



INTERNATIONAL BALKAN UNIVERSITY

COURSES SUMMARY

CATALOG

Faculty of Communications

Skopje, 2017

COMMON COURSES FOR ALL DEPARTMENTS**FIRST YEAR****FIRST SEMESTER****ENG 101 – English Language I; Weekly hours: 2+1, ECTS: 5**

The goal of this course is to enrich vocabulary, practicing spoken language, learning the various linguistic, grammatical structures, overcoming the various models of academic writing skills in written forms. The curriculum includes the following themes: Introduction, Finding the Fossils Man-Spare that Spider (reading, discussion, writing), Matterhorn Man;-Seeing Hands (reading, discussion, writing), No Room in the Ark by Alan Moorehead; -From 'Out of the Air' (reading, discussion, writing), The Sporting Spirit;-Education by Lester Smith (reading, discussion, writing).

CE 101 Computer Skills; Weekly hours: 2+1, ECTS: 5

This course will focus on delivering training in more basic core areas; Microsoft Word, Microsoft Excel and Power Point. The student will have the opportunity to acquire the basic skills needed to operate a computer. Microsoft Excel Basics: Getting Started with Excel, Cell Basics, Modifying Columns, Rows, and Cells. Formatting Cells, Saving, Creating Simple Formulas, Worksheet Basics, Printing, Creating Complex Formulas, Working with Basic Functions. Sorting Data, Formatting Tables, Using templates, Working with charts, Applications. Common Tasks in Microsoft Word: Working with Hyperlinks, Working with Shapes. Inserting ClipArt and Pictures. Doing More With Word: Reviewing Documents, Working With Tables, Working With Formulas, SmartArt Graphics, Using a Template, How can you develop your PowerPoint action plan, Common Tasks in PowerPoint, Animating Text and Objects, Inserting Videos, Inserting Audio, Inserting Hyperlinks, Working With Tables, Working With Charts, Reviewing Presentations, Advanced Presentation Options.

PR 101 - Communication Skills; Weekly hours: 2+1, ECTS: 5

The goal of this course is to provide undergraduate students with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional goals. This core course provides introduction to writing, oral, and collaborative skills, necessary for the development of three sets of generic skills that are to do with 'yourself', 'others' and 'the interactions between yourself and others'. The course is an overview of, and introduction to, different communication skills which are necessary for creating positive relational dynamics, as well as for the management of impression and efficiency in various personal and professional contexts. This course contains the following topics: Introduction to Communication Skills and Key Concepts; Self Assessment & Self Management; Communication Processes and Models; Effective communication/Listening, Questioning, Assertiveness & Reflecting; Non-verbal Communication; Accepting Differences and Intercultural Communication; Effective Presentation; Group Dynamics & Team Working; Managing Conflict; Academic Skills: Academic Writing, Reading and Study Skills and Interpersonal Communication in the Age of Digital Communication.

PSY 101 - Introduction to Psychology; Weekly hours: 2+1, ECTS: 5

This course aims to introduce students with basic psychology concepts and topics that will serve further as a knowledge for all other courses. The course contains the following topics: introduction to Psychology as a science, history of Psychology, basic paradigms, research methods in Psychology and basic psychological disciplines, cognitive processes - perception, thinking, attention, memory, intelligence, moral reasoning, emotion and motivation, personality - structure and development, social behavior and mental health.

PR 102 – Sociology; Weekly hours: 2+1, ECTS: 5

The course "Sociology" aims to provide an opportunity for the students to become familiar with the basic concepts in the field of sociology and to develop consciousness about their positioning in the contemporary social reality. Within this subject the students will acquire insight into the historical development of sociology as a scientific discipline, the separate sociological schools and theories, as well as their contribution in the research of the society, the social norms, traditions, cultures, communities etc. The curriculum is comprised of the following contents: Introduction to sociology; Methods of research in sociology; Socialization, culture and society; Social groups, deviations and criminal; Social and global; Economy and politics; Education; Race and ethnicity; Marriage and family; Religion; Population and urbanization; Mass media, social change and social movements.

