



**INTERNATIONAL
BALKAN
UNIVERSITY**

EXCELLENCE FOR THE FUTURE!

INTERNATIONAL BALKAN UNIVERSITY

**COURSES
SUMMARY CATALOG**

**FACULTY OF ECONOMICS AND
ADMINISTRATIVE SCIENCES**

Skopje, 2017

BANKING AND FINANCE

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

Will focus is 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. The curriculum includes the following themes: 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. The curriculum includes the following themes: 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. The course is primarily concerned with the development of three sets of generic skills critical to the students' success in higher education and a successful career afterwards. The three sets of skills covered in this course are to do with 'yourself', 'others' and 'the interactions between yourself and others'. Students are also introduced to the principles of academic writing and to a range of learning skills.

IER 101 – Principles of Economics; Weekly hours: 2+1, ECTS: 5

The Lecture has 2 main purposes. The first is to increase students' knowledge on various economic theories and policies by illustrating from Macedonian, Turkish, EU and The U.S economies. Second purpose is to show the applications of various economic subjects in daily life. The course contents includes (The Scope and Method of Economics), The Economic Problem: Scarcity and Choice, Demand, Supply and Market Equilibrium, Elasticity, Household Behavior and Consumer Choice, The Production Process: The Behavior of Profit Maximizing Firms, Short-Run Costs and Long-Run Costs, Monopoly, Monopolistic

Competition and Oligopoly, Introduction to Macroeconomics, Measuring National Output and National Income, Long-Run and Short-Run Concerns: Growth, Productivity, Unemployment and Inflation, The Government and Fiscal Policy, Aggregate Demand, Aggregate Supply and Inflation, The Labor Market, Unemployment and Inflation.

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

The subject "Sociology" aims to provide the students a possibility 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 get an insight of 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 subject program consists 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. The curriculum includes the following themes: 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/

MK 101 – 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: : 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.

SECOND YEAR

THIRD SEMESTER

IER 201 – Microeconomics; Weekly hours: 2+1, ECTS: 6

Microeconomics studies the economic companies and individuals. This course is aimed at advanced study of some topics already studied in the basics of economics. Topics covered in this course are theory of

consumer choice (ex, as an individual, a consumer who makes the choice and what products to consume, how much money to spend) and name (ex, how the company decides what to produce and inputs that will be used), balance the market and the market forms (ex, perfect competition, monopoly, oligopoly). Additional attention will be paid to the standard theories and concepts of welfare economics and game theory. Analyze issues related to market failure (ie, what happens when the market does not perform its function of allocating resources of society in the most efficient way). The curriculum for this subject contains the following topics: Basics of supply and demand; Consumer behavior; Individual and market demand; Choice under uncertainty; Production; The cost of production; Profit maximization; Market power: Monopoly and monopsony; Game theory and competitive strategy; Pricing with Market power; The analysis of competitive markets.

MAN 201 – Principles of Management; Weekly hours: 2+1, ECTS: 5

Purpose of the course is to enable students to gain in-depth knowledge of management and specific skills to apply this knowledge in practice. To achieve these goals the curriculum will elaborate on the theoretical aspects of management, development management, the role of managers in the company, the social responsibility of the company and the relationship between organizational change and management, and then focus on their practical application. This course covers the basic knowledge needed for basics of management: The nature and functions of management; Development of Management Thought; The nature and character of the manager's job; Environment and organizational culture; Organizational Design and Structure Planning; Organizing; Coordination; Motivating; Control; Managerial Decision Making; Social responsibility and managerial ethics; Leadership and Entrepreneurship; Organizational changes.

BA 201 – Introduction to Business; Weekly hours: 2+1, ECTS: 5

The purpose of this course is to introduce students with the fundamentals of the functioning of businesses. It is designed to expose all students to the many facets of business life both as consumers as well as potential business workers and/or entrepreneurs. This course examines the purposes, organization, and major activities of business operations. Emphasis is placed on understanding relationships of business, government, and the consumer in a global economy. After finishing the course students will have basic knowledge for the following topics: Introduction to Business: an overview; Business formation and practices; Small business management; Successful firms and business leaders; Major activities of business operations; Relationships of business, government, and the consumer in a global economy; Business ethics and social responsibility; Business ethics, leadership and team skills; Competitive global business environment; Business plan writing; Business finance; Business decision-making; Business operates in our modern political, social and economic environment; International business and the future dimensions of business opportunities in a global economy

BAF 201 – Analysis of Financial Statements; Weekly hours: 2+1, ECTS: 5

Studying this course will enable students to become familiar with the significance of the analysis of financial statements of enterprises, which are of particular importance to managers and owners, as well as creditors and other external users of these reports. Students will be able to collect, process and use data for analysis, as well as to use the data obtained from the analysis for making business decisions. The course program will give explanation on the following topics: Introduction to the analysis of financial reports; Sources of analytical investigation data and their expression; Methods of analysis; Types of analyzes; Analysis of financial statements; Introduction to the financial statements and other forms of financial reporting; Balance Sheet; Income Statement; Cash Flow Statement; Analysis of the financial statements in conditions of inflation; Analysis of financial reports for specific activities; Analysis of the operation of the enterprises; Analysis of the organizational and economic situation of the enterprise; Analysis of operation by phase functions.

