



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

Study program **Business and Economics (2021/2022)**

Faculty	Business and Economics
Study Cycle	First Cycle (Undergraduate)
ECTS	180
Code	AB-180
Title	Bachelor in Economics - Module: Applied Business
Accreditation archive number [180]	03-760/2
Accreditation archive number []	
Decision for starting of the program	
Accreditation date	17.09.2021

Description of the program

During Applied Business studies, students will gain the skills needed to solve challenging business problems using a multidisciplinary approach. More specifically, in the applied business program, students will become managers who can make informed strategic decisions in response to economic challenges and opportunities. The Bachelor of Science in Applied Business will use a practical, academic framework and follow the "practice as an orientation" and "science as a basis" approach. Students will also gain the skills needed to solve challenging business problems, as well as gain relevant knowledge of the specific challenges facing company / company life.

Career

Students are committed to a promising (international) career thanks to current knowledge in the combination of business economics, quantitative methods and technology, management skills and language skills.

Learning outcomes

Knowledge and understanding

Possession of knowledge and understanding of the business environment, business entities and their operations in the context of applied business (economics, management, marketing, finance, programming, databases, computer and information systems, networks and data engineering) .

Ability to develop and implement original and creative ideas in environments in which applied business areas overlap or interrelate.

Ability to apply interdisciplinary knowledge and demonstrate specialized competencies in applied business.

Applying knowledge and understanding

Ability to solve problems critically, independently and creatively in new environments or in environments in which students have no previous experience in a multidisciplinary context of a true business environment or organizational environment. Planning, conducting and evaluating independent business research, implementing appropriate calculation tools, facilities and technologies.

Creativity and originality in interpreting knowledge from business processes and proper use of computer tools based on defined research and examination techniques. Has the knowledge to start and develop his business.

Making judgement

Ability for creative integration and synthesis of knowledge from multiple areas related to business processes and the use of computer tools and techniques.

Ability to deal with complex situations related to business processes, to identify appropriate cases specialized in the field of business and informatics and to make sound assessments in situations of lack of complete information or data and based in personal, social and ethical principles; and responsibilities associated with it for the application of knowledge and understanding.

Makes business decisions at a low management level.

Has the ability to analyze competition in the market.

Communication skills

Ability to present clearly and unequivocally the conclusions, results, studies and knowledge of experts with the ability to adjust the style and form of expression.

Competence for critical, independent and creatively reasoned research, evaluation of methodologies and proposing and defending new hypotheses.

Ability to start, lead and take responsibility for individuals and groups in cases where business competencies and IT competencies are essential.

Ability to present the results of various studies, to transmit business plans to working groups and stakeholders.

Learning skills

Ability to identify personal needs and guidelines for further individual and autonomous education, as well as for his /her performance independently and autonomously in common business and information fields.

Ability to take responsibility for continuing individual learning in specialized business and IT fields within a networked economy.

Uses computer skills to gain legal knowledge

Can do individual and team teaching.

Has the ability to do business analysis and use scientific literature and review by other authors.

List of courses

Semester 1

- [C2118] [6.0 ECTS] **Mathematics**
- [C2119] [6.0 ECTS] **Principles of Management**
- [C2117] [6.0 ECTS] **Fundamentals of Business Economics**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Electives - Digital Competencies**

Semester 2

- [CBE-102] [6.0 ECTS] **Principles of Marketing**
- [CBE-203] [6.0 ECTS] **Microeconomics**
- [C2292] [6.0 ECTS] **Calculus**
- [3.0 ECTS] **English Language**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [6.0 ECTS] **Electives - Digital Competencies**

Semester 3

- [B?-410] [6.0 ECTS] **Business Law**
- [C2120] [3.0 ECTS] **Principles of Accounting**
- [C2121] [3.0 ECTS] **Business, Government and Society**
- [CBE-303] [6.0 ECTS] **Macroeconomics**
- [CBE-301] [6.0 ECTS] **Statistics**
- [C2069] [3.0 ECTS] **Oral Communication**
- [3.0 ECTS] **English Language**

Semester 4

- [CBE-401] [6.0 ECTS] **Operations Management**
- [C2070] [3.0 ECTS] **Written communication**
- [CBE-402] [6.0 ECTS] **Financial Accounting**
- [C2124] [6.0 ECTS] **Business Information Systems**
- [C2123] [3.0 ECTS] **Managerial Economics**
- [C2122] [3.0 ECTS] **Human Resource Management**
- [3.0 ECTS] **English Language**

Semester 5

- [C2125] [6.0 ECTS] **Strategic Marketing**
- [CBEF-602] [6.0 ECTS] **Public Finance**
- [C2126] [3.0 ECTS] **Supply Chain Management**
- [C2127] [3.0 ECTS] **Managerial Accounting**
- [6.0 ECTS] **Electives from other units**
- [6.0 ECTS] **General elective course**

Semester 6

- [C2128] [6.0 ECTS] **Strategy and Organization**
- [CBM-502] [6.0 ECTS] **Corporate Finance**
- [C2129] [3.0 ECTS] **Money, Banking and Financial Markets**
- [C2130] [3.0 ECTS] **International Business**
- [6.0 ECTS] **Electives from other units**
- [6.0 ECTS] **General elective course**

Description of courses

Core courses

- **Mathematics**

The subject of Mathematics aims to expand the basic knowledge of mathematics and to develop the skills and abilities of students in solving various problems and their application in the field of business and economics. Also, the second goal is to train students in the use of application programs to solve tasks and problems implemented in the field of business and economics. Topics covered in this course are: numerical communities, numerical and variable expressions, linear and nonlinear equations, matrices, determinants, systems of linear equations, application of systems of linear equations in business and economics, arrays, arithmetic and geometric progression, numerical series, proportional calculation, simple interest, compound interest, periodic deposits, periodic rents, loans and loan

amortization plan, different methods for loan amortization.

