



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

## Study program

## Professional Logistics and Supply Chain Management (2017/2018)

Faculty	Business and Economics
Study Cycle	Second Cycle (Postgraduate)
ECTS	60
Title	Professional Management with Logistics and Supply Chain Specialist
Accreditation archive number [60]	03-2080/1
Decision for starting of the program	03-1619/14 (10.11.2017)
Accreditation date	14.07.2017

## Description of the program

This program presents a professional study program in the field of logistics and supply chain management, terms that imply integrating key business processes from the end user through suppliers in order to increase the value of the firm, their key logistics elements and supply chain to customers involved and other interested parties.

The professional study program represents a framework for logistics and supply chain management, which requires cross-functional integration of key business processes within the firm and across network firms. The professional study program is also based on practice and practical case studies in companies operating in the field of logistics and supply chain management from managerial perspective and presents concepts in a useful decision making format.

The notions, concepts and basic principles are analyzed in terms of how they are interconnected and adaptable to one another within the firm and in logistics and management of the supply chain. The practical part and case studies are taken from companies and their corporate applications of these concepts to show how it can be implemented in logistics and supply chain management.

For this programme to be successful, it requires cross-functional integration of key business processes within the firm and across firms' network that make up the logistics and supply chain. The challenges here are that through the case studies and practical parts in the companies to try to determine how successfully to achieve this integration. The achievements will be to identify the difference between logistics and supply chain management and provide a framework for logistics and supply chain management. The class session will be devoted to each of the logistics and supply chain management processes, as well as topics such as leading logistics components, supply chain management, electronic connectivity, integration of logistics strategies and supply chain in corporate strategy, mapping logistics and supply chains, storage and distribution planning, development and implementation of partnerships in local and international logistics and supply chain processes, and implementation of logistics and supply chain management.

## Career

This study programme enables students to gain theoretical and practical knowledge to successfully deal with issues related to logistics and supply chain management. This programme includes gaining real world-skills applicable in current and future roles. A degree or Diploma in logistics and supply chain management offers an opportunity for vertical growth. Students acquire professional competence in this field that leads to improvement in their job skills. After graduation students will be able to be employed in various business organizations that operate in the field such as trade, transport, freight forwarders and similar.

## Learning outcomes

### Knowledge and understanding

Students will demonstrate a thorough understanding of the structure and internal turnover of logistics and of supply chain management of businesses and enterprises, which can be from small to multi-national businesses. They will also be able to understand the relationship between the organizational and economic environment and the external market. In this way, students will manage to understand how management decisions will have effect on relevant stakeholders both inside and outside the firm.

### Applying knowledge and understanding

Students will be able to integrate and apply the tools and techniques of business logistics and supply chains, and by calling their wide knowledge to the major business functions (strategy management, accounting, finance, marketing, operations management, Information systems) for analyzing and solving complicated business problems in logistics and supply chains and making decisions that will have positive effects on the firm.

### Making judgement

Students will be able to make an assessment on the basis of their in-depth knowledge in modern business analytical tools and critical thinking in logistics and supply chain problems from different angles.

### Communication skills

Students will be able to demonstrate micro-social skills, leadership and presentation skills needs for long-term career success. These reflect the assessment, communications, effective presentation, and collaboration within the organization.

### Learning skills

The student will be able to acquire skills to recognize personal needs for further knowledge acquisition and skills for independent action while acquiring new knowledge and new skills in social frameworks; The student will also acquire skills to take responsibility for further development and professional training.

## List of courses

### Semester 1

- [SPSM-0101] [6.0 ECTS] **Organizational Development and Growth**
- [SPSM-0102] [6.0 ECTS] **Logistics Management**
- [SPSM-0103] [6.0 ECTS] **Marketing Management**
- [4.0 ECTS] **Elective course**
- [4.0 ECTS] **Elective course**
- [4.0 ECTS] **Elective course**

### Semester 2

- [SPSM-0201] [6.0 ECTS] **Financial Accounting**
- [SPSM-0202] [6.0 ECTS] **Supply Chain Management**
- [SPSM-0204] [6.0 ECTS] **Quality Management and Performance**
- [4.0 ECTS] **Elective course**
- [4.0 ECTS] **Elective course**
- [4.0 ECTS] **Elective course**

# Description of courses

## Core courses

- **Organizational Development and Growth**

Course objectives: To prepare students with the basic theories of growth and development and the way how to "deal" with them for a more effective implementation in the system. Emphasis will also be placed on organizing and functioning of the institutions of the economic system that are responsible for growth and development policies. The efficient and effective way of functioning of these institutions in designing the policies of growth and development and in their implementation and monitoring their effects for continuous improvement of the system.