STA 202 – Statistics in Social Sciences; Weekly hours: 2+0, ECTS: 4

The subject "Statistics of general science" has the following information: the state of the arts, the activities involved in the study of scientific studies, and the practical application of the current knowledge. The pre-study studios know more about the statistics, correlations, tests, and their practical application in the field of research. After completing the course the students will be able to understand the following topics: Level of measurement and form data, Defining the parameters, Measuring the central control, Measuring and dispersing, Forming and interpreting unforeseen, Statistical interference and test designation, Distribution of probabilities and one-template and testes, Two-dimensional test, Uniforms for analysis of the wavelength, Measures of anticipated predictions, Quadrant Chi.

IER 206 – European politics and globalization; Weekly hours: 2+1, ECTS: 5

The main aim of the course is to give a general understanding of the European Union politics and governance, which will enable students to understand the general concepts and institutional structure of the Union. A history of European integration and evolution of the EU, The Theoretical Framework, European Treaties, European Institutions, Other Institutions and Advisory Bodies, European Law and Finances, Integration Stages: Custom Union, Common Market, Economic and Monetary Union, Justice and Home Affairs, Common Foreign and Security Policy, Security and Defense Policy, external relations.

THIRD YEAR

FIFTH SEMESTER

BAF 301 – Banking Management; Weekly hours: 2+1, ECTS: 6

Through the program of this course, students will be introduced to the basic tools of banking operations, especially by mastering the basics tools in the credit analysis; Will be acquainted with the techniques of asset and liability management, will gain the capabilities to analyze the performance of the bank, in particular the relationship between profitability and risk profile; Will be introduced to the principles of international regulation in terms of capital adequacy. The course contents follows the following topics: Financial performance of banks, Credit analysis and credit policy, Liquidity management strategies, Sources of funds (deposit, non-depository), Capital and capital adequacy, Bank risks and management, Asset management and liabilities, Off-balance activities and banking services, Conversion with financial derivatives.

BAF 302 – Banking regulation and Basel capital standards; Weekly hours: 2+1, ECTS: 6

Through this course, students will take into account the basic requirements of the banking regulation, the way in which the central banks regulate and monitor the liquidity and riskiness of banks as the basic postulates of the financial stability of the banking system, that is, monitor the profitability and other performances The banks. In particular, students will be introduced to the principles and requirements of the three Basel Capital Accords, their requirements and repercussions on the banking systems of the countries that accept them. After completing the course, students will be able to understand: Need of regulation of banking operations. Capital Adequacy, Bank Regulation in Certain Banking Systems (USA, EU, Developing Countries), Basel Capital Accord (Basel 1,2,3) in capital adequacy regulation. Risk management of banks (credit risk management, market risk, operational risk), regulation of banks' liquidity, capital adequacy review according to the Basel standards.

IER 301 – Monetary theory and politics; Weekly hours: 2+1, ECTS: 5

This course aims to familiarize students with the fundamental issues in the field of monetary theory and policy, the process of creating money, tools and monetary policy objectives. After completing this course, students will have basic knowledge in the following topics: Money and transactions, monetary aggregates

and short-term inflation, money and open economy, credit channels of monetary policy, operational monetary policy procedures, interest rate and monetary policy, analysis of monetary policy - new Keynesian models, monetary policy strategies in Advanced economies, Targeted inflation - a new framework of monetary policy, inflation, monetary policy strategies in transition economies and emerging economies, targeting inflation in the emerging economies and transition economies.

BAF 303 – International Financial Markets and Institutions; Weekly hours: 2+0, ECTS: 4

This course aims to help students understand the essence and practical relevance of the basic principles of finance; To know the characteristics and types of different financial instruments; To know the types and characteristics of the financial markets; To know the types and characteristics of different financial institutions. In the last ten years, fundamental, revolutionary changes in the financial markets and institutions have taken place globally. The course content covers the following topics: Introduction to the financial system; Financial Markets; Financial instruments; Financial institutions; Financial Innovation; Financial regulation; Measuring interest rates; Determinants of interest rates; Money Market; Stock market; Bond Market; Market of derivative financial instruments; Institutional structure of financial markets; Commercial banks; Other depository corporations; Non-bank financial institutions; Managing financial institutions.

