



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

## Study program **Business and Economics (2019/2020)**

Faculty	Business and Economics
Study Cycle	First Cycle (Undergraduate)
ECTS	180
Code	FB-180
Title	Bachelor of Business and Economics / Module: Finance and Banking
Accreditation archive number [180]	03-18/2
Decision for starting of the program	03-18/4 (07.06.2019)
Accreditation date	02.04.2019

## Description of the program

The Curriculum of Business and Economics - Finance and Banking is a balanced combination of primary specific theoretical knowledge and professional skills. The structure of the program includes studies that are by nature dynamic and interactive. The program is designed to offer topics in the field of economics, finance and management. Items that are included in this program represent perspectives that are based on theory, which is closely related to practical application in the business world. This program allows students to acquire the necessary skills and experience for economic theories, financial analysis in the banking sector, econometrics and their interpretation, and managerial skills during decision making.

Aims of the study program:

- to prepare students for the position of leaders in profit and non-profit organizations in the country and around the world.
  - to prepare students to build careers in the fields of economics and management, but also in the private sector in the field of finance.
  - to enable the acquisition of research skills and experience in the theory of economics, the use of management, finance and econometrics.
  - to develop the concept of practical work of students.
  - to develop students' concept of critical thinking.
  - to enable students to actively participate in lectures and practical work in order to independently carry out research in all areas of economics and management.
  - to facilitate the development of personal, communication, research and other important skills needed for employment.
- During this program, students have the opportunity for practical work (internship), whereby they will be able to apply their knowledge, capacity, ability and skills obtained in the Faculty.

## Career

The study program will enable students to:

- obtain a general education in disciplines that underlie the theory and practice of management, while still specializing in economics;
- undertake in-depth study of economics with management options that enable you to look critically at management issues;
- gain training in the principles of economics and their applications;

- develop an understanding that management is a broadly based social science and multi-disciplinary area;
- get acquainted with appropriate tools of analysis to tackle issues and problems of economic policy;
- enable students to understand organizations, key aspects of their management, and the external environment in which they operate ;
- provide an environment wherein students can develop their interpersonal and communicative skills;
- provide a firm foundation for further study and for employment.

## **Learning outcomes**

### **Knowledge and understanding**

- Has the necessary knowledge for the following business functions: economics, management, finance, business and management in a global context, principles of accounting, corporate finance, strategic management, human resource management and marketing;
- Has a knowledge of the functional areas of economics and management, ongoing research and innovation, future trends, and the impact of these developments in theory and practice;
- Has a knowledge and understanding of national, regional and global economic situation on the market.
- Has knowledge of managerial theories, analysis and reporting;
- Acquires a strong foundation in how to further develop economics and be ready for graduate studies related to the economics and management, management or related fields;
- Understand the different tools for making management decisions;

### **Applying knowledge and understanding**

- Ability to professionally write and further develop economics and management problems and its implementation in real life;
- Ability to assist in the formulation and practical implementation of successful general management plans and strategies;

### **Making judgement**

- To think critically and to apply theoretical and practical knowledge and experience to identify and analyze economics problems;
- To critically analyze and evaluate identified managerial opportunities;

### **Communication skills**

- Show understanding of individual and group dynamics in organizations;
- Operate effectively in teamwork;
- Effectively deal with people from different social, economic, cultural and religious backgrounds;
- Demonstrate understanding of and sensitivity to ethical, social and legal responsibilities of companies;
- Show business ideas in an effective manner;
- Demonstrate key negotiating skills;
- Interpret business data and economic indicators;

### **Learning skills**

- Can research and detect sources of learning;
- Can be trained for individual and team learning;
- Have the ability to use scientific literature and analysis of the opinions and estimates of other authors;

## **List of courses**

### **Semester 1**

- [CBE-102] [6.0 ECTS] **Principles of Marketing**
- [CBE-103] [6.0 ECTS] **Principles of Management**
- [BE-401] [6.0 ECTS] **Principles of Banking and Finance**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Elective course (Language, Skills or Culture)**

