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

Study program	Energy, Economy and Environment (2021/2022)
Faculty	Business and Economics
Study Cycle	First Cycle (Undergraduate)
ECTS	240
Code	EEE-240
Title	Bachelor in Economics - Module: Energy, Economy and Environment
Accreditation archive number [240]	03-9/4
Accreditation archive number []	03-9/9
Decision for starting of the program	03-9/9
Accreditation date	18.05.2021

Description of the program

The goal of the Green Economy is to create a sustainable economy that uses natural resources efficiently and has less impact on the environment, developing new, sustainable models of production and consumption to ensure prosperity and a high quality of life for future generations. Rising threats to sustainability are prompting governments and businesses to explore various elements of the green economy, including renewable energy and green technology. The transition to a green economy involves a transition to green production and consumption; reducing the depletion of natural resources and degrading ecosystems caused by economic activity and increasing the supply of "clean", low-carbon energy, contributing to the mitigation of climate change.

Energy, economy and environment as a complex concept are expressed at all political, managerial and entrepreneurial levels. This concept is related to the goals of the Green Treaty of the European Union and has a clear goal - a neutral and more resilient climate Europe by 2050. To achieve this goal, a European Climate Law has been proposed, which legally requires action by all economic sectors.

- Decarbonisation of the energy sector and security
- Energy efficient construction of new buildings and reconstruction of existing buildings
- Innovative industry (mobilization of industry for the circular economy)
- Wise transportation
- Clean and non-toxic environment

The Green Agreement itself requires the direction and coherence of European policies towards sustainable development and so-called green financing. This, in our conditions, from the aspect of reducing climate change, will mean the prioritization of policies for which there are already scientific assessments that in addition to economic ones have positive effects on the environment and climate change or, in addition, have the potential to create green jobs. Through the analysis of policies and measures that lead to the reduction of carbon and climate to a more sustainable growth and sustainable development,

guidance is given on the priority of future financial flows from various sources - budget, private and foreign investment, etc. The program will create staff to assist in the implementation of the Green Agenda for the Western Balkans investment framework, signed in November 2020 as part of the Berlin Process.

Career

The program will create staff who will assist in implementing the investment agenda of the Green Agenda for the Western Balkans, signed in November 2020 as part of the Berlin Process. With the Europe 2020 Strategy as the energy and climate package 2030 and the long-term goals of climate neutrality by 2050, the European Commission has set the direction of the European Union and has emphasized smart, sustainable and inclusive growth. The overall development program is mainly based on the principles of sustainable development, namely, the green economy, which is expected to create jobs and reduce poverty through sustainable and responsible management of natural resources. Some of the set goals are: increase the percentage of renewable energy in final energy consumption by 20%, increase energy efficiency by 20%, etc. According to the European Commission, additional measures to increase the productivity of used resources by 30%, by 2030 could increase GDP by 1%, which would create 2 million additional jobs. According to this, graduates will have employment opportunities in the sectors of energy, economy and environment, relevant research institutes, public bodies and in companies and organizations involved in activities for innovation in energy, economy and environment.

Learning outcomes

Knowledge and understanding

To gain a strong foundation for the concepts, theory and practice of energy, economics and sustainable development and understand the concepts and meanings of energy, economics and sustainable development; Ability to develop and implement original and creative ideas to ensure continuous quality improvement and energy management, economy and sustainable development; Ability to apply knowledge and understanding and to demonstrate advanced skills and competencies for: energy analysis system, renewable energy technology, advanced clean technologies, sustainable production and consumption, energy management and improving efficiency energy, etc . To learn the necessary analytical and practical skills to work in the field of local, regional and national development.

Applying knowledge and understanding

Ability to critically, independently and creatively solve problems of originality in new or unfamiliar environments without previous industry experience;

Planning, management and evaluation of independent research in the field of energy, economy and sustainable development and their analysis, as well as the implementation of appropriate tools for testing, simulation and implementation;

Creativity and originality in interpreting knowledge from science to solve problems related to the goals of energy management, economy and sustainable development.

Integrate understanding of the market, the state and civil society and understand how they position themselves in the theory and practice of energy, economics and sustainable development.

Making judgement

Ability to creatively integrate and synthesize knowledge from multiple areas of energy, economics and the environment and management processes and systems, using IT tools designed and created for a specific purpose, but also to create educational processes by using computer tools and techniques;

Ability to deal with complex issues related to certain processes.

Ability to identify appropriate specialized cases and ability to assess cases where complete information or data is lacking based on personal, social and ethical principles and responsibilities regarding the application of knowledge and understanding.

Communication skills

Ability to exchange conclusions and proposals with argumentation and rational support, both with experts and non-experts,

clearly and unequivocally.

Taking considerable responsibility for shared results; leading and initiation of activities.

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

Competencies 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 results from various studies, to transmit business plans to working groups and stakeholders.

Learning skills

Ability to identify individual needs and guidelines for individual and autonomous further education and its implementation, independently and autonomously in the usual areas of information and quality assurance;

Ability to take responsibility for further research in specialized areas within the modern economy, such as: energy, economics and environment.

Ability to take responsibility for further professional development and training.

