



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

Study program

Entrepreneurship and Local Economic Development (120 ECTS)

Faculty Business and Economics

Study Cycle Second Cycle (Postgraduate)

ECTS 120

Description of the program

The objective of this study program is to respond to this need by providing students with:

- The theoretical and empirical knowledge of entrepreneurship
- The analysis of different dimensions of entrepreneurship
- The problems of economic development in a transition country such as the Republic of Macedonia
- The analysis of local economic development issues and related policy measures
- The legal environment of entrepreneurship at national, European and international levels
- The impact of globalisation and membership of the European Union on local economic development
- The experience of being taught by professors from EU partner universities in the United Kingdom, Germany, Italy, Belgium, Sweden, Slovenia and Greece, and learning the different teaching and learning practices in EU universities
- The knowledge of the latest literature on entrepreneurship and local economic development in English language journals and books
- The ability to engage in independent research at an advanced level.

Career

Upon successful completion of the program students will be able to:

- Apply the knowledge acquired in the course of studies, analyze complex issues from the field of Business, Finances, Management and Marketing.
- Recognize and identify problems and issues in terms of their priority.
- Collect and synthesize data from professional literature in Albanian, Macedonian and English (international sources).
- Identify possible alternatives for specific problems and perform practical selection among them.

Learning outcomes

Knowledge and understanding

- Calculation of the basis of entrepreneurship development and its impact on local economic development of the country.
- Providing a critical view of the economic development policies and creating prerequisites for development of small and medium enterprises.

Applying knowledge and understanding

- The possibility to diagnose the actual market developments, predict the tendencies of these developments and analyze the effects of the taken measures of economic policy on market movements.

Making judgement

- Improvement of entrepreneurial skills and ability to recognize the advantages in economic development by applying entrepreneurship.
- Analysis of the general processes of economic development in the world and especially the processes of transition, regionalization and globalization of world economic trends.

Communication skills

- Facilitating the development of personal skills, communication, research and other important skills needed to initiate or stimulate the small and medium enterprises.
- Allowing students to actively engage in the lectures and to conduct independent research in all areas of entrepreneurship and small business management.

Learning skills

- Develop the concept of critical thinking of students.
- Facilitating the acquisition of research skills and experience for entrepreneurship, management, marketing and finance in public, private and non-profitable organizations.

List of courses

Semester 1

- [6.0 ECTS] **Research Methodology**
- [6.0 ECTS] **Entrepreneurship**
- [6.0 ECTS] **EU and International Business Laws and Regulations**
- [6.0 ECTS] **Free elective course 1**
- [6.0 ECTS] **Elective course 1**

Semester 2

- [6.0 ECTS] **Management Information Systems**
- [6.0 ECTS] **Economics in Transition and Development**
- [6.0 ECTS] **Local Economic Development and South East European Countries with special accent in RM**
- [6.0 ECTS] **Free elective course 2**
- [6.0 ECTS] **Elective course 2**

Semester 3

- [6.0 ECTS] **International Business**
- [6.0 ECTS] **Management of Small and Medium Enterprises**
- [6.0 ECTS] **Active Policy of Labor Market and LED**
- [6.0 ECTS] **Elective course 3**
- [6.0 ECTS] **Elective course 4**

Semester 4

- [30.0 ECTS] **Master Thesis**

Description of courses

Core courses

- **Research Methodology**
Quantitative and qualitative methods of study and their application in studies of economics and businesses' surveys and their analysis, case studies, regression analysis, using stati software such as SPSS and Microfit.
- **Entrepreneurship**

The theory of entrepreneurship and the role of entrepreneurship from Schumpeter up to modern times, entrepreneurship and SMEs, the importance of entrepreneurship for economic development and employment, features, profiles of entrepreneurship, entrepreneurship in transition economies, entrepreneurship and innovation, the circle of business and entrepreneurship.

- **EU and International Business Laws and Regulations**

Relevance of legal siege for new companies, economic rights and EU regulations (competition, regulation, social policy and labor force, intellectual property rights), topics on international business law.

- **Management Information Systems**

In this course will be included topics from the fields of acquisition, processing and use of information by enterprises. It will include information technologies, but only in terms of their role in processing the information of enterprise, respectively, support the process of managing the information. Attention will be paid to these aspects: access to management information systems, basic types of management information systems, information technology and management information systems, building management information systems in the enterprise.

- **Economics in Transition and Development**

Review of theories and models for economic development, the major problems in economic development policies: poverty, inequality, low growth, migration, human capital development, curcling, main problems which arise in the transition economies and their interaction with problems in developing.

- **Local Economic Development and South East European Countries with special accent in RM**

Research of the problems on local economic development in the countries of South Eastern Europe, the role of institutions, the creation of the supply chain, clusters and other tools for LED, unemployment and the legacy of socialism and its impact, human capital.

- **International Business**

The globalization of production and distribution, principles of international economy, foreign direct investment, the impact on multinational companies to the enterprises, the World Trade Organization and its implications.

- **Management of Small and Medium Enterprises**

Operations management, marketing, finance, human resources, electronic commerce in small business, research on the influence of the networks to the dynamics of the internationalization of small and medium enterprises.

- **Active Policy of Labor Market and LED**

Analysis of unemployment in transition economies, active policies in the labor market, (creating new jobs, trainings, reducing the information asymmetry) and their potential impact.

- **Master Thesis**

After passing examinations, the student may begin the procedure of filing, making and public defense of thesis topic. The student chooses the mentor, who gives him instructions for preparation of the application of master theses. The application must be granted by the Graduate Studies Educational Collegium and the Scientific and Academic Council of the Faculty. After preparing the final version of Masters Thesis, Academic-Scientific Council of Faculty forms a three-member committee, which prepares the report, which is may be accepted or rejected. The positive report is approved by the Academic-Scientific Council and it is set the date of public defense. After successfully defending the thesis, the student gains the degree - Master of Economic Sciences / Field: Entrepreneurship and Local Economic Development

Elective courses

- **Managerial Economics**

Application of macroeconomic principles to the problems of management: demand, costs, pricing policies, optimum, market structure and impact on governmental actions.

- **Macroeconomics of the Business Environment and SMEs**

The role of macroeconomic environment, government macroeconomic policies, general business circles (including

legal and institutional frameworks), regulation and financial institutions for the development of SMEs, with special emphasis on transition economies.

- **EU Integration and SME Development**

The process of European integration, economic integration theory, static and dynamic effects of integration, unique markets of goods, services and factors, European Union enlargement and its impact on flows and future member countries, the European Chamber of SMEs, the impact of EU integration to SMEs.

- **Market Research for SMEs**

The role of marketing information, marketing research process, data source, collection and analysis of quantitative data, marketing research methods (surveys, questionnaires), presentation of results.

- **Marketing of Small and Medium Enterprises**

Applying marketing techniques to SMEs limited resources, utilization of modern technology, e-marketing, interactive marketing, mobile phones, SMS, web and e-mail, strategies and concepts of interactive marketing, new business models, and customer planning centers.

- **Business Ethics and Social Responsibility**

Perspective of business ethics, ethical business issues, ethical individual issues, corporations and ethical issues, corporate social responsibility, corporate management, globalization and ethics issues, ethical codes and standards.

- **Financial Accounting for SMEs**

The role of accounting and finance in small enterprises, the criteria for supply of capital, financial resources (financing through bank, initiatives of local/central government), understanding of financial reporting, business planning and cash management.