## Semester 2

- [CBE-201] [6.0 ECTS] **Principles of Accounting**
- [CBE-202] [6.0 ECTS] **Business Mathematics**
- [CBE-203] [6.0 ECTS] **Microeconomics**
- [3.0 ECTS] **Albanian/Macedonian Language**
- [3.0 ECTS] **English Language**
- [6.0 ECTS] **Elective course (Language, Skills or Culture)**

## Semester 3

- [CBE-301] [6.0 ECTS] **Statistics**
- [CBE-302] [6.0 ECTS] **Business Calculus**
- [CBE-303] [6.0 ECTS] **Macroeconomics**
- [6.0 ECTS] **Elective course (Language, Skills or Culture)**
- [6.0 ECTS] **English for Specific Purposes 1**

## Semester 4

- [CBE-401] [6.0 ECTS] **Operational Management**
- [CBE-402] [6.0 ECTS] **Financial Accounting**
- [BE-402] [6.0 ECTS] **Basic Econometrics**
- [6.0 ECTS] **English for Specific Purposes 2**
- [6.0 ECTS] **Elective course (Language, Skills or Culture)**

## Semester 5

- [EBEM-507] [6.0 ECTS] **Managerial Accounting**
- [CBEF-502] [6.0 ECTS] **Monetary Economics**
- [BE-501] [6.0 ECTS] **Corporate Finance**
- [6.0 ECTS] **Elective course (Professional)**
- [6.0 ECTS] **Elective course (Language, Skills or Culture)**

## Semester 6

- [EBE-406] [6.0 ECTS] **Investment Management**
- [CBEF-602] [6.0 ECTS] **Public Finance**
- [EBA5090] [6.0 ECTS] **Knowledge Economy**
- [6.0 ECTS] **Elective course (Professional)**
- [6.0 ECTS] **Elective course (Professional)**

## Description of courses

### Core courses

- **Principles of Marketing**

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

- **Principles of Management**

The purpose of this course is to familiarize students with the basics of management, its genesis, definition and basic principles which should be based on the work of any future manager. This course also aims to acquaint students with knowledge of the basic functions of management as planning, organizing, coordinating, motivating and controlling. Mastery of this subject will provide students with the ability: to learn the basics of management and to enable them to

give concrete examples, to be able to see the mastery of this subject as the need and acquiring knowledge to be in the context of practical application of learning, to think of an effective way this will help them to face with business problems in their future life.

- **Principles of Banking and Finance**

Aims of the course program: - Discuss why financial systems exist, and how they are structured - Explain why the relative importance of financial intermediaries and financial markets is different around the world, and how bank-based systems differ from market-based systems - Understand why financial intermediaries exist, and discuss the role of transaction costs and information asymmetry theories in providing an economic justification - Explain why banks need regulation, and illustrate the key reasons for and against the regulation of banking systems - Discuss the main types of risks faced by banks, and use the main techniques employed by banks to manage their risks - Explain how to value real assets and financial assets, and use the key capital budgeting techniques (Net Present Value and Internal Rate of Return) - Explain how to value financial assets (bonds and stocks) - Capital Asset Pricing Model

- **Principles of Accounting**

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

- **Business Mathematics**

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

- **Microeconomics**

Through this course basic knowledge of economic phenomena and for universal global microeconomic terminology are achieved. Theoretical approaches that enable obtaining self-explanatory statement about the possible applicative solutions to the problems of production, exchange and organization of individual enterprises, branches or special market are followed and analyzed. Development components provide a dynamic dimension without which less complex approaches would be unusable. The basics of macroeconomics are taught throughout the world as part of the universal effort to approximate and define similar problems and come to the possibility of being solved in similar ways throughout the world, but also to get information that can at the aggregate level help to formulate macroeconomic goals and planned strategic elements. This is part of the need to build globally similar societies in which frequent business, political labor or other contacts will be known to all participants and will be solved in the same way by using similar complementary instruments are everywhere useful.