List of courses

Semester 1

- [C2118] [6.0 ECTS] **Mathematics**
- [C2117] [6.0 ECTS] **Fundamentals of Business Economics**
- [C2146] [6.0 ECTS] **Introduction to the environment, climate change, sustainable development**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Electives - Digital Competencies**

Semester 2

- [CLE-101] [6.0 ECTS] **Introduction to Law**
- [CBE-203] [6.0 ECTS] **Microeconomics**
- [C2292] [6.0 ECTS] **Calculus**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Electives - Digital Competencies**

Semester 3

- [C2121] [3.0 ECTS] **Business, Government and Society**
- [C2069] [3.0 ECTS] **Oral Communication**
- [CBE-301] [6.0 ECTS] **Statistics**
- [CBE-303] [6.0 ECTS] **Macroeconomics**
- [C2148] [3.0 ECTS] **Green and Sustainable Energy**
- [C2147] [6.0 ECTS] **Environmental Law and Politics**
- [3.0 ECTS] **English Language**

Semester 4

- [CBE-401] [6.0 ECTS] **Operations Management**
- [C2120] [3.0 ECTS] **Principles of Accounting**

- [C2149] [3.0 ECTS] **Energy Law**
- [C2124] [6.0 ECTS] **Business Information Systems**
- [CPS5020] [6.0 ECTS] **Public Policies**
- [C2070] [3.0 ECTS] **Written communication**
- [3.0 ECTS] **English Language**

Semester 5

- [CBEF-602] [6.0 ECTS] **Public Finance**
- [C2151] [3.0 ECTS] **Clean Technologies, Sustainable Production and Consumption**
- [EBEE-604] [3.0 ECTS] **Environmental Economics**
- [C2150] [6.0 ECTS] **Geographic Information Systems (GIS)**
- [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**
- [C2152] [3.0 ECTS] **Field Project - Energy, Economy and Environment**
- [C2153] [3.0 ECTS] **International Environmental Law**
- [6.0 ECTS] **Electives from other units**
- [6.0 ECTS] **General elective course**

Semester 7

- [CBEE-603] [6.0 ECTS] **Econometrics**
- [C2156] [3.0 ECTS] **Urban Planning I**
- [C2155] [3.0 ECTS] **Economics of Sustainable Development**
- [C2154] [6.0 ECTS] **Environment, Climate Change and Sustainable Development - Introduction, International, European and National Context**
- [6.0 ECTS] **Advanced general elective course**
- [6.0 ECTS] **Professional elective course**

Semester 8

- [C2134] [6.0 ECTS] **Business Analytics and Modeling**
- [C2158] [6.0 ECTS] **Circular Economy, Sustainable Production and Consumption**
- [C2159] [3.0 ECTS] **Economic Theory and Tariff Issues**
- [C2157] [3.0 ECTS] **Urban Planning II**
- [6.0 ECTS] **Professional elective course**
- [6.0 ECTS] **Advanced general elective course**

Description of courses

Core courses

- **Mathematics**
  The aim of the course is to get acquainted with the basic and advanced concepts of elementary algebra, elements of linear algebra and application in business and economics, arrays, array boundaries, number lines, application of geometric lines in business and economics and financial mathematics. Ability to use methods in linear algebra, arrays and numbers, and financial mathematics. To understand the needs of applying basic and advanced mathematical methods in solving many business and economic problems. To develop the quantitative analytical ability for further participation in practical research in the field of business and economics.

- **Fundamentals of Business Economics**
  The main aim of the course is to develop a basic understanding of the main economic concepts and theories used in the analysis of economic issues. This course is designed to enable students to gain knowledge on the basic principles, concepts and techniques in economics as a science and in economic analysis. At the end of the course

students should be able to "think like economists". This course offers research on the principles of micro and macroeconomics, with a focus on applying knowledge in decision making in a global environment. Upon completion of the course, students should be able to: use the supply and demand model and determine the impact of changes in supply or demand on price and quantity; determine GDP and calculate the measurement, use and constraints of GDP as a measure of economic well-being; determine and calculate inflation, learn about the consequences and how to adapt to them; as well as describe the roles and assets of the central bank.

- **Introduction to the environment, climate change, sustainable development**
  While attending the course students will have the opportunity: - To prepare for the analysis of decisions in the field of environmental management and sustainable development; - To be trained for decision making in the field of ecology; - To develop their skills for the analysis of environmental risks; - To be able to analyze environmental regulations; - To develop and apply their skills for the application of ecology in other areas; - To learn practically about environmental management, by visiting a company.

- **Introduction to Law**
  Course aims: - Students gain basic knowledge about the law and the State; - Empower students in acquiring theoretical knowledge related to the various forms of the State; - Critical review of the law as a social phenomenon; - Encouraging the analytical view of students on the problems that the state and law face today in the conditions of globalization and Euro-Atlantic integration; - At the end of the course students will be able to distinguish the basic forms of the State and the law; - To explain the basic notions of the State and the law and their connection with real life.