- **Principles of Management**

This course aims to acquaint students with the essence of management and create a base which will be supplemented by other managerial and organizational courses that students will listen to during their study. This course has several main purposes, including: Students to understand and explain the main concepts and theories of management. - Initiate critical thinking in the classroom. - To enable students to use the information gained to give assessments and construct arguments. - To develop students' communication skills. - To inform students about the management process and the tasks of the manager. - To inform students about the planning process. - To inform students with decision-making processes and models. - To acquaint students with the organization, including the division of labor and the breadth and depth of management. - Students should be able to apply in practice knowledge on individual-organizational relationships and various elements related to organizational behavior, including personality, behaviors and perceptions. - Students to gain knowledge on motivation and motivation theories.

- **Fundamentals of Business Economics**

The course "Basics of Economics for Business" aims to introduce students to basic concepts and knowledge from the fields of economics and business. The lectures include topics such as: understanding economics and business, why economics is taught, its division into micro and macro economics, methods used in understanding economic phenomena, unlimited needs and desires, insufficient resources - rarity, compromise, choice and decision making. Later students will be introduced to other basic concepts such as: opportunity cost and limit of production possibilities, demand and supply, factors of production, economic systems and economic cycles. The following part addresses important issues such as macroeconomic indicators, inflation, unemployment, production costs, etc. The last part of this course deals with issues from business starting with the meaning of small business and entrepreneurship, its organization and expansion and ends with the topic on interdependence and utility from the international market.

- **Principles of Marketing**

The subject Principles of Marketing aims to create, develop and advance the knowledge of students in the field of Marketing, as the foundation of the operation of a business of any industry. Through this course students will be provided with basic knowledge about marketing concepts and principles; - To train students for market research management, market segmentation, report presentation, etc. given the needs, desires and behaviors of consumers; - To acquaint students with the marketing environment, in reality with the macro and micro environmental factors, which directly affect the business success of the enterprise; - Professionally prepare students for implementation, which means the implementation and organization of the marketing concept in the organization through the elements of the marketing mix.

- **Microeconomics**

The subject of Microeconomics aims to acquaint students with the principles and concepts of Microeconomics, which will enable Business and Economics students with the necessary analytical tools and techniques to analyze and provide solutions to relevant and current issues in the field of Microeconomics. This subject will equip students with theoretical and practical knowledge as follows: 1. Demand and supply analysis and market equilibrium; 2. Elasticity and its application; 3. Cost analysis and their application; 4. Analysis of profit maximization in all types of competition; 5. Complete and incomplete competition; and 6. Government and microeconomics.

- **Calculus**

The subject of Calculus aims to expand the basic knowledge of mathematics and the development of skills and abilities in students for solving and applying problems through functional models, derivative and integral measuring in the field of business and economics. Topics covered in this course are: Understanding the function with one variable, elementary functions, functional models, limit and continuity of the function, derivative meaning, derivation rules, elements of marginal analysis, high-order derivatives, derivative of the function of compound, monotonicity and extreme values of function, concavity and points of inflection, analysis and presentation of graph of function, meaning and definition of indefinite integral, properties and rules of integral, methods of integration, application of indefinite integral in business and economics, the meaning and definition of the definite integral, the properties of the definite integral, the computation of the definite integral, the application of the definite integral in business and economics.

- **Business Law**

The aim of the subject is for students to gain in-depth knowledge in the field of commercial law. In this regard, students in this subject will be able to understand: - Legal rules for conducting a business activity, the manner of

organization of business entities, the conditions for the establishment and registration of business entities and individual owners as well as the manner of termination of business entities; - Ways to create a legal business relationship, the conditions for the emergence of those relationships, effects and consequences; - Activities related to bonds trading; - Ways to protect industrial property rights, ways to protect business entities from unfair competition; Ways of consumer protection, etc.

- **Principles of Accounting**

The aim of the subject is to help students understand the essence of accounting; learn the basic concepts and principles of accounting. In this regard, the subject aims to provide students with knowledge and understanding of financial statements, their balance sheet items, basic rules of accounting records, generally accepted principles of accounting, etc.

- **Business, Government and Society**

The subject aims to prepare students for the ways in which the environment, particularly government policy, influences business and how economic entities and other special interest groups create and change the rules of the game in which they operate. In today's economy, a successful business strategy means more than surpassing rival companies; managers also need to design strategies to deal with global forces. Managers need to understand how public policy is conducted and how specific stakeholders, including their business, can influence the policy process. After attending the course students will create knowledge about: - Public affairs management and stakeholder relations; - Social and community responsibility of the enterprise; - Business in the globalized world; - Ethics, ethical judgment and ethical management; - Business-government relations; - Impact on the political environment; - Sustainable development and global business; - Regulation and management of information technology;

- **Macroeconomics**

The subject aims to create, develop and advance the knowledge of students in the field of Macroeconomics, as a foundation for the functioning of a national economy and a subsystem of the global economic system. Through this subject students will be provided with basic macroeconomic knowledge about: gross domestic product (GDP), aggregate supply and demand, investment and consumption, inflation, unemployment, state budget, public debt, monetary and fiscal policy, international economic relations (trade and payment balance), etc.

- **Statistics**

The subject is based on the basic principles and basics of statistics. Students will be introduced to the analysis of numerical data from a scientific perspective for the first time this semester. Through this course students will be introduced to: - Data, measurement and statistics - Statistical descriptive indicators- SIMPLE - Statistical descriptive indicators-GROUP - Statistical descriptive indicators- PONDERED - Probability

- **Oral Communication**

Aims of the subject program: - To develop verbal communication skills. - To be able to be actively involved in a discussion on a particular topic. - To master the techniques for successful communication. - To express their critical opinion on certain topics. - To apply the adopted techniques in their professional career.