- **Statistics**

The purpose of the course is for students to acquire knowledge to be able to: - Use descriptive analysis when analyzing data. - Use probability and random variables in solving business problems. - Understand the statistical lock which is the basic for interpreting results and making business decisions. - Use correlation and simple multiple regression. - Know the basics of analysis of variance. - Understand the basics of index numbers and the methods for analyzing time series. Prerequisites for entering the course: Business Math.

- **Business Calculus**

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

- **Macroeconomics**

Students will gain knowledge about: - Macroeconomic concepts and categories that is a prerequisite for the functioning of a national economy as a part of the broader global economic system. - Importance of the principal macroeconomic indicators such as gross national product, national income, economic growth, economic cycle, investment and public consumption, inflation, unemployment, money and banks, budget, balance of payment and more. - Basic tools of macroeconomic analysis (aggregate supply and demand) and macroeconomic policies

(monetary and fiscal policy) and others. - The efficient function of a national economy, comparing it with modern market economies, indicating in that direction differences, similarities and opportunities for future development of the respective economy. - Knowledge of macroeconomics, which will allow easier access to other advanced macroeconomic courses. Prerequisites for entering the course: Introduction to Economics and Business, Microeconomics.

- **Operational Management**

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

- **Financial Accounting**

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

- **Basic Econometrics**

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

- **Managerial Accounting**

The purpose of the course is for students to gain knowledge of accounting, which is used by managers when making decisions. Specifically, to familiarize students with the concepts of accounting needed for the managers and the necessary tools for making managerial decisions. Prerequisites for entering the course: Principles of accounting.

- **Monetary Economics**

The main objective of this course is to introduce the students to the impact of monetary policy on interest rates and asset markets, such as bond market and the stock market. In addition, the course will provide the students of the economics with the analytical tools necessary to analyze and solve relevant and current monetary economics issues. The monetary economics, however, which is the focus of this course, mainly deals with the function of money and monetary aggregates, demand and supply for money, conduct of monetary policy, targets, tools and its operation. In addition, the monetary policy strategy, transmission mechanism of monetary policy, and monetary and fiscal policy will be discussed. Moreover, this course is intended to introduce students to the analytical techniques, instruments and policy issues relevant to monetary economies. An important objective of this course is to provide students with the ability to use appropriate techniques-tools of monetary economics analysis as to theoretical and applied problems relating to monetary economics. Prerequisites for entering course: Introduction to business and economy, macroeconomics, microeconomics.

- **Corporate Finance**

The aim of the course is to theoretically fund transfer knowledge and skills of students in the area of financial management, as well as training students with contemporary theoretical knowledge and experience in the analysis of the fundamental concepts of corporate finance, financial and real investment projects and their evaluation money through the time dimension. The aim of the course continues to train students how to use adequate sources of financing, efficient capital management and determination of proper structure, determining appropriate policy allocation of profits dividend policy and finalize the financial planning and forecasting, etc. Achieving the intended goals of the subject, creates new opportunities to students for competitive access to the labor market or effectively manage their own real businesses.

- **Investment Management**

Students gain theoretical knowledge and practical skills in the sphere of investments and investment decisions in the enterprises in the country and the modern world. All this is accomplished through a special emphasis on the analysis of investments with special emphasis on various forms and patterns of investments and investment process,

evaluation of feasibility of investment projects to their investment decisions. This course also aims to bring modern methods for determining and selecting the most effective real investment projects that will contribute for achieving more positive financial results; analysis of contemporary practices and trends for management subtle economic category in recent years investment and investment processes, these questions allow students easier access to business venture, an opportunity to undertake the management of finances in their family business, or for easier access to employer. Prerequisites for entering the course: Management principles.