- **Microeconomics**
  The main purpose of this course is for students to acquire the necessary knowledge on the basic principles and concepts of microeconomics. This course will provide and prepare business economics students with analytical tools for the necessary analysis and resolution of relevant microeconomic issues. In fact, economics as a discipline of social science studies the efficient allocation of resources through basic and market mechanisms to achieve maximum satisfaction of the needs of society. Within microeconomics, students will study the basics of market mechanisms and the role of the market in resource allocation in economics. Through supply and demand and market equilibrium as essential tools in economic analysis, students will learn how buyers and sellers achieve their goals, that is to say, how market efficiency is achieved. Also, in the subject of microeconomics, students will gain knowledge about market structures and state regulation and the need for the state to intervene in certain markets. One of the important goals of the course will be to provide students with the opportunity to use the right techniques to analyze and implement problems related to microeconomics.

- **Calculus**
  Course syllabus aims: - Students gain skills to apply their knowledge of functions with a real variable to solve various problems in business and economics; - Students apply differential calculus to solve various problems in business and economics; - Students to apply integral computing to solve various problems in business and economics.

- **Business, Government and Society**
  This course aims to make students aware of the ways in which the non-market environment, particularly government policy, affects business and how business entities and other special interest groups create and change the rules of the game under which 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, non- market forces that oppose businesses and other forms of organization. Managers need to understand how public policy is conducted and how specific stakeholders, including their business, can influence the policy process.

- **Oral Communication**
  Aims of the course 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.

- **Statistics**
  The course provides an understanding of the basics of descriptive and statistical analysis. It aims to enable students to use basic statistical methods in solving business problems. By applying statistical methodology, students will be very successful in recognizing, discovering and explaining laws and the relationships between phenomena and economic phenomena.

- **Macroeconomics**
  Students will gain knowledge of: - macroeconomic concepts and categories, which are a precondition for the functioning of a national economy that is part of a wider global economic system; - the importance of key 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 payments, etc .; - basic instruments of macroeconomic analysis (aggregate supply and demand) and macroeconomic policies (monetary and fiscal policy), etc .; - the efficient functioning of a national economy, comparing it with modern market economies, noting in that direction changes, similarities and opportunities for the future development of the respective economy; - Knowledge in the field of macroeconomics, which will enable easier access to other advanced macroeconomic courses.

- **Green and Sustainable Energy**
  The objectives of the course study are: Improving students' understanding of environmental sustainability; Creating awareness among students about the social responsibility of companies; Understanding the role of green energy sources and technologies in mitigating the impact of greenhouse gases as a result of global warming; Students will be prepared on how to calculate system level performance, overall efficiency, cost, and environmental impact assessment of integrated green energy systems.

- **Environmental Law and Politics**
  Environmental law, as a separate branch of law, is a set of legal norms that regulate and direct the impact of the individual on his natural environment in order to protect human health and the environment, the equal distribution of environmental risk and the achievement of a sustainable development. - acquisition of knowledge and understanding of the process of occurrence, development and changes in environmental law; - study of the concepts and basic principles of environmental law; - Familiarity with international and national sources of environmental law and also with legal acts of the European Union in the field of environmental law; - Familiarity with the process of harmonization of the legal system of RMV with the law of the European Union in the field of environmental law; - acquisition of general knowledge of environmental policy; - Acquisition and development of skills for the use of international normative acts in the field of environmental law; - development of environmental awareness and the ability to understand the personal role of the individual in environmental protection.

- **Operations Management**
  The study of the course allows students to get acquainted with the complex issues of production management understood as a process of planning and organization of production, but also as control of the functioning of production as a system, to achieve production goals in the most effective and efficient ways. Within this framework, special attention is paid to the following aspects of production management: production as a system, production system planning, product-product design, product-product quality, product production program, production location, capacity of production, production equipment, factory buildings, factory space planning, production processes, timely production planning and monitoring, inventory control, internal storage and transport system, equipment and building maintenance and production assurance energy, cost control and organizational structure of production.

- **Principles of Accounting**
  The purpose of the course syllabus is to help students understand the essence of accounting; learn the basics of accounting, concepts and principles of accounting. More specifically, the aim is for students to gain knowledge and understanding of the financial statements, their components, the basic rules of accounting, generally accepted accounting principles and the like.

- **Energy Law**
  The aim of the course program is to enable students to gain in-depth knowledge on the legal regulation of different types of energy (production, transmission, distribution, supply) and energy services. The special tasks of this program are: - students to understand the basic conceptual, terminological and etymological terms in the field of energy law. - students to be able to distinguish and understand the basic types of energy, how it is produced, transmitted and distributed, as well as the development of markets for certain types of energy. - students to be able to know the goals of energy policy and how to implement it, energy activities and how to regulate energy activities, as well as the basic rules of the Energy Regulatory Commission. - students should be able to know the conditions for electricity supply, formal or standard contracts (general conditions), energy consents and how to issue them. - To achieve these goals and objectives, the course program in Energy Law will address the theoretical aspects of energy law, and then focus on the practical application of the legal rules governing the generation, transmission, distribution and supply of energy.

