, will overcome a modest set of various lexical and grammatical categories which will enable simple conversations. Even though, it is a second level course for beginners, the course is designed to be flexible and to adapt to the capabilities and interests of students.

- **English Language for General and Professional Purposes 1**

By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language for General and Professional Purposes 2**

By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language for General and Professional Purposes 3**

By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language for General and Professional Purposes 4**

By the end of each level of this course determined by the placement test taken at enrolment, students are expected to be at different levels as determined by the Common European Framework (CEF) and should be able to understand and use familiar expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; talk and write about their everyday lives, leisure, entertainment, finance, problems; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations read and listen for gist, detail and comprehension; evaluate their own progress; participate in role plays and dialogues on familiar topics and produce a paragraph/ essay on topics related to the course material.

- **English Language 5**

Academic English is a one semester course which aims to enable the students with skills which can facilitate their language learning and their study progress in an academic teaching and learning environment. The number of hours is 30 (100 minutes once per week). The course should enable students to use those skills in both foreign language (native language classroom) as well as content areas. The course incorporates language skills, study skills and generally applicable skills (listening, delivering oral presentations, constructing arguments) in specific assignments. Therefore, upon completion of the course, the students should be able to deliver successfully oral presentation, participate in an online debate/ discussion forum stating their opinion and arguments and give feedback to others in a constructive manner. In addition, the students should be able to listen and read for gist and detail and write an argumentative paragraph and essay stating their opinion. They should write a problem solution paragraph and essay. They should recognize the abbreviations and symbols in a dictionary as well as practice using monolingual dictionary. They should be able to present visual information in a form of poster presentations. The students should be able to identify main ideas and supporting evidence in a text and to analyse and identify topic sentences in a paragraph. They should be able to identify a purpose of a text, patterns of organization in a text and apply them in their own writing.

- **English Language 6**

Academic English is a one semester course which aims to enable the students with skills which can facilitate their language learning and their study progress in an academic teaching and learning environment. The number of hours is 30 (100 minutes once per week). The course should enable students to use those skills in both foreign language (native language classroom) as well as content areas. The course incorporates language skills, study skills and generally applicable skills (listening, delivering oral presentations, constructing arguments) in specific assignments. Therefore, upon completion of the course, the students should be able to deliver successfully oral presentation, participate in an online debate/ discussion forum stating their opinion and arguments and give feedback to others in a constructive manner. In addition, the students should be able to listen and read for gist and detail and write an argumentative paragraph and essay stating their opinion. They should write a problem solution paragraph and essay. They should recognize the abbreviations and symbols in a dictionary as well as practice using monolingual dictionary. They should be able to present visual information in a form of poster presentations. The students should be able to identify main ideas and supporting evidence in a text and to analyse and identify topic sentences in a paragraph. They should be able to identify a purpose of a text, patterns of organization in a text and apply them in their own writing.

- **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 be 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.

- **Business English 1**

Students should become familiar with language necessary to understand and process/absorb principles and concepts used when communicating in business settings. Upon successful completion of this course, students should have their public speaking skills improved, be able to use grounded arguments to support their claims as well as respect the arguments of others, and have enhanced interpersonal business communication, as well as job hunting skills.

- **Business English 2**

Students should become familiar with language necessary to understand and process/absorb principles and concepts used when communicating in business settings. Upon successful completion of this course, students should have their public speaking skills improved, be able to use grounded arguments to support their claims as well as respect the arguments of others, and have enhanced interpersonal business communication, as well as job hunting skills.

- **Business Plan**

The aim of the course is to assist students in understanding the behavior of conscious enterprise in modern economic conditions.

- **Investment Management**

Students gain theoretical knowledge and practical skills in the sphere of investments and investment decisions in the enterprises in the country and the modern world. All this is accomplished through a special emphasis on the analysis of investments with special emphasis on various forms and patterns of investments and investment process, evaluation of feasibility of investment projects to their investment decisions. Also this course aims to bring modern methods for determining and selecting the most effective real investment projects that will contribute for achieving more positive financial results; analysis of contemporary practices and trends for management subtle economic category in recent years investment and investment processes, these questions allow students easier access to business venture, an opportunity to undertake the management of finances in their family business, or for easier access to employer. Prerequisites for entering the course: Management principles;

- **Project Management**

The purpose of this course is to introduce students to the world of modern projects and their confrontation with the opportunities and challenges of real economic life in the creation of appropriate, real need projects. Specific objectives of the subject include: how to determine a project (using several stages) and to emphasize the important role of project manager (understanding the need, field of action, activities for implementation, the complexity of modern design, etc...). Students will be trained on how to apply modern tools and techniques of modern project management in the transformation necessary or appropriate creative idea in a real and documented project that will

make you be more inventive about themselves and more competitive labor market. Prerequisites for entering the course: Management principles.