BAF 304 – Credit policy; Weekly hours: 2+1, ECTS: 4

The purpose of the course is to familiarize students with the specifics in the field of credit policy, individual types of loans, the price of loans, understanding of the consequences that the changes in the individual variables (the interest rate) have on the economic trends, as well as the basic techniques for evaluating the Creditworthiness of the borrowers. The course follow the topics: The significance of loans and credit policy, types of loans; Credit potential of banks; The Bank of Credit Market; Loan approval process and monitoring; Types of bank loans; Determining the cost of loans; Instruments for securing loans; Assessment of the creditworthiness of the borrowers.

BA 302 – Analysis and Control of Costs; Weekly hours: 2+1, ECTS: 5

The course program aims to set clear guidelines for implementing an appropriate cost-benefit analysis. Students are taught about the significance of costs, types of costs, direct and indirect costs, division of costs in manufactured items. The course covers the following topics: Introduction to cost analysis and control, Managerial Accounting, Concepts of cost management and cost behavior, Cost-benefit systems, Value systems: ABM and Lean, Cost-benefit analysis, Evaluation and management of results, Analysis of standard costs and variations, Management and measurement of quality, Analysis of short-term decisions, Budgeting.

INTERNATIONAL ECONOMIC RELATIONS

FIRST YEAR

FIRST SEMESTER

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Government and Fiscal Policy, Aggregate Demand, Aggregate Supply and Inflation, The Labor Market, Unemployment and Inflation.

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

The subject "Sociology" aims to provide the students a possibility 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 get an insight of 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 subject program consists 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.

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SECOND YEAR

THIRD SEMESTER

IER 201 – Microeconomics; Weekly hours: 2+1, ECTS: 6

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MAN 201 – Principles of Management; Weekly hours: 2+1, ECTS: 5

Purpose of the course is to enable students to gain in-depth knowledge of management and specific skills to apply this knowledge in practice. To achieve these goals the curriculum will elaborate on the theoretical aspects of management, development management, the role of managers in the company, the social responsibility of the company and the relationship between organizational change and management, and then focus on their practical application. This course covers the basic knowledge needed for basics of management: The nature and functions of management; Development of Management Thought; The nature and character of the manager's job; Environment and organizational culture; Organizational Design and Structure Planning; Organizing; Coordination; Motivating; Control; Managerial Decision Making; Social responsibility and managerial ethics; Leadership and Entrepreneurship; Organizational changes.

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. The course follows these topics: 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.

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.

IER 202 – Principles of Marketing; Weekly hours: 2+1, ECTS: 4

This course provides an overview of marketing and focuses on how to formulate external and internal marketing strategies and tactics to achieve marketing objectives. Particular attention is paid to marketing approaches and techniques that can be applied to mission-driven organizations. The intent of the course is to introduce students with the basics of marketing and the marketing process, philosophies of marketing management, strategic marketing planning. The students will also learn about the marketing environment, analyzing and using marketing information. Consumer markets and consumer buyer behavior and business markets and business buyer behavior also will be of concern. Customer-driven marketing strategy and creating value for target customer is basic point. This will be achieved by building relationship between strategies in marketing and marketing mix elements through creation of the

marketing mix elements: product, price, place and promotion. Global markets and sustainable marketing are also addressed.

IER 206 – European politics and globalization; Weekly hours: 2+1, ECTS: 5

The main aim of the course is to give a general understanding of the European Union politics and governance, which will enable students to understand the general concepts and institutional structure of the Union. A history of European integration and evolution of the EU, The Theoretical Framework, European Treaties, European Institutions, Other Institutions and Advisory Bodies, European Law and Finances, Integration Stages: Custom Union, Common Market, Economic and Monetary Union, Justice and Home Affairs, Common Foreign and Security Policy, Security and Defense Policy, external relations.

THIRD YEAR

FIFTH SEMESTER

STA 301 – Business Statistics; Weekly hours: 2+1, ECTS: 6

This course will cover some important topics from Statistics and Data analysis as well as their applications. The students will learn to describe, analyze and summarize data, get introduced to distributions, samples and sample statistics. Also they will learn about parameter estimation and hypothesis testing. Through theory and practical work they will understand the basic concepts of statistics and their important applications in the business world. The curriculum provides an understanding of the importance of statistics in the business world, collecting and presenting data. The course also includes: fundamentals of descriptive analysis and a data description and comparison, measures of central tendency and variability. Special attention is paid to the Normal distribution. Students will be also introduced in: Hypothesis testing: one and two tailed predictions; Sampling: population, samples; Hypothesis Testing with One Sample; Confidence Intervals; Selecting Samples for Comparison: Designing Experiments, Interpretations; Hypothesis Testing with Two Samples: Two Sample t-test, Related and Independent t-test. The students will be able to use basic quantitative methods in solving problems in different aspects of business life.