- **Business Information Systems**
  The course deals with the use of information systems in business ventures. In this course we will address the basics of information technology and the questions: where, why and how is it important for those working in companies to support business strategies and basic processes with computer-based systems. Students need to gain understanding and respect for using information systems to gain organizational efficiency, increase individual efficiency, and / or gain competitive advantage. In today's global economy, the use of information technology has a proper role to be considered carefully within the enterprise. Information systems are used to shape products and services, companies, and even industries and countries. Technological change, including information systems, can be one of the most popular things in transforming competition rules to determine how well an organization is operating and whether it is successful.

- **Public Policies**
  The aim of the course is to enable students to more easily understand and absorb public policy as a new scientific discipline and its relationship to other social sciences. Also through this course students will be introduced to the basic principles of public policy, creating a specific policy, its analysis, implementation and evaluation. Through practical classes, students will be introduced to different types of public policies as well as their holders or creators in practice, so that they are able to see the role and importance of citizen participation in the decision-making process on issues socially important.

- **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)

- **Public Finance**
  Course objectives: - Students to gain knowledge about public finances, as one of the main tools of macroeconomic policies and as one of the basic instruments for the functioning of a national economy as a whole and as a subsystem of an economic system of the country. - Students to gain knowledge about public goods and external expenditures, distribution of social income, allocation and reallocation of income, comparative aspects of public finances in developed and transition countries, specifics of fiscal systems in the Republic of North Macedonia, their fiscal trends and challenges, decentralization, etc. - Students to gain knowledge about the budget and extra-budgetary funds as the main instruments of fiscal policy, procedures for preparation, preparation, composition, approval, implementation and control of the budget, as well as budget techniques at both local and central level. - To create a clear picture of the functioning of a fiscal system among students, in terms of different fiscal theories with which they will be able to make a comparative difference and find common points of operation of these systems in countries different. - Students to get acquainted with the main indicators of fiscal policy in the RNM, creating a real database in terms of long-term fiscal trends in the RNM, stimulating students to work on seminar papers and independent essays in the field of fiscal policy.

- **Clean Technologies, Sustainable Production and Consumption**
  The program aims to generate knowledge about the meaning of the term "climate technology", carbon footprint, what is a sustainable product, how to achieve sustainable production, what are the tools to calculate sustainability, etc. Currently, the largest investments worldwide are in the following three areas of technology: information technology, biotechnology and climate or clean technologies. In general, climate technologies are evolving in two directions: • Climate technologies for softening or mitigation (Clean Tech); • Climate technologies for adaptation or adjustment (Climate Tech). Clean Climate Technologies (Clean Tech) (clean energy, efficiency, energy conservation, transportation, clean industry, air and environment, water and agriculture) are various products, services and processes that aim to reduce or eliminate the negative impact on environment and improve the responsible use of natural resources.

- **Environmental Economics**
  The subject of the program is to acquaint students with the field of environmental economics. It will first analyze how markets, without policy intervention, fail to capture external environmental influences. An analysis of possible regulatory measures and policy instruments available to correct such market failures, which may be an optimal social level of pollution, will be made. Then, various environmental assessment techniques will be introduced to help identify the costs and benefits of controlling external impacts on the environment.

- **Geographic Information Systems (GIS)**
  Geographic Information Systems (GIS) are tools for managing, describing, analyzing, and presenting information about relationships between features (location, size, and shape). Because these techniques allow the presentation of social and environmental data as a map, GIS has become an important tool in various fields, including planning, architecture, engineering, public health, environmental science, epidemiology, and business. GIS has also become an important policy tool that allows communities and regions to tell their stories graphically. The course aims to acquaint students with this powerful tool and its application in many fields of research.

- **Strategy and Organization**
  The course is designed to enable students to evaluate and implement the 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 the course 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. Upon completion of the course, students should be able to: - understand the theories and concepts of strategy and organization; - master the vocabulary related to strategic management; - integrate knowledge gained from individual functional management; - develop analytical and communication skills, as well as teamwork skills.

- **Corporate Finance**
  This course provides an introduction to the basics of finance, highlighting their application to a wide range of real-world situations involving personal finance, corporate decision-making, and financial intermediation. Key concepts and applications include: timely value for money, return on risk exchange, cost of capital, interest rates, pension savings, mortgage financing, capital budgeting, asset valuation, discounted cash flow analysis (DCF), net present value, internal rate of return, repayment period, etc.

- **Field Project - Energy, Economy and Environment**
  Course objectives: - Students to acquire basic knowledge of economics as a science - with special emphasis on the effective and efficient allocation of resources; - Students to gain knowledge about economic development with special emphasis on sustainable development from factors in policies for sustainable economic development; - Students gain knowledge of sustainable economic development models with a focus on the energy sector and ecology; - To be able to understand energy as an economic sector - of importance, through the impact of sustainable economic growth on energy factors and the environmental link with economic development; - To be able to analyze energy sources and how to use them to optimize sustainable economic growth; - To be able to analyze the cause-and-effect relationship between economic growth and development and the energy sector and the ecological environment over it.

- **International Environmental Law**
  This course will enable students to gain the most important knowledge of international environmental law. In particular, gaining knowledge about the international framework of environmental legislation and legal standards that must be respected in this area. Thus, environmental law will be studied as an academic discipline and perspective or approach, then, the ideological and theoretical problems in its study will be studied: the concept, goals and content of international environmental law; Sources of environmental law; the role of international organizations in this field; international standards for environmental law, etc. The aim is to gain advanced knowledge of environmental law and help students develop their knowledge in this area. Research work is a mandatory part of the academic implementation of this course.