- **Operations Management**

The course deals with the theoretical and practical explanation of the operations necessary for the efficient management of the function, planning, organization, management and control of the resources of a business that are needed to produce products and services in order to realize the benefits as big as possible. They are provided with introductory, highly complete, concise and up-to-date knowledge about the place and role of operations management in the efficient management of businesses and are trained in the practical application of the theoretical and professional framework related to operations management in contemporary businesses of manufacturing and service. - understand what operations management represents, what is the role of operations management in business, distinguish between different characteristics of operations processes. - understand what the operations strategy is and distinguish between the competitive and winning priorities of a business. Understand why designing a product or service process is important and what the design stages are. - understand what demand forecasting means and how capacity planning and system design should be done. - assess the importance for the survival of businesses in the global economy. - be able to build independent concepts related to the management of operations in manufacturing and service businesses through research and preparation of professional research projects in this field.

- **Written communication**

Course objectives: - To gain knowledge about the writing process (stages in creating a text). - To approve the

standard language norms. - To achieve an academic level for written expressions in Albanian, Macedonian or English, which will apply the previously acquired knowledge of the standard language. - Encourage student motivation for written expressions regardless of text types and forms. - To approve the criteria of textuality, which are essential for a text. - Acquisition of materials search skills (libraries and online resources)

- **Financial Accounting**

The subject has the general purpose of advancing the knowledge and skills of students in the field of accounting and the special purpose is to round up the knowledge in the field of financial accounting dedicated to business companies in accordance with LAS and International Accounting Standards (IAS). Applying the principles of double entry accounting by applying the principles of the chart of accounts for businesses in North Macedonia in the case of recording AAGJ and AASH, expenditures and revenues, recording liabilities and fiscal claims and determining the financial result with the annual account in accordance with LAS and IAS. Compilation of Financial Statements as the final product of Financial Accounting is a very important accounting, financial and economic product for businesses, the economy and the state.

- **Business Information Systems**

The subject gives students an introduction to the role of computers and other information technologies in business. Computer conceptual knowledge is the focus of this subject. After introducing the basic concepts of computer use, these lectures pay special attention to current technological innovation in social and business environments. Topics include technology and organizational change, telecommunications, information age privacy, and online business security.

- **Managerial Economics**

The subject provides an overview of the economic techniques and analytical approaches available to the manager for business decision making. It includes topics such as pricing, forecasting, demand analysis, production and cost analysis, but also macroeconomic policies that affect the business environment. The aim of this subject is to develop an economic perspective that is appropriate for students aspiring to manage entire business units or companies in a wide variety of industries. The subject is part of the applied microeconomics. Microeconomics is the foundation of all economic analysis. This subject will present the basic postulates of microeconomics and illustrate the pervasive implications of these postulates when we examine real-world situations. The aim of this subject is for every student to "think like an economist" and feel good enough in microeconomic knowledge, to apply it in all spheres of life. In more detail, the objectives include: - Development of techniques for useful business decision making; - Detailed study of price theory and consumer choice; - Study of market structure and performance; and - Consideration of business problems from an economic perspective.

- **Human Resource Management**

The aim of the subject is to introduce students to the role and importance of human resource management in modern business organizations. Within this subject students will gain knowledge of human resource process management, both in theory and in the practice of international and local companies. Prerequisite for enrolling in this course: Principle of management.

- **Strategic Marketing**

The subject examines topics in marketing strategy. Marketing strategy is about how to manage customers in order to maximize profits in the company. The emphasis of the course will be on how to strategically manage the targeting process, gaining, retaining and growing clients. The course will examine strategy and organization management to build valuable clients for enterprise growth and profits. Case studies will be discussed regarding the problems of a firm in each module so that students are able to apply the concepts learned, as well as the strategies that will be applied in each given situation.

- **Public Finance**

The subject aims to analyze the different fiscal policies applied in an economy by analyzing them as a reference point with the fiscal policies of other countries. Also, to analyze the fiscal aspects and their reflexes and repercussions in an economy, the various macro and microeconomic effects of different fiscal policies (restrictive, flexible, relaxing, etc.), as well as to enable students to create a real understanding of the need for taxation as "an evil without which it cannot be done" but that can create social welfare if managed fairly and efficiently. The aims of the course are: - Equipping students with knowledge of Public Finance, as one of the main pillars of macroeconomic policies and a fundamental instrument of the functioning of a national economy as a whole and as a subsystem of a country's economic system. - Equipping students with knowledge about public goods and expenses for their insurance, externalities, redistribution of social income, allocation and reallocation of income, social security and expenses for them, Cost-Benefit Analysis,

income system social system, tax system and their structure, comparative aspects of public finances in developed and transition countries, the specifics of the Macedonian fiscal system, its trends and challenges, fiscal decentralization, etc. - Equipping students with the necessary professional knowledge related to the budget and extra-budgetary funds as the main instruments of fiscal policy, procedures of preparation, compilation, approval, implementation and control of the budget as well as techniques and principles of budget management for efficient management of the budget both centrally and locally. - Creating a clear picture to students of the functioning of a fiscal system by giving you reference points in terms of different fiscal theories with which they will be able to make a comparative difference and find the meeting points of operation of these systems in different. - Informing students in an informative way about the main fiscal policy indicators in the Republic of Macedonia, creating a real database on long-term fiscal trends in Macedonia by stimulating them to work independently on seminar papers and essays in the field of fiscal.

- **Supply Chain Management**

The subject deals with the theoretical and practical explanation of the supply chain which is necessary and indispensable for the efficient management of the function for planning, procurement, inventory control, transportation and storage. Students will learn about topics such as designing supply and distribution networks in line with the firm's business and supply chain strategy as well as improving supply chain performance through SCOR, Lean and Six Sigma techniques. Students explore how different aspects of supply chain management are integrated within the firm, as well as coordinated with suppliers, trading partners, and logistics/transportation providers to deliver superior customer satisfaction. Making sound strategic and tactical decisions learned by managing a global consumer electronics supply chain through an on-line simulation.