MAN 302 – Strategic Management; Weekly hours: 2+1, ECTS: 6

Strategic Management is the art and science of formulating, implementing and evaluating cross-functional decisions that will enable an organization to achieve its objectives. It is the process of specifying the organization's mission, vision and objectives; developing policies and plans in terms of projects and programs which are designed to achieve these objectives; and then allocating resources to implement the policies and plans, projects and programs. Objectives of this course is to give the students how strategic management will help to the managers in business administration; how the application of management increases productivity, efficiency, effectiveness and profitability of the institutions. The course includes the following topics: Introduction to Strategic Management, A review of Theory and Practice of Strategic Management, Analyzing the Strategic Environment, Analyzing Resources and Capabilities, Strategy Dynamics, Developing Purpose of the Organization, Organizational benefits from Innovative Purposes, Developing Business Strategy Options, Developing Strategy Options for Multiproduct Corporations, Choosing Among Strategy Options, Finding the Best Strategic Route Forward, Developing the Optimal Organization Structure, Developing Customer-driven Strategy, Managing Strategic Change.

IER 301 – Advanced Economics; Weekly hours: 2+1, ECTS: 5

The main objective of this subject is to introduce the basics of monetary policy. We study issues related to the proper definition of money, their supply and demand. Also the subject contains lectures related to formulation of monetary policy, the impact of monetary policy on the economy, as well as practical

application of models of monetary policy. The course gives a further knowledge at: What is money? The money supply process, Tools of monetary policy, The conduct of monetary policy (Strategy and targets), The IS LM Model, Monetary and fiscal policy in the ISLM model, Aggregate demand and supply analysis, Transmission Mechanisms Of Monetary Policy: The Evidence, Credit Expansion, Money and Inflation, Rational Expectations: Implications for Policy

IER 302 – World International Politics; Weekly hours: 2+1, ECTS: 4

This course is designed to fulfill two objectives: first, to provide an analytical perspectives for key actors in global politics and second to offer an understanding of key historical and contemporary events in world politics, including issues relating to security and inter – state conflict, international institutions, globalisation and law. A part of the course included development of theoretical framework in order to understand international politics. As such, the course will introduce students to the institutional, structural and political mechanism, that condition relationships between states, and between states and non-state actors. Extensive use of internet information, articles from professional journals and newspapers will enable students to update information about imminent international issues today and to think about them critically. The course explores the basis of international relations. The following titles are included: Anarchy or system. The growth of theory, Major contemporary issues - Globalization, terrorism and the rise of US power. The realist, pluralist and globalist approaches to international relations. International relations in the twentieth century - The role of ideology. The impact of war. The emergence of superpowers. The end of the Cold War and the world after 1990., Constraints and opportunities - freedom of action in international relations Big and small powers. Case studies: the USA; Germany. National interest - The role of domestic politics. Alliances, friendships and partnerships. Case study: Britain, the USA and the European Union. International organizations – UN system and EU foreign policy. International security – NATO and their peace missions.

POL 303 – Process of Public Politics; Weekly hours: 2+0, ECTS: 4

The aim of this course is to provide an understanding about how public policy is made. It covers both the theoretical and practical aspects of the process, allowing students to see the importance of the relationship between them. The students will learn more on the following topics: Models of Politics; The Policymaking Process: Decision-Making Activities ; Theories of the State Pluralism and its critics; Structuralist Perspectives; Policy Process as an Organizational Process; Policy Making Process; Rules and Discretion in Public Policy; Bureaucrats and Professionals in the Policy Process; Criminal Justice: Rationality and Irrationality in Public Policy.; Health and Welfare: The Search for Rational Strategies.; Health Transformation System in Turkey; Education: The Group Struggle. ; Education Policy and Higher Education Problems in Macedonia; Economic Policy: Incrementalism at Work; Tax Policy: Macedonian Tax Policy; Environmental Policy: Kyoto Protocol; Defense Policy: Strategies for Homeland Security; Terrorism and Non-Deterable Threats; Common Understanding in the Fight against Terrorism; Policy Evaluation