TUR 101 - Turkish Language I; Weekly hours: 2+1, ECTS: 5

The aim of this course is to introduce the students to elementary Turkish language skills. The course begins with the Turkish alphabet and studies basic Turkish by reading and writing of easy and simple sentences. Introduction : Dialogs for introductions; "good morning, good evening" night, day and morning introductions, Daily life: "What are you doing?", Where to?, How are you?, What is up? What do you do?, Time; hours and telling the time; Expressions of locations, Family and Friends; possessive pronouns and adjectives; home and neighborhood, Cities: Locations, prepositions, agglutination, vowel harmony, Time Passes by: Simple past tense, from past to now; past perfect tense, Memories: Present Tense; linkings, with, 'ile, Bon Appetite: "What shall we eat?", "Ne Yiyelim?", Imperatives; "What do you order?", "Ne Alirsiniz?" Subjunctive Mood: Comparatives: Adjectives / Adverbs; Superlative Adj / Adv.; Bureaucracy Everywhere: "Dear Officer / Sir/ Madam"; Present tense; "We are in a trouble!"; "Basimiz Dertte"; Request for Help: "ki" Diminutives; Dative, Locative suffix; ablative forms of "Nere", Negative Verb: Interrogative Particle.

MK101 - Macedonian Language I; Weekly hours: 2+1, ECTS: 5

The goal of this course is to enrich vocabulary, practicing spoken language, learning the various linguistic, grammatical structures, overcoming the various models of academic writing skills in written forms in Macedonian Language. The curriculum includes the following themes in Macedonian: Let's get know each other. Personal subject pronouns, verbs of A-groups and E-group. The Present Tense, the verb CYM, numbers What is your profession. Verbs - Present Tense of the И - group, yes – no questions and answers, the gender of nouns, transitivity of verbs, What is this? I want to speak with Maria. The plural of nouns, demonstrative pronouns, modal verbs, Maria is very beautiful. Adjectives, the Future Tense. The possessive pronouns, telling the time in Macedonian, Quantifying Pronouns and Adverbs.

PUBLIC RELATIONS**SECOND YEAR****THIRD SEMESTER****PR 201 - Introduction to Public Relations; Weekly hours: 2+2, ECTS: 6**

The aim of this course is to introduce to the students the practice and theory of public relations. It introduces students to the core principles of public relations, its history, and the development of communication strategies and tactics for a range of different publics. It also allows students to begin to develop an understanding of ethical issues, professional values, campaign planning and writing techniques in the field of public relations. Introduction to Public Relations; Defining of Public Relations; History of Public Relations; Differences and similarities between Marketing, Public Relations and Advertising; Characteristics Models of Public relations; Gruing & Hunt's Models; Public Relations and Communication and Level of Communications; History of communication models; Public Relations and politics, Government public relations; Government & Political public relations and media management; Information management and media; Symmetrical and asymmetrical government public relations; Public relations and management; Public relations in strategy-making.

IER 203 - Theory of International Relations; Weekly hours: 2+1, ECTS: 5

The fundamental purpose of this course is to introduce to the students the role and the characteristics of the states and the interstate relations. Worldviews and IR theory: Introduction to the theory of international relations and world opinion, liberal internationalism, the English School and constructivism radicalism, feminism, post-colonialism, international political economy, the role of institutions in power management, competition and development, global governance and international politics.

HIST 202 - Contemporary World History; Weekly hours: 2+1, ECTS: 5

The course aim is through class discussions, readings, student presentations, lectures, films, and other presentations we will survey world history from the final year of World War II through the present. The course will be taught using materials on the world-wide web (web), and all study aids and materials necessary for your successful completion of the course are part of this web site, except for the textbook. The impact of ideologies and religions on the world in recent times, The development of political thought, Cold War and its effect on the world, Diplomacy, war, and terrorism, Globalization, its advantages and disadvantages, Basic world geography over the past 63 years, The impact of imperialism and the colonial experience on the world, The United States, Canada, and Latin America, Understanding "isms" (Nationalism, Facism, Totalitarianism, Socialism,

Communism, Capitalism, Imperialism), Causes and Effects of World War II, International Developments in the Post World War II Era, Cold War Era and its Aftermath, Globalization: Its impact on individuals and the global community, Development of Modern Political Thought.