- **Managerial Accounting**

The course aims to enable students to apply new more analytical methods in the calculation, analysis, budgeting, control and evaluation of costs, revenues and profits of the company in order to make effective and efficient decision-making in the private sector of the economy, in the public sector and in other organizational systems.

- **Strategy and Organization**

The subject is designed to enable students to evaluate and implement key elements of strategic analysis, to choose the right strategy within a flexible plan and to encourage thinking about the problems associated with implementing the organization's formulated strategy. The aim of this subject is to teach students to think critically about the issues and problems associated with choosing a strategy in a turbulent and dynamic environment and to understand that there is no single right way to develop a strategy.

- **Corporate Finance**

The subject aims to study finance, emphasizing their application in a wide range of real-world situations involving personal finance, corporate decision-making and financial intermediation. Key concepts and applications include: time value for money, risk-return exchange, cost of capital, interest rates, pension savings, mortgage financing, capital budgeting, asset valuation, internal rate of return, repayment period , etc.

- **Money, Banking and Financial Markets**

The subject provides an introduction to the principles of money, banking and finance markets. The content of the course is mainly related to the study of the structure and functions of financial systems. This subject focuses on each of the three main entities that make up a financial system: financial intermediaries, securities and financial markets. It then studies the change in the relative importance of financial intermediaries and financial markets around the world, and thus performs a historical and economic analysis of the reasons for the emergence of bank-based systems and market-based systems in different countries.

- **International Business**

The course includes topics that incorporate business topics that take place outside the state borders. At the beginning, topics are realized with which students are introduced to the basic knowledge in this field, starting from what international business is, why international business is taught, the difference between local and international business, why international business is more difficult than local, etc. Next, the topics which are covered in this course: international business in the era of globalization, national differences in political economy, changes in culture, IHD and regional economic integrations. The second part covers topics related to IB operations such as: IB strategies, international work organization, international business entry strategies, export, import and exchange, global marketing direction and global human resource management.

Elective courses

- **Albanian Language for Beginners 1**

Albanian Language course for beginners 1, 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 of the structure of the Albanian language; They will also acquire a modest set of various lexical and grammatical categories which will enable them carry out simple conversations.

- **Albanian Language for Beginners 2**

Albanian Language course for beginners 1, 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 of the structure of the Albanian language; They will also acquire a modest set of various lexical and grammatical categories which will enable them carry out simple conversations.

- **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.

- **Macedonian Language Intermediate Level 1**

The curriculum for Macedonian Language intermediate level 1 includes: reading, writing, listening and speaking through which the students: will enrich the vocabulary through appropriate texts for daily activities (in a bank, in a library, in a ministry, etc.) and will improve the skills for professional writing and speaking that are necessary for clear and effective communication in their further professional career. A special, continuous emphasis on the overall activity is placed on the linguistic elements, that is, on the spelling and grammar of the Macedonian standard language. Experts as one of the key elements for good written expression state the correct use of language.

- **Macedonian Language Intermediate Level 2**

The curriculum for Macedonian Language intermediate level 2 includes: reading, writing, listening and speaking. Special emphasis is placed on the development of students' communication skills, or the use of language in daily activities and professional context, enriching the vocabulary and acquiring knowledge about the structure and types of professional texts. Different communication styles will be covered, with the goal being for students to establish good communication with the audience through their texts and to attract and retain their attention.

- **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.

- **English Language 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. By the end of this course students are expected to be at A1 level of the Common European Framework (CEF) and should be able to understand and use familiar expressions and very basic phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; students should be able to introduce themselves and others by using pronouns and possessives, use greetings, name things in the classroom, distinguish between singular and plural, recognize and use numbers from 1- 100. Students should be able to describe a typical day, recognize and use simple constructions in order to describe their daily routine; talk and write about their everyday lives, leisure; ask and answer questions about food and drink. students should be able to give dates, use appropriately the vocabulary related to months in the year, make polite requests, describe places, travel and personal histories; choose a destination and give directions; discuss likes and dislikes.

- **English Language 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. By the end of this course students are expected to be at A1 level of the Common European Framework (CEF) and should be able to understand and use familiar expressions and very basic phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal identification and personal relations; students should be able to introduce themselves and others by using pronouns and possessives, use greetings, name things in the classroom, distinguish between singular and plural, recognize and use numbers from 1- 100. Students should be able to describe a typical day, recognize and use simple constructions in order to describe their daily routine; talk and write about their everyday lives, leisure; ask and answer questions about food and drink. students should be able to give dates, use appropriately the vocabulary related to months in the year, make polite requests, describe places, travel and personal histories; choose a destination and give directions; discuss likes and dislikes.

- **English Language 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 different phenomena including crime and natural disasters, 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. By the end of this course students are expected to be at B1 level of the Common European Framework (CEF). They should be able to ask and answer questions about university degrees, job skills and situations; invite and respond to invitations. Students should be able to ask about or describe family relationships and marital status and they should be able to recognize and use appropriately vocabulary related to degrees and university education, art, travelling and sport.

- **English Language 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, environment finance, problems; ask and answer questions about university degrees, job skills and situations. They should be able to 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. By the end of this course students are expected to be at B2 level of the Common European Framework (CEF); They are expected to be independent users of English language and to implement some of the following language functions: give advice; ask and answer questions about university degrees, job skills and situations; invite and respond to invitations, read and listen for gist, detail and comprehension.

- **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 course should enable them to use those skills in both foreign language classroom as well as academic progress in content areas. The course incorporates language skills, study skills and generally applicable skills (listening, delivering oral presentations, constructing arguments) in specific assignments. Therefore, upon successful completion of the course, the students' proficiency level should be at C1 according to Common European Framework. As a result, 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 and write a problem solution paragraph and essay. They should be able to present visual information in a form of Power Point 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.