- **Econometrics**
  The main goal of the program of this subject is for students to study and get the necessary knowledge about the basics of econometrics. This subject will prepare students of business economics with econometric methods as well as techniques, which are necessary for analysis and research of all social sciences. The focus will be on applied econometrics as a tool for solving real economy problems. Within the subject of econometrics students will study econometric methodology and their application in business and economics. Also in this course will be studied the various economic models applied in the analysis and the answer to research questions, which relate to the real economy. The course will enable students to gain knowledge of how to formulate hypotheses, and which models to apply in their testing, and the difference between a mathematical and an economic model. Simple and extended correlation and regression and their assumptions will be the basis for designing economic models in solving real economy problems. One of the important goals of the course will be for students to gain knowledge on how to apply proper research techniques in all social sciences.

- **Urban Planning I**
  The main purpose of the course is to provide students with the knowledge needed to publish the work of an architect-planner, signatory and holder of the preparation of planning documentation. The course provides an overview of the instruments, standards and norms of urban planning and design, as well as the types of planning provisions and their effect on the legal and spatial environment. The aim of the course is to create the basis for a general theory of urban form that will generate rules of urban morphosyntax with which students can use arguments to form urban space.

- **Economics of Sustainable Development**
  The aim of this subject is to provide an understanding of the application of economic analysis to key topics in environmental sustainability and economic development and to provide students with the knowledge and tools needed to critically analyze and discuss exchanges between economic growth, social equality and environmental sustainability. The course assesses the link between macroeconomic policies, poverty and the environment; theory and sustainability measurements on GDP; The relationship between population-poverty-environment; the effects of international trade and economic globalization on the environment and development; the role of international environmental agreements; and green economy and climate change policies. In general, this module will provide students interested in environmental economics and / or development economics with a comprehensive introduction to these areas.

- **Environment, Climate Change and Sustainable Development - Introduction, International, European and National Context**
  The subject aims to give students a deep understanding of the dangers faced by the environment, climate change and sustainable development, both physically and politically. The lectures will cover the physical, chemical and biological hazards associated with natural disasters. This module aims to give the student detailed information about the physical, chemical and biological nature of natural hazards using a number of case studies and theoretical background. In addition, the module aims to introduce the tools used in industry and government for policy making (eg numerical modeling). Practical and field research will apply the theoretical knowledge learned during the lectures, while in practice they will show the difficult decisions needed in implementing risk mitigation policy.

- **Business Analytics and Modeling**
  Business Analysis teaches the basic concepts of modern business analysis and provides vital tools for understanding how data analysis works in today's organizations. The subject has a comprehensive approach, examining business analysis from a descriptive and predictive perspective. Students learn how to apply basic principles, communicate with analytics professionals, and use and interpret analytical models effectively to make better business decisions. Excel will be used as a tool, among other things, to strengthen students' skills in the program and the basic understanding of basic concepts. Furthermore, Analytic Solver will be used as well as commercial data mining tools so that students are ready to use the same tools when they graduate.

- **Circular Economy, Sustainable Production and Consumption**
  The subject aims to provide students with a rich understanding of the merits and challenges of transition to a resource- efficient and circular economy. By withdrawing from multiple disciplines which involve engineering, management, and sustainability sciences, students gain knowledge of basic principles and visions, as well as theory and tools that support the formulation and evaluation of resource- efficient and circular measures. By exploring real-world examples, students synthesize and apply the knowledge gained.

- **Economic Theory and Tariff Issues**
  The aim of this subject is to prepare students to be able at the end of the course: - to understand economic theories as well as tariff issues; - to understand the historical patterns of development in the western world, and how the development of other countries deviated from those paths; - to be able to explain the causes and consequences of income inequality; - to be able to use classical and modern theories of growth and development to analyze economic problems; - how to relate international trade theories to growth in less developed countries; - how to analyze macroeconomic policies aimed at their development and implications.

- **Urban Planning II**
  The content of the course includes the assumptions of a general theory of urban planning and its morphosyntactic derivatives: The philosophical origin of urban forms. Mechanical science paradigm and contemporary urban thought. Problems of contemporary urban theory and practice. Thermodynamic paradigms and anti-entropic metaphors for a city. Integration and continuity of the structure. The basic structural elements of a city: a city house and a city block. Characteristics and types of town houses. Morphosyntactic scheme of urban weaving: house, block, street, square and yard. Exit and congregation. Urban and universal invariant. Basic principles of urban form. Principles of universal

analogy. Morphosyntactic boundaries of the urban form. Density and intensity of construction. Dimensions and extension of the elements of the urban form. Diversification and typology of urban elements. Morphosyntax and genesis of the urban form. Tempo and nature of elements in changing urban form.