PR 202 - Organizational Communication; Weekly hours: 2+1, ECTS: 5

This course provides students with a comprehensive view of the communication in business setting and its specifics, roles and implications. Well developed and effective business communication skills are the fundamental tool for promotion and professional development within the business world. Being part of this course will help students to pursue enough information, knowledge, practice of how to use their interpersonal communication processes and skills to organize and to improve their business/organizational goals and culture (employment, firm development, communication and promotion, career development, etc.) This course includes: Adopting a Perspective; Perception and Paradigms; Verbal Communication; Nonverbal Communication; Listening; Effective Interpersonal Communication in Organizations; Effective Leadership in Organizations; Small Group and Team Communication; Meetings: making them work; Presentations: speaking successfully 'on your feet'; Negotiation: making the best deal; New Communication Technology.

STA 202 - Statistics for Social Sciences; Weekly hours: 2+0, ECTS: 4

Objectives of the curriculum: The course aims to provide the students with information about statistic operations during the processing of scientific researches, as well as practical application of the acquired knowledge. Within this subject the students will become familiar with the statistic indicators, correlations, tests, as well as their practical application in separate researches. At the end of the course, the students will be able to define separate statistic indicators; to make an assessment in regard to statistic indicators, which will be given for an advantage in different situations; to practically apply the statistic indicators; to understand and critically observe the texts in which the statistic indicators are used. Levels of measurement and forms of data, Definition of variables, Measurement of central tendency, Measurement of dispersion, Formation and interpretation of contingency tables, Statistic interference and tests of importance, Distribution of probabilities and one sample of z and t tests, Two samples of t test, One of the manners of analysis of the variance, Measurement of associations in contingency tables, Chi-squared test.

HIST 206 - History of Civilizations; Weekly hours: 2+1, ECTS: 5

The fundamental purpose of this course is to introduce the students to the history of civilizations comparatively. During the course, the questions like how the civilizations are evolved, what makes the civilizations etc. will be tried to be answered? The major world civilizations from the start up to the modern period will be studied. Students will be expected to have a general perspective about both the development of human civilization in general and the emergence of distinct traditions, namely the Middle Eastern, the Indian, the Chinese and the Greek-European traditions. The course will provide the students with concise information on which they could build up their advance courses in later years. Early Civilizations and Their Myths, Mesopotamia - Sumerian civilization, Persian civilization, Ancient Civilizations and Their Philosophies, Indus civilization, Monotheistic Religions, Medieval Ages and Renaissance, The Age of Revolutions, French Revolution, The Age of Industry and Reform, Industrial Revolution, National Revolutions of 1848, The Twentieth Century, Information Age and 21st Century.

THIRD YEAR

FIFTH SEMESTER

PR 301 - Public Relations: Strategy and Tactics; Weekly hours: 2+1, ECTS: 6

The main goal of this course is to provide the students with the knowledge and the ability to make an analysis on the public relations. It develops student's skills for successful planning, organizing and realizing of public relations within contemporary organizations. It introduces students with the abilities to use public relation tools in the area of impression management, public presentation, intergroup and corporative communication. Defining Public Relations; The Evolution of Public Relations; Qualitative and Quantitative PR research; Program Planning in PR; PR Communication; PR Evaluation; PR and Public Opinion; PR strategies for Conflict Management; PR on Radio and TV; PR strategies and tools online

HIST 301 - History of Balkans; Weekly hours: 2+1, ECTS: 6

The course aim is to introduce to the students the history of Balkan comparatively. During the course, the questions like how the civilizations in the Balkans are evolved. The Balkan National Monarchies, The Dual Monarchy: Austria-Hungary from 1867 to 1914, The End of Ottoman Rule in Europe: The Albanian and Macedonian Question , World War I, The Fall of Ottoman Empire: The Turkish Republic, The First Post War Decade, The Great Depression, Balkan Authoritarian Regime: the outbreak of World War II, The Balkan states in World War II, The Establishment of Communist Regime, The Immediate Postwar Readjustments', The Immediate Postwar Readjustments', The Greek Alternative Economic Problems, The Greek Alternative Economic Problems.

CE 406 - Multimedia Web Design; Weekly hours: 2+1, ECTS: 5

This course is designed to provide teachers/professionals with the knowledge and skills necessary to create Web pages using Hypertext Markup language (HTML) or Macromedia's Dreamweaver authoring software. The course is specifically designed to develop combined visual layout tools with text-based HTML editing features for the creation, management and maintenance of Web sites. On the large scale, the purpose of the course is to teach teachers to use telecommunications technology for instructional purposes. Topics covered include basic Internet concepts, creating Web pages, working with graphics, creating links, elements of page design, adding user interactivity, managing your site, using libraries, using templates, creating frames, creating layers, using style sheets, using find and replace, creating forms, animating with timelines and extending Dreamweaver to illustrate and enhance Web page design. In addition, the course will include instruction in the use of Internet services and the fundamentals of Web page design and Web site development. WWW – Design Foundation and Evolution; Variables in the web design environment; Web site design principles; Web site design process; Planning the site/Information Architecture; Accessibility; Colors and Fonts on the web; Site Navigation; Deployment; Usability and Functional Testing.