- **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.

- **Selected chapters in IT Skills**

The aim of this subject is: - To display the technical elements, the structure of the text and design of different papers during their studies. - To enable students to acquire IT skills knowledge that will be needed in preparing the scientific papers, professional papers and presentations. - To practically apply IT skills.

- **Microsoft Office Access**

Microsoft Official Academic Course (MOAC) for Access 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 15 lessons cover all product areas required. to pass MOS exam 77-730.

- **Microsoft Office Excel**

Microsoft Official Academic Course (MOAC) for Excel 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 15 lessons cover all product areas required to pass MOS exam 77-727.

- **Microsoft Office PowerPoint**

Microsoft Official Academic Course (MOAC) for PowerPoint 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 11 lessons resources cover all product areas required to pass MOS exam 77-729.

- **Microsoft Office Word**

Microsoft Official Academic Course (MOAC) for Word 2016 provides the hands-on experience to increase your personal productivity skills. This program is divided into 11 lessons resources cover all product areas required to pass MOS exam 77-725.

- **Web Creation**

Aim of this course is 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.

- **Digital Media Design**

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.

- **Google Education Apps**

Conceptual overview with hands-on tutorials for harnessing the educational potential of G Suite. It identifies learning principles that guide the effective use of G Suite to create learning environments that improve educational communication. This course is organized into a series of modules. The modules are attached to a collapsible menu available at google for education site that organizes the modules in roughly the same order in which they will be discussed in class.

- **Introduction to Public Administration**

Public administration is an area of special scientific interest. The course Introduction to Public Administration will offer to students knowledge regarding the basic concepts of public administration. Special attention will be devoted for acquiring knowledge about the evolution of public administration, as well as the envisaged reforms of the public administration in our country. Furthermore, the students will have the opportunity to understand and critically analyze the phenomena's that public administration is challenged with. Since the study area of this course is subject to continuous change, a special focus will be given to new developments and study classical theories of public administration. In this course we will investigate the following concepts: definitions and basic knowledge about the principles and institutions of public administration, the role and importance of public administration in an organized society; genesis and historical development of public administration, public administration, organizational structures , functioning of institutions of administration public administration services ; Decision Making in AP, public administration service for the protection and realization of human rights, public administration reforms in RNM etc.

- **Public Leadership and Organizational Development**

The course aims to enable students to identify how leaders and managers are developing and implementing the achievement of the mission and vision of an organization in the public sector; develop values required for long-term success and their application through appropriate activities and habits; how leaders and managers are personally involved in providing assurance that the systems for managing the organization will be developed and implemented. Also, about how the organization implements its mission and vision through a clear strategy based on the views of all interested parties, supported by all relevant policies, plans, goals and processes.

- **Introduction to Public Policies**

The Course aims to provide students easier understanding and mastery of public policy; its principles for creating and running a particular policy; and the analysis, implementation, evaluation and development of policy. Management of public policies is a discipline for problem solving that draws upon knowledge of basic theories and methodologies of social sciences, the social professions and the philosophy of politics.

- **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.

- **Legal Writing and Reasoning**

The course purpose is to provide the basic knowledge of legal writing and justification to the first year students of Legal studies and Criminalistics and Security studies. In this course, there will be gained knowledge for the legal writing and reasoning principles and basic guidelines for it, by applying the various methods of legal writing of normative legal acts (regulations, laws, decisions, judgments, contracts, wills etc.) and acts (CV, claim, competition, application, notification, complaint etc.). For law students this course is more than necessary. They have to take advantage of the proper legal writing skills and the proper reasoning of what they are writing legally, because the mastery of legal writing is essential to any lawyer in his upcoming professional work.

- **Assisted Reproductive Technology and Law**

This course aims to emphasize the fact that in the modern society, there is no one universal, generally accepted model of family and parenting. By studying the subject 'Assisted reproductive technology and Law', students will gain knowledge about new artificial reproductive technologies that are part of the contemporary natal policy. In more detail, students will be introduced to all artificial reproductive technologies, such as artificial insemination, in vitro fertilization, surrogate motherhood, the birth of children from a woman with sperm donation, posthumous reproduction, co-parenting, 'three parent' baby technique, cryopreservation of gametes or embryos. Students will have the opportunity to be informed that there are many other opportunities offered by science but are forbidden, for example, cloning, gender selection, improvement of the physical, intellectual or other capacities (eugenics) of the future child, etc. By studying this course students are expected to develop their critical thinking by debating the complex set of moral, ethical and legal dilemmas regarding these new reproductive technologies.

- **Domestic Violence**

Domestic violence is a social phenomenon of wide scale and widespread in contemporary society. It is present in all states and societies regardless of their development and emancipation. Immune to this phenomenon is neither our country nor the region in which we live. Therefore, law students through this course gain knowledge of what is domestic violence, the forms in which it is manifested, the legal arrangements in the country, the region and the international sphere as well as the ways of preventing it. Through this course, students at the end of the course will be able to identify domestic violence, identify criminal offenses that are incriminated in the Criminal Code as domestic violence, and develop critical thinking about this problematic. This course enables the future jurisdiction to handle issues of this sphere of high sensitivity as well as to provide the most adequate assistance and protection for the victims of these criminal offenses in the exercise of his future profession as a judge, prosecutor or lawyer.

- **Introduction to Computer Sciences**

This course presents a wide, integrated introduction to fundamental concepts of computer sciences. The following subjects are covered: history of computing; digital logic and digital systems; introduction to computer architectures, basic algorithms, problem solving and data structures; introduction to programming languages, operating systems, databases, networks, web and software engineering; application types, including specific software descriptions (word processors, database, browsers, etc.); traditional and multimedia data processing.