- **Corporate Social Responsibility and Ethics**

The aim of the course is to develop general theoretical knowledge of corporate social responsibility in modern economies and analyze the reflection of corporate social responsibility in the overall functioning of the enterprise.

- **International Marketing**

The main objective of this course is to develop managerial understanding of international marketing. This course will help students improve their analytical skills, decision making and their implementation in designing international marketing plan. The focus will be on management issues and marketing issues facing companies that operate in many parts of the world. Specifically, this course will examine the role of marketing in world markets and a review of its theoretical justification, will provide an overview of business in the international context, such as structure, problems and opportunities, challenges, and political, cultural, legal and economic conditions abroad, etc. Students will demonstrate how to manage the marketing channels and form of marketing communications. Prerequisites for entering the course: Marketing principles.

- **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.

- **Game Theory**

The aim of this subject is to make students familiar with the main concepts of non-cooperative game theory, and know how they are used in modeling and analyzing an interactive situation.

- **E-Commerce**

Objectives of the course: - Understand and apply the concepts of electronic commerce - electronic business. - Identify business needs for adaptation of the constant and continuous changes in the environment and the importance of incorporation of Information Technology in the most important business processes. - Improve their current operational efficiency to transform into a competitive advantage. - Develop strategic, administrative and operationally planning for new businesses or improve existing planning technology fields. - To explain: the rise of e-business today, the term consumer and business-model business-business, using relevant theories of business management and social sciences. - To explore: interaction between technological and social trends in the business context of e-business, including the diffusion of social networks and Web 2.0 developments.

- **Risk Management**

This course is designed to give a basic understanding of risk management. Particular attention is paid to the role of risk manager, the attitude of investors to risk, sources of risks (identification and categorization), how to apply integrated risk management through the use of modern approaches and techniques, quantitative and qualitative measurement and assessment of risk, probability techniques, risk diversification, and similar in both financial and non-financial businesses.

- **Management Information Systems**

A comprehensive introduction to information systems, organizational and social prism is given through the subject. The goal is for students to gain an appropriate balance of technical and organizational perspectives that will serve as a basis for further studies in this area.

- **Business Communication**

Contents of the curriculum: In recent years more and more companies apply the techniques of business communication as a key tool to respond to competition in the global market. This subject is an attempt to improve the communication skills of students with theoretical and above all, and practical indication of the correct way of communicating in an organizational environment with employees and managers as well as holding meetings, interviewing, how to respond when interviewing, negotiating and motivating those around them.

- **Corporate Management**

The purpose of this course is to familiarize students with: the theoretical foundations of corporate governance, the importance and role of corporate governance in the modern business world as well as stakeholders in corporate governance. The purpose of this course is to familiarize students with corporate management and to gain knowledge and create their own critical views on stakeholders of corporate governance in our country and the world through a comparative analysis of good practices of corporate governance. The course of Corporate Governance will enable students: - To gain expanded knowledge about corporations and their importance for the functioning of modern societies. - To extend knowledge gained about the models of corporate governance that applies in different parts of the modern world. - To acquire knowledge and to enable them to create their own views on the major stakeholders in corporate governance and so on. Prerequisites for entering the course: Introduction to management.

- **Money and Banks**

This course is designed to enable students to acquire knowledge and understanding of the functioning Central Bank and banking system in developed countries and transition countries. Therefore, the main objective of this course is to introduce the student to the empirical evidence regarding political and economic independence of monetary policy, instrument of monetary policy, transmission mechanism of monetary policy on real economic activity and management of asset and liabilities in banking, credit and market risk and regulation of banks. In addition, the course will provide the students of the finance with the analytical tools necessary to analyze and solve relevant and current monetary and banking issues. The money and banks, however, which is the focus of this course, mainly deals with theoretical and empirical evidence of monetary objective, targets and strategy and its operation in countries in transition. In addition, management of asset and liabilities, credit and market risk and regulation in banking will be discussed. Moreover, this course is intended to introduce students to the analytical techniques, instruments and policy issues relevant to money and banking. An important objective of this course is to provide students with the ability to use appropriate techniques-tools of money and banking analysis as to theoretical and applied problems relating to money and banking. Prerequisites for entering the course: Macroeconomics, Microeconomics.

- **Human Resources Management**

The purpose of this course is to acquaint students with the importance and role of human resource management in contemporary business organizations. Within this course students will become familiar with the process management of human resources both in theory and practice of international and domestic companies. Prerequisites for entering the course: Principles of management.