PR 406 - Crises Communication in PR; Weekly hours: 2+1, ECTS: 4

This subject Public relations in conflicts and crisis aims to provide the students an introduction to the theories and practices of management of crisis in public relations. By mastering the contents of this course, the students will develop skills for successful public communication in conditions of crisis. Introduction to public relations in conditions of crises and conflicts; Communication in conditions of risk; Communication in conditions of crisis; Communication in conditions of conflict; Public relations in conditions of crisis in specific social contexts; Public relations in conditions of conflict in specific social contexts; Communication in conditions of crisis in public relations and journalism; Public relations and conflicts; Public relations and military propaganda; Public relations and military conflicts; Case studies about public relations and military conflicts; Ethical instructions about public relations in conditions of crises and conflicts.

IER 303 - Marketing Research; Weekly hours: 2+1, ECTS: 4

This course focuses on introducing students to the basics of market research, defining the research problem, and how to provide appropriate access. Acquiring knowledge and skills for independent conducting marketing research project, learning about the different stages of the marketing research, understanding of qualitative and quantitative marketing research methods. The course aims to familiarize students with the process of marketing research and the different stages of the process. In this context the course explores: defining the marketing research problem and developing an approach, research design, data types and their sources, methods of data collection, data collection forms, sampling methods, processing and analyzing the collected data and report preparation and presentation. International marketing research is also part of the curriculum.

PR 306 - Intercultural Communication; Weekly hours: 2+1, ECTS: 5

The aim of this course is to introduce students to the practice and theory of intercultural communication, as a study of how people communicate through different cultures. The course will familiarize you with the basic terms and theories, as well as with some classic and recent research, pointing more on theory-into practice school, that is more interdisciplinary, drawing on communication theory, psychology, anthropology, sociolinguistics, and other fields. This course contains the following topics: Introduction to Intercultural Communication; Mindful Intercultural Communication; An Identity Negotiation Perspective; Value Orientation and Intercultural Encounters; Verbal Intercultural Communication; Nonverbal Intercultural Communication; Identity Contact and Intergroup Encounters; Intercultural Personal Relationship Development; Identity and Relational Based Themes; Constructive Intercultural Conflict Management; Identity Change and Intercultural Adaptation and Transcultural Communication Competence.

**FOURTH YEAR
SEVENTH SEMESTER****PR 401 - Media and Society; Weekly hours: 2+1, ECTS: 6**

This course gives students a clear understanding of the factors influencing the media today. It aims to provide the students with an in-depth look at media, and offers a theoretical foundation for understanding media's impact on society. Media and Society will provide students with understanding the ways in which the media have become deeply entwined in social life in a large scale post-industrial society. The course will create an understanding of the processes through which the media are enabled and constrained by such factors as technology, law, industry structure, organizational structure, occupational careers, and market. It examines real, imagined, and potential effects of the mass media on individuals and society. Media and Society also examines the relationship between new media and culture, social interaction, social organization, and social change. This course will introduce the critical concepts and hands-on skills related to so-called "new media"—which are mostly a reconfiguration and re-contextualization of older media such as film, television, and graphic design for print publications. We will consider these significant shifts in the reading/viewing/listening experience while remaining mindful of new media's connections with the old.

MAN 401 - Human Resources Management; Weekly hours: 2+1, ECTS: 5

HR Management is an essential part of the organizations. It differs from Personnel Management by giving importance on the human factor in the business administration. The purpose of this course is to provide the students basic points of Human Resource Management, recruitment, placement, training and development of the employee, compensations, labor relations and employee security. The lecture aims to provide accurate information on HR-related responsibilities and personnel management by focusing on some practical applications, concepts and techniques that the managers can use in business. Introduction to Human Resource management ; Human Resource Management: Managing Diversity; Strategic Planning and Human Resource Management; Job Analysis; Employment Planning and Recruiting; Developing and Using Application Forms; Employee Testing and Selection; Interviewing Candidates; Training and Developing Employees; Managing; Organizational Change and Development; Performance Management and Appraisal; Compensation, Incentives, and Benefits; Ethics and Fair treatment in HR management; Managing Global Human Resources.