- **Public Finance**

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

- **Knowledge Economy**

Aims of the course program: - to develop a holistic vision of the state-of-the art, the tendencies and the challenges of the knowledge-based economy; - to introduce the basic ideas, theories and industries of knowledge-based economy; - to examine the main knowledge management provisions and to give a grounding in the best knowledge management practices and techniques; - to introduce knowledge technologies used by businesses, being the basis of an effective knowledge management system; - to demonstrate how to identify knowledge processes in practice, manage them by using IT; - to specify the criteria of human capital formation and development; - to analyze best practices, challenges and opportunities of the implementation of knowledge-based economy in Macedonia and other countries by reviewing and assessing the features of the modern state of knowledge-based economy development; - to prepare students to operate in a dynamic enterprise environment in the context of intellectual capital management.

## **Elective courses**

- **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.

- **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 on the structure of the Albanian language, will overcome a modest set of various lexical and grammatical categories which will enable 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 on the structure of the Albanian language, will overcome a modest set of various lexical and grammatical categories which will enable simple conversations.

- **Elementary English**

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. Students should be able to describe a typical day, recognize and use simple constructions in order to describe their daily routine; talk and write about their everyday lives, leisure; ask and answer questions about food and drink. students should be able to give dates, use appropriately the vocabulary related to months in the year, make polite requests, describe places; choose a destination and give directions; discuss likes and dislikes.

- **Pre-Intermediate English**

By the end of this course students are expected to be at A2 level of the Common European Framework (CEF) and should be able to understand and use correctly expressions and phrases aimed at the satisfaction of needs of a concrete type; ask and answer questions about personal relations, describe different jobs, talk and ask about people's working lives, ask about and describe someone's job and make appointments. They should be able to talk about events in the past, describe places, travel and personal histories; choose a destination and give directions; to talk about everyday office activities, express obligation, talk about daily journey. They should be able to talk about things and jobs in the house, understand and give advice and express their opinions; discuss likes and dislikes.

- **Intermediate English**

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.

- **Upper-Intermediate English**

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.

- **Advanced English**

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 write a problem solution paragraph and essay. They should be able to present visual information in a form of Power Point poster presentations for a given topic.

- **German Language**

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.

- **Italian Language**

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.

- **French Language**

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.

- **Human Rights and Freedoms**

Aims of the course: 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.

- **Assisted Reproductive Technology and Law**

Aims of the course: 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.

- **Intercultural Communication**

Having completed this course the students will be able to identify global questions and problems from the perspectives of different cultures, the communication dynamics in the other cultures, the similarities and the differences between their values and those of other cultures, as well as the similarities and differences between their communication practices and those from other cultures. In addition, students are expected to become more aware of the stereotypes that society has for different cultures and as a result will better understand their place in the global community. The students will start thinking critically about topics related to their ethnicity, gender identity, class, religion, national origin, age and other demographic characteristics and their impact on the communication process. After finishing, 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.

- **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.

- **IT Skills Office Productivity**

This program builds skills that help students improve their classroom and career IT productivity. The program offers a wide range of modules that include: COMPUTER ESSENTIALS - skills and concepts relating to the use of devices, file creation and management, networks and data security. ONLINE ESSENTIALS - skills and concepts relating to web browsing, effective information search, online communication and e-mail. WORD PROCESSING - skills to accomplish everyday tasks associated with creating, formatting and finishing word processing documents, such as letters, CVs, and other documents. SPREADSHEETS - skills to perform tasks associated with developing, formatting, modifying and using a spreadsheet, to use standard formulas and functions, and to competently create and format graphs or charts. PRESENTATION - create professional standard presentations. Perform tasks such as creating, formatting, modifying and preparing presentations using different slide layouts for display and printed distribution. USING DATABASES - use a desktop database effectively. Understand the main concepts of databases and demonstrate the ability to use a database application: creating and modifying tables, queries, forms and reports, and preparing outputs ready for distribution. Learning to relate tables and to retrieve and manipulate information from a database by using query and sort tools.