- **Environmental Economics**

This course is designed to provide a basic understanding of economic phenomena and global economic conditions. To analyze practical approaches that allow them to come to the idea of possible business agreements in the field of activity, construction, planning and development of urban construction area. When building the natural environment is degraded. Economic activity cannot be imagined without building, however, it degrades space and greatly reduces the quality of life. The development of the course offers an opportunity to find a balance between development needs and rising material standards and environmental as a natural environment which needs to maintain a long-term good quality and not to threaten the quality the life of ecosystems. Development Components provide dynamic dimension without which simplified approaches will be unusable. The theory of urban development is an integral part of any macroeconomic policy. It is not possible to talk about macroeconomic stability or demand and supply equilibrium if the dynamic elements of economic development and the most dynamic elements of objective work and the scientific contribution of technical and technological progress and investments such as motor development and the impact that development has on other macroeconomic variables are not taken into account, especially when it is known that major motor development processes occur in urban areas. The main goal is to create a normal knowledge of the development impact of investment, and also macroeconomic stability of each national economy. Investments in real estate are a necessary part of any economy. They give life to businesses, enabling the performance of the housing function, ensure the normal operation of the market real estate and rental real estate. Businesses in cities influence the formation of high space attractiveness, but the examination of theoretical approaches to modeling urban systems is of great benefit to any urbanization of urban efficiency. The management approach and building financing is an integral part of this course and provides basic information about the course, development, multidimensional and teamwork (architects, urban planners, economists, local government administration, the highest civil service, standards, safety, aesthetics spaces, horticulture, functioning of security systems in complex urban, attractiveness and value preservation and so on.

- **Economics of Public Funds**

The main purpose of the course in Economics of public funds to help students understand the differences between public and private sector. In this context, to explain the logic, organization and functioning of the public sector in the world and in Macedonia.

- **Local Economic Development**

The course aims to focus on major theories of local economic development. To discuss the main concepts and analytical tools for the planning of local economic development.

- **Business and Economic Modeling**

The main objective of the course is to analyze the variety of the economic model through the quantitative method, based on the economic theory. Students will gain sufficient knowledge to perform economic models through regression analyses by using different techniques- software package STATA. Finally, the course will enable the students to make deep investigation of the variety of business problem and to develop critical thinking in terms of the impact of the economic model on the business activities.

- **Global Economics**

This course has the task to allow students to piece together a picture of the modern world and the characteristics of the economic relations that exist within it. For this purpose material that covers this subject is divided into several main chapters: 1. Basic theory of international trade, 2. Types of trade policies and their instruments, the arguments for and against their implementation and the role of the international trade regulations; 3. Characteristics of modern economic trends in the international economy; 4. The characteristics of the modern international monetary system; 5. The capital market; 6. Balance of payments and 7. The problems with them pushed the globalization process.

- **European Integration Economics**

Objectives of the program is to provide an introduction to the economies of the processes of European integration and debate why it is important to know European integration, especially to distinguish the international and regional economic integration. At the same time subject introduces the various types of international and regional integration in which the EU operates and functions at different times. Additionally, the curriculum discusses the European Monetary Union, the concept of balance of payment and accounting. The course also provides an overview of corporate governance in the EU, the corporate governance structure greatly differs from country to country, reflecting the diversity of cultural, economic, political and legal systems.

- **Insurance Economics**

This course is designed to provide a basic understanding of insurance management. Through this course students will be introduced with the theoretical aspects and acquire the necessary skills and knowledge in the field of insurance management. This course covers the basic skills used in modern organizations that are associated with the logic of security processes, financial planning, elements of insurance, types of insurance, and the like. Evaluation is a skill that is required for all managers in all disciplines. Therefore, special attention is paid to the management of the insured assets, insurance risk management, use of theory and models of probability for effective management with the special environment of the insurance companies, and so on.

- **Economic and Political Systems**

The main goal of this course is getting to know the economic system as a subsystem of the social and political system. The main pillars of the economic system, market structure, institutions, a corporate network, as well as their performance at all levels of government. Comparative economic and political systems and comparability with the functional market systems of those of member states of the EU.

- **Behavioral Economics**

The purpose of this program is to study social factors, cognitive and emotional individual economic decisions and institutional, as well as the effects of changes in market prices, profits and resource allocation. Patterns of behavior is integrated from economic theory and covers a range of concepts, methods and research fields.

- **Mathematical Methods and Models in Economics**

The course is designed to analyze quantitatively the macroeconomic concepts, and as such includes a set of quantitative methods of modeling and optimizing of macroeconomic issues. The course includes the topics: Economic analysis and economic models; Aggregate macroeconomic models; models of fiscal policy; functional models of investments; modeling of monetary policy; Inflation models; economic growth models; models of financial markets; cross-sectional analysis.