BA 306 – Law and ethics; Weekly hours: 2+1, ECTS: 5

To give understanding to students attitude about position of morals in professional life; to support them in developing a mental capability for decisions in society. To give understanding for viewpoints about rights and responsibilities of the worker of law and administration. To educate students to be able to deal with ethically problematic situations. To develop approach how position, character professional choice are closely connected with their life. To make for students sense about character desired in the profession of public administrator. To inform them with literature of ethics who is in connection with the field of law or their next profession. 1. Introduction to Law and Ethics. General definition of moral and law. 2. Ethics and society, Dignity and older Europeans.3. Ethics and society, Assisted reproduction and the welfare of the child. 4. Industrial property rights. 5. Intellectual property rights. 6. Copyrights and related rights.7. Drug testing and use of healthy volunteers. How are drugs developed? 8. Should parents be allowed to choose the sex of their children? 9. Business and professional ethics. What are the limits of vehicle manufacturer responsibility? 10. Business and professional ethics. A crisis of professional Self-regulation: The example of

the solicitors" profession. Relationship between lawyers and clients. 11. The Assisted Dying Bill, and European Law. 12. Ethical Issues in the Toy Industry. A responsible role for the media in the toy industry. 13. Ethics law and politics. Political responsibility personal responsibility, Collective responsibility. 14. Ethics law and politics, Personal ethics and political responsibility in government. Collective responsibility in government.

FOURTH YEAR

SEVENTH SEMESTER

IER 401 – International Economics; Weekly hours: 2+1, ECTS: 6

The objective of this course is to provide: i) an analytical training in the critical use of theories of international trade and finance; and ii) an opportunity for students to develop critical understanding of the current policy debate on international trade, foreign direct investment and multinational corporations, regional integration and globalization, management of open developing economies with large external shocks, dynamics of currency and financial crises, management of exchange rates and capital accounts, international monetary and financial architecture, and other global economic issues. Throughout the course, emphasis is placed on understanding theories as well as on testing and evaluating these theoretical propositions in the light of empirical evidence and real world issues. The course follows these topics: Introduction, Tariffs as Instruments of Trade Policy, Other Instruments of Trade Policy, National Income Accounts, Balance of Payments, Exchange Rate System, Money Market and Exchange Rates, Exchange Rates and Inflation, Exchange Rates and Output, Exchange Rates vs. Monetary and Fiscal Policy, International Monetary System, Macroeconomic Policy under Floating Exchange Rates, Optimum Currency Areas, Capital Markets.

IER 402 – International Transport and Logistics; Weekly hours: 2+1, ECTS: 5

The course objective is to introduce the concepts and explore the main issues related to international transport, shipping and insurance. The course will provide understanding of the international transport, its history, the importance, tradition and understanding of the international logistic issues, and the process of shipping. Insurance seeks to minimize or eliminate these losses that have effects on people or organization, and by this course student will be able to understand better the insurance system. The curriculum is introducing the fundamentals of transport, type of transport, the impact of transport on the economy and the manufacturing process. In addition subject of studying is logistic, business strategy and shipping, and shipping systems. The last chapter deals with the insurance or type of insurance, basic insurance and other activities related to insurance.

IER 403 – European Integration Policy; Weekly hours: 2+1, ECTS: 5

The aim of the course is to provide the students with the basic knowledge of how the European Union formulates and its basic policies within the member states as well as the challenges and opportunities in the implementation of these policies. The course exclusively addresses the main policy areas of the European Union that include social policies, public policies, migration, citizenship, justice and home affairs and how they are adapted by the member states within the framework of Europeanization. The policies that the course is focusing on are divided into three parts: Horizontal policies, Sectional Policies and Foreign Policy. The course contents includes three parts: Part 1. Horizontal policies: Regional policy and coordination of structural instruments. Social policy and employment. Competition policy. Environmental policy. Part II.: Sectional policies: Enterprise and industrial policy. Education, Youth, Science and research policy. Energy and Transport policy. Agricultural policy and fisheries. Part III Foreign policy: European

Union Common Foreign and Security Policy. European Security and Defence Policy. Justice and Home Affairs as a new tool of European Foreign Policy. Development aid. The European Neighborhood Policy.

IER 404 – Investments; Weekly hours: 2+0, ECTS: 4

The objective of the course is to inform the students about basic investment concepts and financial instruments. The course also explores the application of various financial instruments in investment management and introduces the basic techniques of portfolio performance evaluation. It is aimed to give insight of making investment decisions under uncertainty. This course focuses on applications of financial theory to investments. The course introduces students: The Investment Environment, financial markets and instruments, Security Trade, time value of money and interest rates, securities and fixed income valuation, stocks and their valuation. Special attention will be paid to the risk or trade-off between risk and return and the allocation of capital between financial instruments or appropriate risk and expected return, portfolio optimization.

IER 405 – International Monetary System; Weekly hours: 2+0, ECTS: 4

To highlight the importance of the international monetary system for understanding the international economy. Analytical training in the use of critical knowledge for the international monetary system, and the ability to develop students' critical understanding of the current debate on policy, international monetary institutions, the dynamics of currency and financial crises, exchange rate management and capital accounts, international monetary and financial architecture and other global financial issues. After completing this subject, the students will have better knowledge of: Analysis of the international monetary system under; the gold standard, interwar instability, the new gold standard, the destruction of the gold standard, the Bretton Woods system, after the Bretton Woods era and the possibility of creating a new international monetary system.