- **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.

- **Legal Writing and Reasoning**

Aims of the course: 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.

- **Information Technology (IT) Law**

Aims of the course: The main goal is for students to become familiar with the possibilities of applying information and communication technologies in the legal profession. Students will be introduced to the general conceptual foundations of legal informatics. Special emphasis is on acquiring skills, that is, practical knowledge in finding and using legal information with the help of new technologies, databases and search engines. Students will also be familiar with the basic issues of e-governance, e-commerce, e-procurement, e-justice and e-democracy.

- **Professional Career Development**

The course is designed to develop and improve the abilities and skills of students to search for work and to succeed in their workplace. This course includes a package of materials, practical exercises and experience of people in practice in order to better prepare students for the labor market, which is more and more competitive. The course aims at enabling students to produce a quality CV, a motivation letter, and prepare them for the interview. Additional fields that are addressed in this course are: self-assessment, workplace analysis, job description etc. So students at the end of the course are provided with a portfolio of documents that will be needed to apply for job and to have a competitive advantage in the labor market.

- **Administrative Terminology and Nomotechnics**

In this course, students will acquire basic knowledge about the scientific discipline of Administrative Terminology and Nomotechnics, legal issues in the creation of draft acts of national legislation. Also, students will learn the techniques of creating international legislation, the procedures for adopting legal acts (laws, by-laws) etc.

- **Social Skills Development**

In this course, students will acquire basic individuals with interpersonal skills, build positive working relationship with others through understand emotions, share differences, resolve conflicts, giving or receiving feedback in a constructive manner. They interact successfully to gain consensus from stakeholders and decision makers and foster positive communication climate within the challenging workplace environment. They rise to the top in their personal effectiveness, help to reduce the cost of rehiring and training cost and contribute significantly to the organizational growth.

- **Career Search Strategies**

This course is designed to be beneficial to all students, both for those who are actively in the job search and for those who are already employed. The course has been extremely helpful to students making the transition from an academic environment to a career setting. Transitions involve change and change brings on a flurry of questions about the unknown. Sometimes the unknown relates to options, starting salary, earning potential, risk, security, location, training, lifestyle considerations, etc. Career planning is like a "wheel" with four spokes, rolling continuously and collecting new career-related information as it moves. The information collected provides data, enabling you to answer questions and ease the transition.

- **Selected Chapters in Computing**

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 algorithmic, 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.

- **Web 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 HTML (lists, tables, figures, multimedia and forms), CSS (formatting, styles and layouts), and JavaScript (variables, conditions, loops and functions) important in building web pages.

- **Academic Writing in English**

In this course, students' academic writing skills will be enhanced in a variety of ways. Students will be enabled to communicate their ideas in a clear, fluent and effective way in order to produce a piece of writing. Students' academic writing skills will be developed through activities that promote writing like: writing different types of paragraphs and essays. In addition, students will be introduced to paraphrasing and citing rules as well as will be made aware of what plagiarism is. Giving feedback on students' pieces of writing will involve self-correction, peer-correction and teacher-correction of content, organization and language errors.

- **Academic Writing in Albanian**

By the end of each level, the students are expected to write an essay and a research paper based on the rules learned during the semester. Specifically, from them it is expected to know the function, the structure and the different types of paragraphs, ways of choosing research topics, collecting the material, the rules for source documentation and the final model.

- **Academic Writing in Macedonian**

After finishing this course, the students are expected to gain appropriate knowledge and advanced communication in Macedonian language with particular emphasis on writing skills. In addition, it is expected that students will become more autonomous and responsible learners. Moreover, students will be able to improve their writing skills in more levels and thereby they will become more confident and more competent when writing in Macedonian. They will be able to reflect critically on different topics, to make conclusions and they will develop skills for excellent written and oral communication in Macedonian.