- **Internet Technologies**

The main objective of the course is to give students a practical knowledge of basic mechanisms, services and protocols of the global network - Internet. The course provides mastering of the overall architecture of an effective, scalable and secured web page. The students will acquire deep technical knowledge of XML, XHTML (lists, tables, figures, multimedia and forms), CSS (formatting, styles and layouts), and JavaScript (variables, conditions, loops and functions).

- **Applied Probability and Statistics**

The course objective is to provide students with the required knowledge of probabilities and statistics that have direct application in computer sciences. The goal is to learn about the processing of statistical data, their rules and presentation, and the laws for appropriate conclusions based on processed data. Furthermore, the students will learn about basic principles of probability and their application in different areas of everyday life, especially in the field of computer science.

- **E-Commerce**

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 - 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. - 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. - To understand the process of creating a web shop and connecting it with the payment gateways. - To be able to put the idea on paper, create business model and prepare the finances. - To be able to differentiate various online marketing tools and to be able to apply some of them in practice. - To examine information security, ethical, and social issues and know how to address specific issues. - To be familiar with the Internet and Cloud computing.

- **Introduction to Information Systems**

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 improve business values and various processes inside organizations; 3. Applying IS concepts with various managing disciplines, during analysis, interpretation, assessments and decisions; 4. To understand the process of redesigning organizations by using information systems; 5. To describe the role of information systems in decision making; 6. To examine information security, ethical, and social issues; 7. To be familiar with the Internet, electronic commerce, and e-business; To 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;

- **IT Professional Ethics**

This course provides a comprehensive overview of the current ethical issues in Information Technology (IT) use. It examines an array of long-standing and emerging issues facing IT users ranging from free speech, privacy, intellectual property, hacking, and the digital divide, to ethics in social networking and online communities. The course discusses the ethical dilemmas and responsibilities of IT professionals, and promotes the critical examination and responsible usage of IT.

- **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.

- **German Language 1-4**

After completing this course, 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.

- **Multiculturalism in Teaching English Language**

Course objectives: Communication skills: Students should be able to present their opinions regarding culture and globalization and the influence that these processes have in education. They should be able to discuss issues related to the themes of tolerance, understanding, and accommodating diversity. They will also work towards producing essays treating the issues of cultural relativism, stereotypes, prejudices, as well as the development of concepts like intercultural cooperation and multicultural education. Applying knowledge and Understanding: Creating educational models for multicultural cooperation and their application in the process of teaching English as a second language. Developing an educational strategy that would prove successful in situations where there might be tensions among students due to the lack of tolerance. Making judgments: Ability to make their own individual portfolio based on the principles of multicultural education and capacity to identify cases where there is lack of tolerance, thus aiming at developing the spirit of intercultural cooperation. Knowledge and understanding: Getting to know the basic principles of culture, cultural relativism, intercultural and multicultural education and addressing these issues in the context of teaching English as a foreign language. Learning skills: Learning about efficient models for promotion of

multiculturalism in the educational process where learning English plays a crucial role being a neutral language for the students regardless of the ethnic background.

- **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.

- **Critical Reasoning and Thinking**

At the end of this course, students will become able to improve the quality of their thinking by capturing the inherent structures of the act of thinking and by making them subjects to their intellectual and academic standards. They will develop strategies for decision making based on reflection, reason and logic. Through this course, students will learn the tendencies, approximations and assumptions on which their reflections are based, and the conditions and the outcomes derived from their ways of thinking. This reflective thought is the active, careful and persistent examination of all beliefs in the light of the fundamentals that support them and their conclusions. Students will be equipped with knowledge and skills needed to bring reasoned decisions which are required in everyday circumstances and which are related to the jobs they will perform.

- **Public Relations and New Media**

The course focuses on the development of those communication skills and techniques that are essential for effective functioning in the era of globalization. Students will elaborate the process of globalization, social, political, economic and cultural aspects of modern phenomenon, the consequences and impacts in the communication sphere marked an era of postmodernism, particularly the impact of new social media, their structure, Multilanguage functions of social networks, the effects and consequences in the modern world communication realities.

- **Media and Society**

Media and Society introduces students to the discipline which studies the complex relationship between media and society, as well as the role of mass media as mediating technologies for mass and global communication. The main aims of this course are the political, economical, social and cultural implications of media on society.

- **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.

- **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.

- **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.

- **Business Plan**

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

- **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.

- **French Language 1-2-3**

The purpose of this course is for students to strengthen their language skills and competencies, as well as to develop four communication competencies, particularly in the following areas: • to be able to express an opinion, • to be able to express their feelings, • to understand the essence of an expression, thought or idea, • to be able to argue and defend their opinion. • to manage different situations, • to maintain a simple and coherent speech, • to tell an event, • to talk about a dream or experience, • to present the reasons for a project or idea, • to communicate spontaneously.

- **Italian Language 1-2-3**

The purpose of the course is for students to get acquainted with the Italian culture, the Italian civilization and the Italian language. The idea is for students to know a slightly different reality, which may help them to become aware of themselves, as well as in creating a better picture for themselves and for their future. Corresponding to the level (from A1 to B2), which students choose, or the levels that they will follow in the semesters they have at their disposal for a free elective subject, the matter progresses deeper. The first level starts from basic settings such as: orthography (spelling), pronunciation, vocabulary for managing simple, everyday language situations (personal presentation, presentation of others, orientation in space and in time, communication expressions in a bar, restaurant, supermarket, on the market), and it is reaching more complex constructions in the continuing stages, which refer to the expression of attitude, desire, need, telling past events, talking about future actions, etc. Grammar is introduced inductively (through awareness of situations (audio recordings, videos, films, various texts) and conclusions), in which the students themselves playing the key role, with their active participation in the lectures.

- **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.