MANAGEMENT

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

Will focus is 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. The curriculum includes the following themes: 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. The curriculum includes the following themes: 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. The course is primarily concerned with the development of three sets of generic skills critical to the students' success in higher education and a successful career afterwards. The three sets of skills covered in this course are to do with 'yourself', 'others' and 'the interactions between yourself and others'. Students are also introduced to the principles of academic writing and to a range of learning skills.

IER 101 – Principles of Economics; Weekly hours: 2+1, ECTS: 5

The Lecture has 2 main purposes. The first is to increase students' knowledge on various economic theories and policies by illustrating from Macedonian, Turkish, EU and The U.S economies. Second purpose is to show the applications of various economic subjects in daily life. The course contents includes (The Scope and Method of Economics), The Economic Problem: Scarcity and Choice, Demand, Supply and Market Equilibrium, Elasticity, Household Behavior and Consumer Choice, The Production Process: The Behavior of Profit Maximizing Firms, Short-Run Costs and Long-Run Costs, Monopoly, Monopolistic Competition and Oligopoly, Introduction to Macroeconomics, Measuring National Output and National Income, Long-Run and Short-Run Concerns: Growth, Productivity, Unemployment and Inflation, The

Government and Fiscal Policy, Aggregate Demand, Aggregate Supply and Inflation, The Labor Market, Unemployment and Inflation.

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

The subject "Sociology" aims to provide the students a possibility 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 get an insight of 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 subject program consists 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. The curriculum includes the following themes: 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/

MK 101 – 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: : 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.

SECOND YEAR

COMPULSORY COURSES

THIRD SEMESTER

IER 201 – Microeconomics; Weekly hours: 2+1, ECTS: 6

Microeconomics studies the economic companies and individuals. This course is aimed at advanced study of some topics already studied in the basics of economics. Topics covered in this course are theory of

consumer choice (ex, as an individual, a consumer who makes the choice and what products to consume, how much money to spend) and name (ex, how the company decides what to produce and inputs that will be used), balance the market and the market forms (ex, perfect competition, monopoly, oligopoly). Additional attention will be paid to the standard theories and concepts of welfare economics and game theory. Analyze issues related to market failure (ie, what happens when the market does not perform its function of allocating resources of society in the most efficient way). The curriculum for this subject contains the following topics: Basics of supply and demand; Consumer behavior; Individual and market demand; Choice under uncertainty; Production; The cost of production; Profit maximization; Market power: Monopoly and monopsony; Game theory and competitive strategy; Pricing with Market power; The analysis of competitive markets.

MAN 201 – Principles of Management; Weekly hours: 2+1, ECTS: 5

Purpose of the course is to enable students to gain in-depth knowledge of management and specific skills to apply this knowledge in practice. To achieve these goals the curriculum will elaborate on the theoretical aspects of management, development management, the role of managers in the company, the social responsibility of the company and the relationship between organizational change and management, and then focus on their practical application. This course covers the basic knowledge needed for basics of management: The nature and functions of management; Development of Management Thought; The nature and character of the manager's job; Environment and organizational culture; Organizational Design and Structure Planning; Organizing; Coordination; Motivating; Control; Managerial Decision Making; Social responsibility and managerial ethics; Leadership and Entrepreneurship; Organizational changes.

BA 201 – Introduction to Business; Weekly hours: 2+1, ECTS: 5

The purpose of this course is to introduce students with the fundamentals of the functioning of businesses. It is designed to expose all students to the many facets of business life both as consumers as well as potential business workers and/or entrepreneurs. This course examines the purposes, organization, and major activities of business operations. Emphasis is placed on understanding relationships of business, government, and the consumer in a global economy. After finishing the course students will have basic knowledge for the following topics: Introduction to Business: an overview; Business formation and practices; Small business management; Successful firms and business leaders; Major activities of business operations; Relationships of business, government, and the consumer in a global economy; Business ethics and social responsibility; Business ethics, leadership and team skills; Competitive global business environment; Business plan writing; Business finance; Business decision-making; Business operates in our modern political, social and economic environment; International business and the future dimensions of business opportunities in a global economy

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.