- **Albanian Language for Specific Purposes**

The subject aims at improving and perfecting the expression of Albanian language (speaking and writing). Specifically, the course aims to introduce students to specific terms, the possibilities of its use, with the most common errors in daily speech, but also for communication in specific circumstances. The students will learn about the conditions in which the rules work, so they can use them not only for tasks related to the subject but also in their future profession.

- **Practical English Grammar**

This course is intended mainly for intermediate and upper-intermediate students, students who have already studied the basic grammar of English. It concentrates on those structures which the named students want to use, but which often cause difficulty. It can serve both as a basis for revision and as a means for practising new structures. While students expect and need to learn formal rules of a language, it is crucial that they also practice new structures in a variety of contexts in order to internalize and master them. To this end, this course provides an abundance of both controlled and communicative exercises so that students can bridge the gap between knowing grammatical structures and using them.

- **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.

- **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.

- **Consumer Protection**

Aims of the course: The main goal is for students to become familiar with the concepts, Sources, Relationship with other branches of law, Entities (natural and legal persons), Legal institutes for consumer protection, protection through the application of liability due to physical defects in the item, protection of legal deficiencies in the item, protection of normal functioning the welding, by the use of administrative networks by administrative bodies, protection by setting standards, protection through private legal measures, consumer protection procedures.

- **Trade Law**

Aims of the course: The main goal is for students to become familiar with the entities of commercial law (trader, sole proprietor, trade companies), connection of trade companies, termination of trade companies (liquidation and bankruptcy), trade agreements, industrial property rights, securities).

- **Domestic Violence**

Aims of the course: 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.

- **Cyber Security**

Aims of the course: Cyber security in context will explore the most important elements that shape the playing field on which cyber security problems emerge and are managed. The course will emphasize how ethical, legal, and economic frameworks enable and constrain security technologies and policies. It will introduce some of the most important macro-elements (such as national security considerations and the interests of nation-states) and micro-elements (such as behavioral insights into how people understand and interact with security features). Specific topics include policy-making (on the national, international, and organizational level), legal frameworks (including duties of security, privacy issues, law enforcement access issues, computer hacking, and economic/military espionage), standards making, and the roles of users, government, and industry.

- **Social Media and the Law**

Aims of the course: By the end of the semester students will be able to: identify their individual rights, specifically those who refer to social media; describe the ways in which new communication technologies are reshaping, and continue to influence, national and international legal order; develop a picture of how social media, internet, television and other communication technologies affect our understandings of law and justice; classify legal issues that companies from different industries may face when integrating social media into their business practices; to recognize the potential positive and negative consequences of their personal presence in the media.

- **Business Communication**

The purpose of this course is to introduce students to the concepts of business communication. This course is an attempt to improve students' communication skills with theoretical indicators and first of all with practical demonstrations of the right way of communication in an organizational environment with employees and managers, as well as holding meetings, interviewing, how to respond during the interview, negotiation and motivation of

everyone in their circle.

- **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.

- **Communication Skills**

The course Communication Skills is designed to enable students to practically apply interpersonal communication. Students will have the opportunity to learn interpersonal skills (such as perception, listening, verbal and non-verbal communication); public speaking (such as organization, delivery and the basics of writing public speeches) and small group communication (such as leadership, self-confidence and listening). The course will also focus on providing basic knowledge and understanding of the job hunting process through written and oral communication by doing tasks such as writing a resume and a cover letter, conducting interview simulations etc.

- **Critical Thinking Development**

Students identify and use critical thinking skills, processes and techniques that will assist them in their careers and personal lives. Students develop their ability to investigate and evaluate thinking from different viewpoints and synthesize their own positions based on the evidence available. Also, students practice techniques that enable them to maximize the results they create in any long-term learning experience, while identifying, analyzing and formulating solutions to problems as they arise. They will develop critical thinking strategies and apply them to reading, writing, and listening. Students will apply questioning strategies, engage in reflective thinking, problem-solving, and testing arguments.

- **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, Multi-language functions of social networks, the effects and consequences in the modern world communication realities

- **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.