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 cary 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 cary 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, leisuree; 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, leisuree; 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 masteriy 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, plaint 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; 8. 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 succesfull in situations where there might be tensions among

students due to the lack of tolerance. Making judgmenets: 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 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, topRead 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 το 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 aim of the course syllabus is to provide an introduction to economics of European integration processes and to debate why it is important to study European integration, and in particular to distinguish between international and regional economic integration. The course presents at the same time the different types of international and regional integrations, in which the EU operates and functions at different times. Furthermore, the course syllabus discusses the European Monetary Union, the concepts of balance of payments and accounting. This course also provides an overview of corporate governance in the EU, a corporate governance structure that varies greatly from country to country, reflecting different cultural, economic, political and legal systems.

- **Local Finance**

Course objectives: - To provide a basis for the local government finance system as a whole and for the financing of individual services. - To understand the challenges and provide action plans regarding the opportunities and risks present in the local government finance system.

- **Labour Market**
  The aim of the subject is for students to gain basic and in-depth knowledge in the field of labor market theory and mechanisms for the functioning of the market economy. Students will also learn the categories, laws, and basic principles through which the job market operates. This course provides a detailed analysis of the pattern of behavior and role played by key stakeholders in the labor market: individuals, companies, and government. The analysis is based on two basic market categories - supply and demand that apply to almost all topics covered in this case. The knowledge that students will gain with this course is a theoretical basis necessary to understand the various theories and policies applied in the labor market. Through the course students will understand how labor markets distribute and effectively use the rare factor of production - labor.

- **Financial Modeling**
  The course is designed to provide students with a basic understanding of the conceptual, theoretical, and practical aspects of financial modeling. The creation of the program is inspired to enable: - developing a career in research investment funds, investments in banks and various other companies; finance projects, business analysis; - Introduction to excel modeling for analysis, evaluation of various enterprises and forecasts; - preparation of financial research, reviews and evaluations of different sectors; - application of financial modeling skills in managerial practice.

- **Fiscal and Monetary System in the EU**
  The main purpose of this course is for students to study and gain the necessary knowledge about the EU monetary and fiscal system. This course will prepare business economics students with the necessary knowledge for analysis and research in the field of monetary and fiscal policy in the EU. The focus will be on EU micro and macro policies and EU monetary and fiscal policy. Within the framework of the EU Monetary and Fiscal System students will study the role and importance of common monetary and fiscal policies within the EU. The course will also study the different and common policies implemented in the EU area, which are related to monetary and fiscal policies. The course will enable students to gain knowledge about the common market and their effect on economic growth, EU trade policy, EU macroeconomic instruments, EU monetary integration, EU common currency and EU fiscal policy and the Stability Pact. One of the important aims of the course will be for students to gain knowledge on how to apply appropriate research techniques in the EU field related to monetary and fiscal policy.

- **Environmental Economics**
  Through the course program, students will be introduced to the field of environmental economics. It will be explained and analyzed how markets, without policy intervention, fail to capture external environmental influences. Then, the possible regulatory measures and policy instruments available to correct such failures in the market which may be an optimal social level of pollution, will be explained and analyzed in detail. Then, various environmental assessment techniques will be introduced to help identify the costs and benefits of controlling external environmental impacts.

- **Economics of Public Funds**
  The main goal of the Economics of Public Funds course program is for students to understand the differences between the public and private sectors. In that framework, to explain the logic, organization and functioning of the public sector in the world and in the Republic of North Macedonia.

- **Local Economic Development**
  Course objectives: - Students to comprehensively understand the complexity of local economic development, as well as the aspects that make up the local economic development portfolio; - Critically evaluate the advantages and disadvantages arising from alternative ways of achieving local economic development; - Assess the importance of networks for links between stakeholders in the public sector, business sector and local government (self-government); - To make choices of scientific instruments for the evaluation of acceptable strategies for local economic development.

- **Global Economics**
  The course aims to enable students to assemble a mosaic of the image of the modern world and the characteristics of economic relations that govern it, to provide an overview of the global economic context, which is characterized by the processes of globalization and regional integration. Key trends and institutions in the global economy, such as the monetary system, the foreign exchange market and the trade regime, will also be covered. The final section will deal with transnational corporations, from the impact of SDI on domestic and foreign economies on the way modern firms are transnationalizing.

- **Insurance Economics**
  The objectives of the course program are to acquaint students with the theoretical and applied aspects of insurance, the need for insurance, prevention, suppression, insurance functions and types of insurance, to understand the logic of insurance processes mainly from an economic and legal point of view and know the technical basics of life insurance.

- **Economic and Political Systems**
  The course deals with aspects of the functioning of the economic system versus the political system, implementation of appropriate economic policies, legal framework and opportunities for reform and transformation of the economic and political system in order to properly grow and develop the national economy towards EU integration. The course allows students to gain 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. The course also allows students to deepen their knowledge of political, economic, state / public institutions as well as the management of necessary reforms aimed at developing a national economy (with special reference to the RNM) on the road to the EU.

- **Behavioral Economics**
  The aim of the course 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 course aims to provide a basic understanding of portfolio management. Special attention is paid to the large number of bonds, as well as the logic of profit when choosing bonds for the optimal investment portfolio. Through this course students will work out the theoretical and practical aspects and will gain the necessary skills and knowledge in the field of portfolio management. The moment of hedges and the possible return have been specially developed, as well as the forms of protection, ie protection from the eventual occurrence of movements contrary to expectations. Students taking this course will be able to: protect and design complex securities revenue structures; be able to easily recognize risk and assess the relative value of specific types of bonds; understand the importance of portfolio management to shareholders and other stakeholders; to measure and assess risk and return using appropriate techniques and models; and the like.