FACULTY ELECTIVE COURSES

IER 202 – Principles of Marketing; Weekly hours: 2+1, ECTS: 4

This course provides an overview of marketing and focuses on how to formulate external and internal marketing strategies and tactics to achieve marketing objectives. Particular attention is paid to marketing approaches and techniques that can be applied to mission-driven organizations. The intent of the course is to introduce students with the basics of marketing and the marketing process, philosophies of marketing management, strategic marketing planning. The students will also learn about the marketing environment, analyzing and using marketing information. Consumer markets and consumer buyer behavior and business markets and business buyer behavior also will be of concern. Customer-driven marketing strategy and creating value for target customer is basic point. This will be achieved by building relationship between strategies in marketing and marketing mix elements through creation of the marketing mix elements: product, price, place and promotion. Global markets and sustainable marketing are also addressed.

IER 206 – European politics and globalization; Weekly hours: 2+1, ECTS: 5

The main aim of the course is to give a general understanding of the European Union politics and governance, which will enable students to understand the general concepts and institutional structure of the Union. A history of European integration and evolution of the EU, The Theoretical Framework, European Treaties, European Institutions, Other Institutions and Advisory Bodies, European Law and Finances, Integration Stages: Custom Union, Common Market, Economic and Monetary Union, Justice and Home Affairs, Common Foreign and Security Policy, Security and Defense Policy, external relations.

THIRD YEAR

COMPULSORY COURSES

FIFTH SEMESTER

STA 301 – Business Statistics; Weekly hours: 2+1, ECTS: 6

This course will cover some important topics from Statistics and Data analysis as well as their applications. The students will learn to describe, analyze and summarize data, get introduced to distributions, samples and sample statistics. Also they will learn about parameter estimation and hypothesis testing. Through theory and practical work they will understand the basic concepts of statistics and their important applications in the business world. The curriculum provides an understanding of the importance of statistics in the business world, collecting and presenting data. The course also includes: fundamentals of descriptive analysis and a data description and comparison, measures of central tendency and variability. Special attention is paid to the Normal distribution. Students will be also introduced in: Hypothesis testing: one and two tailed predictions; Sampling: population, samples; Hypothesis Testing with One Sample; Confidence Intervals; Selecting Samples for Comparison: Designing Experiments, Interpretations; Hypothesis Testing with Two Samples: Two Sample t-test, Related and Independent t-test. The students will be able to use basic quantitative methods in solving problems in different aspects of business life.

MAN 302 – Strategic Management; Weekly hours: 2+1, ECTS: 6

Strategic Management is the art and science of formulating, implementing and evaluating cross-functional decisions that will enable an organization to achieve its objectives. It is the process of specifying the organization's mission, vision and objectives; developing policies and plans in terms of projects and programs which are designed to achieve these objectives; and then allocating resources to implement the

policies and plans, projects and programs. Objectives of this course is to give the students how strategic management will help to the managers in business administration; how the application of management increases productivity, efficiency, effectiveness and profitability of the institutions. The course includes the following topics: Introduction to Strategic Management, A review of Theory and Practice of Strategic Management, Analyzing the Strategic Environment, Analyzing Resources and Capabilities, Strategy Dynamics, Developing Purpose of the Organization, Organizational benefits from Innovative Purposes, Developing Business Strategy Options, Developing Strategy Options for Multiproduct Corporations, Choosing Among Strategy Options, Finding the Best Strategic Route Forward, Developing the Optimal Organization Structure, Developing Customer-driven Strategy, Managing Strategic Change.

MAN 301 – Management of Organization; Weekly hours: 2+1, ECTS: 5

The objective of the course is that offers to the students the opportunity to learn more deeply about the types of organizations and the process of managing with them. All types of organizations (business, political, cultural or social) are involved in management because it is the management which helps and directs the various efforts towards a definite purpose. Management operates through various functions, and this course places the emphasis on planning, organizing, staffing, leading/directing, controlling/monitoring, motivation. The course covers: Management and Organizations: an Overview; Ethics and Social Responsibility; International Management and Globalization; Decision Making; Strategic Management; Planning; Organizational Structure; Human Resource and Diversity; Management; Leadership; Motivation; Groups and Teams; Communication and Negotiation; Organizational Control & Management; Organizational Change and Renewal.

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.

POL 303 – Process of Public Politics; Weekly hours: 2+0, ECTS: 4

The aim of this course is to provide an understanding about how public policy is made. It covers both the theoretical and practical aspects of the process, allowing students to see the importance of the relationship between them. The students will learn more on the following topics: Models of Politics; The Policymaking Process: Decision-Making Activities ; Theories of the State Pluralism and its critics; Structuralist Perspectives; Policy Process as an Organizational Process; Policy Making Process; Rules and Discretion in Public Policy; Bureaucrats and Professionals in the Policy Process; Criminal Justice: Rationality and Irrationality in Public Policy.; Health and Welfare: The Search for Rational Strategies.; Health Transformation System in Turkey; Education: The Group Struggle. ; Education Policy and Higher Education Problems in Macedonia; Economic Policy: Incrementalism at Work; Tax Policy: Macedonian Tax Policy; Environmental Policy: Kyoto Protocol; Defense Policy: Strategies for Homeland Security; Terrorism and Non-Deterable Threats; Common Understanding in the Fight against Terrorism; Policy Evaluation