- **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.

- **Marketing Management**

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

- **Strategic Management**

The purpose of this course is to: evaluate and implement the key elements of strategic analysis by choosing the appropriate strategy within a flexible plan, then stimulate strategic thinking about the problems related to the implementation of the formulated strategy. The purpose of the course is also to teach students to think critically about issues and problems related to the selection of strategy in the dynamic environment and to realize that there is no single right way to develop strategies. After completion of the lesson, students should be able to: understand the theories and concepts of Strategic Management, learn the vocabulary associated with Strategic Management, integrate the acquired knowledge into specific managerial functions, and develop analytical and communication skills as well as teamwork skills. Prerequisites for registering this subject: Management Principles.

- **Quantitative Finances**

This course provides the econometric techniques, such as time-series analysis required to analyze theoretical and empirical issues in finance. It provides applications in asset pricing, investments, risk analysis and management, market microstructure, and forecasting return.

- **Financial Management**

The purpose of this course is for students to acquire knowledge and skills in the field of financial management and to provide them with contemporary theoretical knowledge and experience of the analyzing the fundamental concepts of finance for corporations, to prepare for financial and real investment projects and their assessment through the time dimension of money. The purpose of the is also to train students how to use adequate sources of financing, effectively managing capital and the determination of proper structure, determining the appropriate policy of distribution of profit-dividend policy and finalize the financial planning and forecasting. Achieving the set goals of the subject, the students create new opportunities for competitive access to the labor market or more effectively managing their own real businesses. Prerequisites for entering the course: Introduction to business and economy, Principles of accounting.

- **Money and Banks**

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

- **International Economics**

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

- **Investment Economics**

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

- **Human Resources Management**

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

- **Business Ethics**

After completing the course students should be able to: - Describe how ethics help managers to determine appropriately or properly connected with various groups interested in organizing them. - Define the concept of social responsibility and identify ways in which organizations can foster ethical and social responsibility to employees' behavior. - Determine the diversity and explain why effective management of different composition employed is an ethical issue and mean organization to improve its performance.

- **European Integration Economics**

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

- **Local Finances**

To offer a basis on the system of local government finances as a whole and the financing of individual services. Understanding the challenges and providing plans to take action regarding the opportunities and risks in the system of local government finance.

- **Insurance Management**

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

- **Labour Market**

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

contained in the basic literature will not be discussed in class, but are left for active studying of the student. Therefore in order the student to achieve success in learning the course needs to be present in lectures and workshops by participating actively in the discussion of various issues related to labor market.

- **Financial Modeling**

Course objectives: - Developing career in investment funds for research, investment bank, the ranking of loans, project finance, business analysis. introduction to excel modeling analysis, the assessment of various companies and forecasts preparation of financial research, images and evaluation of different sectors.

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

The study of this subject should enable students to learn about issues related to the harmonization of tax systems of member countries, as well as the structure and functioning of the European monetary system. In this sense, special attention will be paid to the following important issues: the tax systems of selected countries of the European Union, fiscal federalism in selected countries of EU fiscal policy coordination in the EU, the institutional position of the European monetary System, the monetary policy of the European Central Bank, the exchange rate mechanism and so on.

- **Business Law**

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

- **Game Theory and Business Strategy**

The course concentrates on an analytic method derived from game theory, which provides a rigorous analytic framework for structuring competitive situations, identifying the alternatives, and choosing among them. The basic approach will be to break the complexity down into pieces, use game theory tools to analyze the pieces, and then reassemble the pieces into a logically coherent understanding. The goal is to become better strategic decision makers when faced with competitive challenges. The main objectives will be to use game theory concepts and tools to identify, diagnose and analyze competitive challenges facing firms in dynamic industries and apply game theory concepts and tools to develop strategies for competitive advantage. All of this will be done by analyzing different games.