- **Personal Finance**
  The course provides a practical introduction to personal financial management. Using a structured, step-by-step approach helps students learn how to save and invest, manage student loans, calculate taxes, reduce credit card debt, and plan for the future. Real-life scenarios, which cover a wide range of financial challenges, allow students to appreciate the importance of key concepts, as well as helpful tips from personal finance experts that help them implement those concepts into their lives. The various mathematical examples will clearly illustrate the critical importance of achieving long-term financial goals through investment. The course engages students and focuses their attention on the critical concepts they need to succeed in mastering and managing their financial resources for life.

- **Principles of Banking and Finance**
  The course 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 taking the course. The course will mainly examine issues that come under the broad heading of banking principles. Here are the main economic reasons used to justify the existence of financial intermediaries (and specifically banks). 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 covered cover the role of financial intermediation, banking regulation and banking risk management.

- **Market Research**
  The aim of this subject is to teach students to understand the relationship between market research and decision making, by becoming familiar with the processes used in the formulation and implementation of market research. Students will also understand the market conditions in which research is conducted and applied, including the methodology used in market analysis. The range of qualitative and quantitative techniques and methods available in market research, including their applicability and limitations, will also be understood.

- **Game Theory and Business Strategy**
  This subject focuses on analytical methods derived from game theory, which provides a rigorous analytical framework for structuring competitive situations, identifying alternatives, and choosing between them. The basic approach will be to break down the complexity of the pieces, continue to use the tools provided by game theory to analyze these pieces, and then assemble the pieces into a coherent logical understanding. The goal is to become better strategic decision makers when faced with competitive challenges. The main objectives will be to use the concepts and tools of game theory to identify, diagnose and analyze the competitive challenges faced by companies in the dynamic environment and to apply the concepts and tools of game theory to develop strategies that will give them a competitive advantage.

- **Financial Reporting and Decision Making**
  Subject objectives: Through the information in the key financial statements, the goals are for the management bodies in the company to be timely and well-informed in order to make the right business decisions. Qualitative information through the previously reviewed annual and quarterly financial statements presented in the Balance Sheet, Income Statement, Tax Balance and Cash Balance will convince current and future investors to invest in the company and verify them through the market value of their securities.

- **Real Estate Finance and Investment Analysis**
  This subject is an introduction to the concepts, principles, analytical methods and the most basic tools used to make investments and financial decisions related to real estate. This course will focus on building knowledge from a microeconomic point of view, ie. will apply to individual real estate.

- **Sustainable Enterprise**
  Subject objectives: - Developing awareness of the environmental challenges faced by businesses; - Introduction to the role of business in the transition to a sustainable future; - Examining the leaders and challenges of sustainability initiatives in organizations; - Enabling searches in library databases to obtain information on the sustainability aspects of organizations; - Training for systematic synthesis of information from different sources and efficient communication of analysis results

- **Leadership, Teamwork and Diversity**
  Objectives of the subject: - Acquisition of knowledge on the basics of leadership, teamwork and diversity; - Examining the ways and behavior of effective managers; - Understanding the similarities and differences between management and leadership; - Differences between different management and leadership styles; - Learning techniques to deal with the pressures faced by leaders, such as time management and conflict resolution; - Preparing students for teamwork and work in different teams.

- **Accounting Information Systems**
  The accounting information system is an application subject based on the accounting data processed-elaborated from the accounting documentation in the entire information system of the business entity with special reference for a company in the Republic of Northern Macedonia. Financial accounting is a key information system to be able to meet the needs of the management structure of the business entity that needs to operate efficiently and effectively. In this regard, computer data processing creates the right information system as a basis for communication with all sectors / parts of company that will contribute to making the right decisions. After studying this course, students are expected to be competent in the following matters: - Creating knowledge of basic concepts of informatics - able to use application accounting programs through computers as a tool for the collection, processing and effective and efficient use of information, - Acquisition of knowledge and skills for creating the organizational structure of accounting information through a computer, - Use of software programs - material data - MTR, - Use of software - procurement calculation KAL, - Use of software programs for salary calculation - PLA, - Use of software programs for financial records - GK, - Use of digital systems such as "E-taxes", "Software for payroll clients", Central Registration System of the Republic of Macedonia, - Able to control and protect accounting information systems.

- **Innovation Management**
  Objectives of the subject: - Know how to manage change within the business; - Learn methods on how to improve innovation and creativity within the enterprise; - To know the essence, challenges and benefits of different innovations; - To conceive the ways to improve the competitiveness skill of enterprises; - To know the elements and processes for the development of alternative ways of using knowledge in creating a competitive advantage.