BA 306 – Law and ethics; Weekly hours: 2+1, ECTS: 5

To give understanding to students attitude about position of morals in professional life; to support them in developing a mental capability for decisions in society. To give understanding for viewpoints about rights and responsibilities of the worker of law and administration. To educate students to be able to deal with ethically problematic situations. To develop approach how position, character professional choice are

closely connected with their life. To make for students sense about character desired in the profession of public administrator. To inform them with literature of ethics who is in connection with the field of law or their next profession. 1. Introduction to Law and Ethics. General definition of moral and law. 2. Ethics and society, Dignity and older Europeans. 3. Ethics and society, Assisted reproduction and the welfare of the child. 4. Industrial property rights. 5. Intellectual property rights. 6. Copyrights and related rights. 7. Drug testing and use of healthy volunteers. How are drugs developed? 8. Should parents be allowed to choose the sex of their children? 9. Business and professional ethics. What are the limits of vehicle manufacturer responsibility? 10. Business and professional ethics. A crisis of professional Self-regulation: The example of the solicitors' profession. Relationship between lawyers and clients. 11. The Assisted Dying Bill, and European Law. 12. Ethical Issues in the Toy Industry. A responsible role for the media in the toy industry. 13. Ethics law and politics. Political responsibility personal responsibility, Collective responsibility. 14. Ethics law and politics, Personal ethics and political responsibility in government. Collective responsibility in government.

FOURTH YEAR

COMPULSORY COURSES

SEVENTH SEMESTER

MAN 402 – Change Management; Weekly hours: 2+1, ECTS: 6

This course will build students personal capacity to understand the academic theory behind organizational change; confidently take on a change leadership role; integrate academic knowledge and practice skills to engage in authoritative change management; make sense of the opportunities presented by cultural change. The course covers the following topics: Managing the Human Aspects of Change - the challenges arising out of managing people during times of significant change, understanding the involvement of individuals and groups within all successful changes. Organizational cultures, which are a reflection of the attitudes, values and beliefs of organizational members, can either aid or impede change. Participants will gain practical skills and tools both to analyze these cultures and influence cultural change.; Political and Institutional Perspectives on Change Management - interpret and make sense of change initiatives coming from higher levels within the organization. It focuses on the potentially large and unpredictable effects that political and economic events may have on individual organisations;- The Leadership of Change - leading change initiatives at all levels within organisations.

IER 402 – International Transport and Logistics; Weekly hours: 2+1, ECTS: 5

The course objective is to introduce the concepts and explore the main issues related to international transport, shipping and insurance. The course will provide understanding of the international transport, its history, the importance, tradition and understanding of the international logistic issues, and the process of shipping. Insurance seeks to minimize or eliminate these losses that have effects on people or organization, and by this course student will be able to understand better the insurance system. The curriculum is introducing the fundamentals of transport, type of transport, the impact of transport on the economy and the manufacturing process. In addition subject of studying is logistic, business strategy and shipping, and shipping systems. The last chapter deals with the insurance or type of insurance, basic insurance and other activities related to insurance.

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. The course content is the following: 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.

IER 404 – Investments; Weekly hours: 2+0, ECTS: 4

The objective of the course is to inform the students about basic investment concepts and financial instruments. The course also explores the application of various financial instruments in investment management and introduces the basic techniques of portfolio performance evaluation. It is aimed to give insight of making investment decisions under uncertainty. This course focuses on applications of financial theory to investments. The course introduces students: The Investment Environment, financial markets and instruments, Security Trade, time value of money and interest rates, securities and fixed income valuation, stocks and their valuation. Special attention will be paid to the risk or trade-off between risk and return and the allocation of capital between financial instruments or appropriate risk and expected return, portfolio optimization.

MAN 403 – Financial Markets and Institutions; Weekly hours: 2+0, ECTS: 4

The main objective of the curriculum is to introduce students to the basic concepts of financial markets and institutions focusing on banks. The students will learn about banking and non-banking financial institutions. Besides banks as financial institutions, the students will be familiar with insurance companies, pension funds, mutual funds and other institutions. The subject follows these topics: Introduction to financial markets and institutions; Financial intermediaries and financial innovation; Central banks and creation of money; Banking Financial Institutions; Insurance companies; Equity funds; Pension Funds; Banking; Deposits with banks; Loans to banks; Mortgage lending; Commercial Lending; Specialized banking services; Management of Banks.