- **Digital and Online Literacy**

Digital and Online Literacy is a one-semester course meeting 3 class hours per week, offered in the undergraduate studies. The course is designed according to students' needs and it includes a number of 21st century skills related to using technology appropriately and effectively. The course will encompass the three categories of the 21st century skills. By the end of the course students will be able to search for and access online information successfully using variety of digital tools, critically evaluate the reliability of online resources and distinguishing between credible and untrustworthy sources, demonstrate understanding of ethical issues related to academic context, understand proper referencing in order to avoid plagiarism, learn how to effectively communicate in a professional manner, understand the basics of being safe online and the positive and negative aspects of creating an online identity, investigate cyber bullying and identify possible solutions for reducing online harassment.

- **Conversational English**

Conversational English is a one semester course designed for intermediate-level English speakers and above, and will be available to students in all semesters. English is an international language that facilitates communication in a variety of contexts around the world, ranging from business meetings and transactions to casual conversations between friends and interactions during travel. Conversational English will build students' listening and speaking skills, providing grammar, vocabulary, pronunciation, and fluency practice needed for common types of spoken English interactions. This course will cover topics related to professional conversation, casual conversation, and everyday interactions, providing students with conversational confidence in a variety of contexts. Professional conversation will include formal and polite varieties of speech used in contexts such as work meetings or discussions with colleagues. Casual conversation will include practice with language used while socializing with friends or family and other informal situations and will include slang and informal speech. Everyday interactions will include conversations at stores, during travel, and asking for or providing assistance. Methods of learning will focus on practice and will include listening activities, dialogues, role-plays and simulations, debates, and discussions.

- **Communication Skills in a Professional Setting in English**

The purpose of the course is to develop the communication skills that are essential for effective functioning in the professional world in English. The course objectives focus on a wide range of professional settings and issues. Students will study the process for analysis of different communication situations and will accordingly comprehend them.

- **Fiction and Fun**

The course aims to explore a range of attractive and popular literary texts (novels, excerpts, readers and short stories) so as to understand and enjoy the characteristics of different and popular genres, including science fiction, young adult literature and fantasy. Among the course objectives, the following can be included : to develop students' confidence, fluency and interest in reading in English, to read different types of novels and respond thoughtfully and critically, verbally and in writing, by drawing connections between personal experience, world knowledge and/or other sources (lectures, readings, films) and the assigned text. In addition, the aims are to transfer advanced reading skills to the second language classroom and develop these skills, making the students better readers in both languages. Reading skills include: skimming, scanning, predicting, guessing words from context and reading for detailed comprehension.

- **English Literature and Film**

This course is aimed for English language students as well as students that like to read, enjoy watching and analysing films - to help students develop critical thinking skills through film analysis - to discuss, evaluate and write critical reviews - to critically analyze literary and informational texts - to discuss and analyze students' work and give peer review - to present different perspectives, support claim, use sensory language

- **Macedonian Language for Legal and EU terminology**

The aim of the course is to train students for language competence and language performance in the professional field (ie in the field of law and the EU). It is a learner-centered approach that is focused on developing communication skills in specific areas, ie deepening and strengthening the skills for advanced written and oral expression in a standard Macedonian language. The intended material includes contents related to professional disciplines, as well as authentic documents and materials. Particular attention is paid to mastering professional terminology and its application in an appropriate language context and to the development of digital skills. Students are expected to become more autonomous in learning the language and to be able to think critically on various topics, as well as to acquire the ability to communicate in Macedonian in an multilingual and multicultural environment.

- **European Integration Economics**

The subject covers a number of topics related to the most important issues of the economy of the member states of the European Union. The main objective of this program is to provide knowledge about the economy and integration processes of EU member states. At the beginning, the issues related to the benefit are addressed, the role, importance and benefits of regional economic integration, dilemmas and opinions for and against integration, stages of regional economic integration, conditions and criteria that must be met to join these regional economic integrations, etc. Later the topics that are elaborated are directly related to the EU as one of the most qualitative integrations such as: the history and development of the EU, the creation of the European common market, the unique European act, the creation of unique systems and policies, the creation of the common currency - the euro, etc.

- **Local Finance**

Local Finance aims to bring the way the financial system works in the case of local self-government units as a whole, the challenges and action plans regarding the opportunities and risks present in the local government finance system

(in municipalities). This subject aims to inform students about: - public finances of different levels of government; - good governance and the role of the Municipal Council; - budgeting process; - public debt management (liabilities and borrowings); - public procurement, concessions and public-private partnership; - inclusion and collection of local taxes; - financial statements of local self-government units; - financial control and audit in local self-government units; - human resource management in local self-government units, etc.

- **Labour Market**

The main purpose of the subject is to provide students with basic knowledge and in-depth knowledge in the field of labor market theory, then with the mechanism of its functioning in the market economy. The purpose of the Labor Market is to offer and teach students the categories, laws and main principles by which the labor market operates. The subject provides a detailed analysis of the behavior and role played by key labor market agents: individuals, firms and government. The analysis is based on two basic categories: job demand and job supply, which find application in almost all topics covered in this course. The knowledge gained by students in this subject serves as a basic theoretical basis necessary to understand and master the various theories and policies applied in the labor market. The course aims for students to understand how labor markets efficiently distribute and use the rare factor of production, labor. Lectures include knowledge of job demand and job supply concepts and their practical application; bringing individuals into the labor market to maximize their usefulness; bringing firms to the labor market that aim to maximize profit; the role of government in the labor market, different structures of labor markets: labor market in full competition, monopoly in the labor market, monopsony in the labor market, the role of trade unions in the labor market, bilateral monopoly in the labor market. Lectures and discussions in the classroom cover materials that may not be in the book and some aspects of the materials included in the basic textbook will not be discussed in class, but are left to the student's active study. Therefore, in order to guarantee success in the best possible acquisition of the subject, the student must be present in lectures and seminars, and to actively participate in the discussion of various problems related to the labor market.