- **Investment Management**
  Investment management aims to transfer to students an adequate fund of theoretical knowledge and practical skills in the field of investment and investment decision-making between business entities in the country and the modern

world. The course aims to bring together the most modern theories and methods for the management and processes of investment projects, their documentation and efficient and effective implementation. Upon completion of the lectures of this subject, students will be able to: - To recognize and analyze investments in micro and macro plan; - To determine the motives and factors for possible investments; - Plan investment projects and manage investment processes; - Determine the level of investment risk; - To study and apply standard and modern capital budgeting criteria for accepting or selecting the most efficient investment project; - To increase their conviction and self-confidence as well as motivation towards new scientific knowledge and practical experiences. - To use their scientific knowledge and skills in terms of eventual employment or as employees of a company or a commercial bank.

- **Principles of International Finance**
  The purpose of the course program is to provide an introduction to international financial management and to debate why it is important to study international finance, and in particular to distinguish between international and domestic finance. The course introduces at the same time the different types of international monetary systems under which the world economy can operate at different times. In addition, the course program discusses the European Monetary Union, the concepts of balance of payments and accounting. The course also provides an overview of corporate governance in the world, a corporate governance structure that varies greatly from country to country, reflecting different cultural, economic, political and legal systems.

- **Environmental Science**
  The aim of the course is to learn how the world we live in works, how we affect its life system and how we can reduce our impact on it.

- **Energy Resources in Power Systems**
  Through this course, students are expected to learn the principles of operation of a wide range of renewable energy technologies, to conduct a preliminary assessment of resources for different renewable energy technologies, to analyze energy technologies from a systemic perspective, to learn how to articulate technical challenges for each of the renewable sources, to discuss and analyze the issues of economic and technical sustainability involved in the integration of renewable energy systems.

- **Decarbonization**
  At the end of this course, the student will be able to: - understand the possibilities for the distribution of renewable sources and alternative energy; - understand and evaluate the basis of renewable energy sources; - describe the basic principles for improving the efficiency and design of energy distribution, and how to recognize renewable energy opportunities; - know how to promote the reduction of energy consumption and sustainability; assess the basic dimensions of the economy, government policy and social capital of alternative energy options.

- **Financial Data Analysis**
  This subject provides a basis for analyzing financial data used in business and FinTech applications. The aim of this subject is for students to gain experience in analyzing financial data using modern machine learning techniques, statistical methods and forecasting models. Students will develop computer skills to perform data analysis using a modern statistical programming environment and apply these skills to solve a range of problems faced by business firms, including those in the FinTech industry. Topics discussed include R language presentation, financial data visualization, group analysis, simple and multiple linear regression, classification models, high dimensional data analysis by using Lasso, and cross-sectoral evaluation and selection of evaluation models. Students will have hands-on experience in developing data analytics applications to analyze real-world financial problems.

- **Climate Change**
  Course objectives: - Students to gain knowledge about the basic concepts of climate change; - To investigate the impact of climate change on the environment; - To gain knowledge about the link between sustainable development and the green economy; - To identify the main factors influencing climate change; - To gain knowledge on climate change modeling; - To conduct cost-benefit analysis in relation to climate change; - To provide solutions and conclusions on climate change.

- **Sustainable Business and Finances**
  Course objectives: - Developing awareness of the environmental challenges faced by businesses; - Introduction to the role of business in the transition to a sustainable future; - Examining the leaders and challenges of sustainability initiatives in organizations; - Enabling searches in library databases to obtain information on the sustainability aspects of organizations; - Navigating the growing academic theories on sustainable finance and investment, including topics such as active ownership, climate finance, conservation finance, discovery, relocation, engagement, green links, green indexes, investment impact, partnership public-private and threat assessment or "blocked" funds; - Training for

systematic synthesis of information from different sources and efficient communication of analysis results.

- **Digital Business**
  Course objectives: - Understanding the basic definition and hierarchy of knowledge for digital business and understanding the processes related to the operation, marketing techniques and technological issues of digital systems; - Analyzing data on user activity in order to make informed decisions regarding marketing and business management in the organization and product / service development; - Application of basic online positioning (SEO) techniques in creating the marketing image of the organization, as well as the product brand (branding); - Recognizing and understanding the importance of the Internet as an environment for creating social and business processes; - Demonstrate the tendency for active use of the Internet in economic and social activities and the creation of your career.

- **Smart Buildings and Building Components**
  The objectives of the subject syllabus are to improve knowledge about the relationship between spatial planning and the environment and climate change, as well as the relationship between the building sector ("smart" buildings) and greenhouse gas emissions and other local pollutants. Knowledge in the following areas will be improved: - Efficient use of energy, water and other resources; - Use of renewable energy, such as solar energy; - Measures for pollution and waste reduction and enabling reuse and recycling; - Good indoor air quality; - Use of non-toxic, ethical and durable materials; - Consideration of the environment in design, construction and operation; - Consideration of the quality of life of tenants in the design and construction phase.

- **Environmental Health**
  Objectives of the subject: - Students gain knowledge of key sources and types of environmental agents. - Students gain knowledge of the steps in the regulatory process - in terms of risk assessment and risk management and to identify current legislation and regulations related to environmental issues. - Fill in the gaps in the current knowledge base regarding the health effects of environmental agents and be prepared to identify areas of uncertainty in the risk assessment process. - Gain knowledge about identifying and defining steps in the risk assessment and management process.