PR 402 - Public Speaking and Presentation; Weekly hours: 2+1, ECTS: 5

To provide students with the practical skills and knowledge necessary to express themselves clearly, with confidence and power, in a variety of speaking situations. It will provide students with variety of skill necessary for speaking in public and presenting in a persuasive and influential way. Students will be taught presentation techniques; how to plan and structure an effective presentation; how to develop ideas; effective delivery methods; and how to overcome anxiety, fear and nervousness when making a presentation. The course will include topics such as: Elements of effective communication and argumentation; preparing and delivering a high-impact presentation; mastering questions and answers; leveraging non-verbal communication; overcoming public speaking stress and anxiety and communicating in an international environment.

PR 413 - Visual Communication and Culture; Weekly hours: 2+0, ECTS: 4

This course aims to introduce the new interdisciplinary fields of research: visual culture and visual communication and the relation between them. Besides looking at the methodology and terminology from different fields the course will offer a reflection on how visual culture and communication depend on the historical, political and cultural context. Introduction to visual communication and culture, key concepts and definitions, analysis of different regimes of representation, analysis of cultural products and recognition and understanding of the rules of visual communication with accent on semiotics of visual.

PR 407 - Popular Culture; Weekly hours: 2+0, ECTS: 4

This course aims to introduce the theme and problems in popular culture with special attention on central role of popular culture in social life in contemporary society. It helps the students to understand the pervasive role of popular culture as integral component of our lives. Understanding Popular Culture as "Culture Industry" and as Cultural Industries, analyzing commodity as spectacle, popular culture in the light of the global Postmodern Condition, technoscience & cyberculture, celebrity culture in film, television and music and other fan cultures, convergence and participatory culture. Other topics in Popular Culture Studies like video, computer and online games, fans as interactive consumers, sport as commercial experience as well as the politics of the popular will be addressed.

NEW MEDIA AND COMMUNICATION**SECOND YEAR****THIRD SEMESTER****NMC 201 - History of Communication and Media; Weekly hours: 2+2, ECTS: 6**

The purpose of the course is to introduce students to the history of the various processes of the development of communications and the media, from oral, written, printed and electronic to digital, as well as to give an overview of their impact on the social, cultural, political and economic development of Society. This subject covers the historical development of communication from the development of speech, manuscript, printed materials, audio-visual materials, to the Internet.

HIST 202 - Contemporary World History; Weekly hours: 2+1, ECTS: 5

The course aim is through class discussions, readings, student presentations, lectures, films, and other presentations we will survey world history from the final year of World War II through the present. The course will be taught using materials on the world-wide web (web), and all study aids and materials necessary for your successful completion of the course are part of this web site, except for the textbook. The impact of ideologies and religions on the world in recent times, The development of political thought, Cold War and its effect on the world, Diplomacy, war, and terrorism, Globalization, its advantages and disadvantages, Basic world geography over the past 63 years, The impact of imperialism and the colonial experience on the world, The United States, Canada, and Latin America, Understanding "isms" (Nationalism, Facism, Totalitarianism, Socialism, Communism, Capitalism, Imperialism), Causes and Effects of World War II, International Developments in the Post World War II Era, Cold War Era and its Aftermath, Globalization: Its impact on individuals and the global community, Development of Modern Political Thought.

IER 203 - Theory of International Relations; Weekly hours: 2+1, ECTS: 5

The fundamental purpose of this course is to introduce to the students the role and the characteristics of the states and the interstate relations. Worldviews and IR theory: Introduction to the theory of international relations and world opinion, liberal internationalism, the English School and constructivism radicalism, feminism, post-colonialism, international political economy, the role of institutions in power management, competition and development, global governance and international politics.

NMC 203 - Introduction to Social Media; Weekly hours: 2+1, ECTS: 5

This course covers research on social networks, the most powerful and most visited space in contemporary culture. Students will work on a variety of topics, such as identity and community, and privacy on social networks. These topics will be considered from various discourses: post-structuralist, postmodernist, cyber-feminist, and through the theory of digital culture.