- **Financial Modeling**

The subject aims to provide students with a basic understanding of the theoretical and practical aspects of financial modeling. The creation of the curriculum is inspired to enable: - career development in research related to investment funds, investments in the banking sector and various other companies, financing projects, business analysis; - familiarity with modeling through Excel for analysis, evaluation of different companies and forecasting; - preparation of financial research, analysis and evaluation of different sectors; - application of financial modeling skills in managerial practice, etc.

- **Fiscal and Monetary System in the EU**

The main aim of the subject monetary and fiscal system in the EU is to equip the FBE students with sufficient knowledge to analyze and research monetary and fiscal policy in the EU. The focus will be on EU micro and macro policies, with particular emphasis on EU monetary and fiscal policies. Also in this subject will be analyzed the role and importance of common policies of the EU area, with special emphasis on common policies that correspond to monetary and fiscal policy. At the very end, the subject will enable FBE students to gain sufficient knowledge of the common market and its effects on economic growth, EU trade policy, EU macroeconomic instruments, EU monetary integration, EU common currency, and fiscal policy and the EU Stability Pact.

- **Environmental Economics**

Environmental economics aims for students to gain knowledge about: - main sources and types of environmental agents; - steps in the regulatory process towards risk assessment and risk management, as well as knowledge to identify current legislation and regulations related to environmental issues; - filling in the gaps related to the health effects of environmental agents and identifying areas of uncertainty in the risk assessment process, and - identifying and defining steps in the risk assessment and management process.

- **Economics of Public Funds**

The economy of Public Funds aims to bring about the differences between the public and the private sector, respectively the organization and the way of functioning of the public sector in general, and in particular in the Republic of North Macedonia. This subject aims to inform students about: - the importance and content of public sector administration; - management of public assets; - financial management of the public sector and strategic planning of public organizations; - priority activities for reforms in the Balkans; - challenges in public administration reform; - management of the Pension Fund; - Employment Agency of the Republic of North Macedonia; - good management of public funds, corruption, etc.

- **Local Economic Development**

Local economic development aims for students to achieve: - comprehensively understand the complexity of local

economic development, as well as the aspects that constitute the local economic development portfolio; - to critically evaluate the advantages and disadvantages arising from alternative ways of achieving local economic development; - assess the importance of networks established between stakeholders in the public sector, business sector and local government, respectively municipalities; - to choose scientific instruments for the evaluation of acceptable strategies for local economic development, etc.

- **Global Economics**

The aim of this course is to introduce the main debates directions about the contemporary global economic order. In this course will be discussed the global economic context, with focus on globalisation and regional integration processes. Main trends and institutions in the global economy will also be covered, such as the monetary system, the foreign exchange market and the trade regime. Also, transnational corporations will be treated within this course, ranging from the impact of IHD in home and host economies, to the ways of tranationalisation of contemporary businesses.

- **Insurance Economics**

Through this subject a basic understanding of insurance management is given. Students elaborate the theoretical aspects and gain the necessary skills and knowledge in the field of insurance management. This course covers the basic skills used in modern organizations which are related to the logic of insurance processes, financial planning, insurance elements, types of insurance, etc. Evaluation is a skill that is needed for all managers and for all disciplines. Therefore, special attention is paid to the management of the means of governance, governance with insurance risk, the use of theory and probability models for efficient management with special siege of insurance associations, etc.

- **Economic and Political Systems**

The subject of the study is the functioning of the economic system versus the political system, in terms of application of appropriate economic policies, legal framework and opportunities for reform and eventual transformation of the economic and political system in order to grow and adequate economic development EU. The subject Economic and Political System provides students with knowledge on the basic principles of economics as a scientific discipline, economic doctrines for the development of an appropriate economic system through parallel knowledge of the political system with relevant actors in society. The subject enables students to deepen their knowledge of modern economic and political systems; the role of the state and structural reforms; management of public institutions; fiscal, monetary and foreign trade system as well as adequate management of the necessary processes and reforms towards the evolution of the economic and political system that will enable sustainable economic growth and development, with a special emphasis on RNM.

- **Behavioral Economics**

The aim of the subject is to study the social, cognitive and emotional factors of individual and institutional economic decisions, as well as the consequences of changes in market price, profits and resource allocation. The behavioral model is integrated by economic theory and includes a range of concepts, methods, and research areas.

- **Portfolio Management**

The subject aims to provide students with a basic understanding of portfolio management. Particular attention is paid to securities, as well as the logic of profitability when selecting the same in the optimal investment portfolio. Therefore, the subject aims to equip students with the skills, knowledge and concepts on which the portfolio philosophy is built; to understand from a theoretical and practical point of view the role that the portfolio plays in business decision making and mainly the financial one as a tool and instrument for diversification - risk management; understand the fundamental risk-return relationship; compose a portfolio taking into account the risk and return on assets; recognize the types of risks and returns, and evaluate them through known techniques and models (using mainly Excel); manage portfolio and measure portfolio performance, etc.

- **Personal Finance**

This subject is divided into four modules: investment, credit, insurance and pension. Each module is independent and can be studied separately, although studying them together provides a deeper understanding of the interconnection between the modules and the different exchanges across them. During this subject, we will look at interesting and relevant real-world examples in order to better understand the basic concepts. We will also link relevant academic research to the topic at hand and show how research findings are relevant to your day-to-day financial decisions. The subject offers practical solutions, ready to use, to be used in your daily life. Not all solutions may be equally important to you given your age and preferences, but they will certainly be important to you at some point in your life.

- **Principles of Banking and Finance**

The subject provides an introduction to the principles of banking and finance. It covers a wide range of topics using an economic perspective and aims to provide an overall background for any student who will be pursuing a course in banking and finance. This subject will focus on issues that come under the broad heading of banking principles. Here the main economic reasons used to justify the existence of financial intermediaries (specifically banks) will be examined. The special nature of banking regulation will then be analyzed. Finally, the main risks in the bank and the main methods used for risk management will be described. Thus, the areas involved include the role of financial intermediation, banking regulation and banking risk management.