- **E-Commerce**

Course objectives: - Understanding and application of concepts of electronic commerce – electronic business. - Identification of business needs for adaptation of constant and continuous changes in the field and the importance of incorporation of Information Technology in the most important business processes. - Improvement of their current operational efficiency to transform into a competitive advantage. - Developing strategic, administrative and operational planning for new businesses or improving current planning with their technology. - Explanation of the growth of e-business to date, the term business consumer and the business-business model; using relevant business, managerial and social science theories. - To examine the interaction between technological trends and social business-context of e-business, including the diffusion of Social Networks and the Web 2.0 developments.

- **Management Information Systems**

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

- **Environmental Economics**

This course is designed to provide a basic understanding of economic phenomena and global economic conditions. To analyze practical approaches that allow them to come to the idea of possible business agreements in the field of activity, construction, planning and development of urban construction area. When building the natural environment is degraded. Economic activity cannot be imagined without building, however, it degrades space and greatly reduces the quality of life. The development of the course offers an opportunity to find a balance between development needs and rising material standards and environmental as a natural environment which needs to maintain a long-term good quality and not to threaten the quality and the life of ecosystems. Development Components provide dynamic dimension without which simplified approaches will be unusable. The theory of urban development is an integral part of any macroeconomic policy. It is not possible to talk about macroeconomic stability or demand and supply

equilibrium if the dynamic elements of economic development and the most dynamic elements of objective work and the scientific contribution of technical and technological progress and investments such as motor development and the impact that development has on other macroeconomic variables are not taken into account, especially when it is known that major motor development processes occur in urban areas. The main goal is to create a normal knowledge of the development impact of investment, and also macroeconomic stability of each national economy. Investments in real estate are a necessary part of any economy. They give life to businesses, enabling the performance of the housing function, ensure the normal operation of the market real estate and rental real estate. Businesses in cities influence the formation of high space attractiveness, but the examination of theoretical approaches to modeling urban systems is of great benefit to any urbanization of urban efficiency. The management approach and building financing is an integral part of this course and provides basic information about the course, development, multidimensional and teamwork (architects, urban planners, economists, local government administration, the highest civil service, standards, safety, aesthetics spaces, horticulture, functioning of security systems in complex urban, attractiveness and value preservation and so on.

- **Economics of Public Funds**

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

- **Local Economic Development**

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

- **Global Economics**

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

- **Insurance Economics**

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

- **Economic and Political Systems**

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

- **Behavioral Economics**

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

- **Portfolio Management**

The aim of this course is to examine the theory and practice of portfolio management. After completing the course students will be able to make use of available information on financial markets, at both the macro and micro levels. Students will be acquainted with the major groups of investors and their investment objectives and constraints, and how to master practical skills in investment management, forming capital market expectations and forecasting markets activity.

- **Personal Finances**

PERSONAL FINANCE offers a practical introduction to personal financial management. Using a structured, step-by-step approach, students learn how to save and invest, manage student loans, file taxes, decrease credit card debt, and plan for the future. Real-life scenarios, covering a wide range of financial challenges, enable students to appreciate the relevance of key concepts, and useful advice from personal finance experts helps them apply those concepts in their own lives. Many math-based examples clearly illustrate the critical importance of achieving long-term financial goals through investing. The course engages students and focuses their attention on critical concepts they need to succeed in class and to manage their finances wisely for a lifetime.

- **Managerial Economics**

Aims of the course program: - To enable students to approach managerial decision problems using economic reasoning; - To present business practice topics using an analytical approach, using equations and numerical insight.

- **Industrial Economics**

This course provides an introduction to current theory and empirical work in Industrial economics. It starts by examining the internal structure of firms. It then moves on to the analysis of various aspects of strategic interaction between firms and the determinants of industrial structure. Finally, it discusses the role of policy in the context of competition and industrial policies and regulation. The emphasis will be on understanding how the theoretical tools can be used to analyze real world issues. The theory will be confronted and discussed against empirical evidence, and its implications for public policy and business strategy.