- **Logistics Management**

By approving the knowledge that this course offers, students will: - Understand conceptual determination, meaning and content of logistics and supply chain management; - apply the acquired knowledge; - identify key elements of supply chain management and their linkage to chains of additional value creation in manufacturing and value networks; - use potentials of information systems to support the supply chain management and chain of additional value creation in production; - understand the forecasting methods and apply them when forecasting the demand; - knowing and applying inventory and procurement management methods.

- **Marketing Management**

The course will prepare students to use and manage the four P's in an organization or company, in order to be able to design marketing optimal elements such as product, pricing, promotion and distribution methods that companies face. As an important marketing solution it involves careful analysis of the situation, intelligent use of research as well as marketing principles. The purpose of the course is to understand the complexity of marketing management decisions within the analysis of markets, clients, competition and the integration of concepts with the initial marketing plan.

- **Financial Accounting**

The course will enable students to develop specific skills for adequate application of theoretical knowledge of financial accounting through accounting application software in accordance with the law on accounting and accounting standards which is in force in the Macedonian legislation. The course will also enable training of students for a significant application of accounting software as an ancillary device for managing accounting evidence for micro, small and medium business entities in the Republic of Macedonia. Preparation of all necessary financial documents and material needed in the day-to-day business activities of the subjects, quick compilation of financial reports and finalization of the annual accounts of the TC for the internal and client needs, and also for the needs of Central Registry and DPR in the Republic of Macedonia. Students from this subject will gain opportunities to be closer to self-employment through creating their own accounting office or to manage the financial accounting of their family businesses. Realizing these goals increases student attributes and makes them more competitive in the labor market.

- **Supply Chain Management**

Course objectives: Students will gain knowledge about the entire process of managing the supply chain, starting from raw material to final product; analysis of concrete logistical situations, diagnosing problems in the supply chain and providing alternative solutions for dealing with these problems; application of the SCOR model; Identifying the main elements of supply chain management and their linkage with the chain of additional value creation in manufacturing and value networks; application of information technologies for integration and logistics management; Interaction between the internet and supply chain management.

- **Quality Management and Performance**

Course objectives: - To know the basics of quality management; - Defining of statistical methods of quality management; - Ability to use quality management methods, as well as analysis and problem solving in the organization; - Identify techniques for quality management; - Methods for measuring the performance; - Rewards for better performance.

## Elective courses

- **International Trade**

The purpose of this course is to enable students to gain in-depth knowledge in the field of international trade and specific skills for applying this knowledge in practice. In order to realize these goals, the course elaborates theoretical aspects of this field, focusing on their practical implementation. Students will be able to: - Differentiate the quantitative, qualitative and mixed instruments of the foreign trade system as well as their essence; - To know the essence of foreign exchange instruments and the basics of foreign exchange policy; - To recognize the foreign trade and exchange system of the Republic of Macedonia; - Be able to analyze the effects that the current foreign trade and foreign exchange system has on foreign trade exchange and on the balance of payments of the Republic of Macedonia.

- **Purchasing and Inventory Management**

Course objectives: To enable students to recognize the importance of purchasing as a part of the set of contemporary business organizations; To enable students to recognize approaches to negotiation when making purchasing decisions. To enable students to gain profound knowledge on inventory management. To enable students to gain in-depth knowledge of common methods and techniques for inventory management.

- **Warehousing and Distribution Center Planning and Management**

Course objectives: - to provide insight and deep understanding of marketing channels; - to be exposed to marketing techniques to identify and work on the problems associated with distribution channels; - students to understand the inventory and storage warehousing process; - understand the process of ordering, processing and procurement.

- **Practical Internship**

The purpose of this course is to give students the possibility to get an experience of working at a company, and learn how to work with tasks that require knowledge you obtained during your study. This will enable the students to: • Understand the day- to- day operations involved in the businesses; • Apply in practice the values, knowledge and concepts acquired through the academic programme; • Gain an appreciation of some of the social and physical environments in which the businesses operates; • Acquire skills and competencies in collecting and analysing information, written and oral communication, interpersonal and personal skills.

- **Entrepreneurship and Innovation Management**

The aim of teaching this subject is to help students to understand the importance and essence, functioning and organization of entrepreneurship and innovation in the economy and their successful management during the development process. Particular attention will be given to the process of entrepreneurship, entrepreneurial types and prospects in entrepreneurship, and the importance of creativity, invention and innovation in enterprise development.

- **Human Resources Management**

The aim of the course is to introduce students to the complex problems of human resource management in an enterprise. Thus, they will acquire wider knowledge for every phase of the human resources management process starting with the analysis of the working positions and perceiving the needs for changes in the structure of the human resources within the enterprise, through recruitment and selection of candidates, to introducing the employees in the working place, their reward and motivation and naturally their retirement or early sacking.