



School of Business Economics and
Management

COURSE CATALOGUE 2021-22

MATH 1001 BUSINESS MATHEMATICS

Barnett, R.A., Ziegler, M.R. and Byleen, K.E. (2015) College Mathematics for Business, Economics, Life Sciences and Social Sciences, Pearson 13th Edition

Knowing that economics is no more a deductive science, using verbal logic grounded on a few basic axioms, extensive use of graphs, equations and statistics replaces the verbal deductive method. In view of the increasing complexity of modern economic problems, the need to learn and explore the possibilities of the new methods is becoming ever more pressing, on one hand and the mathematical methods guarantee deeper insight into the subject and lead towards exact and analytical solutions. If methods based on Mathematics are used suitably according to the needs of Social Sciences they can prove to be compact, consistent and powerful tools especially in the fields of Economics, Commerce and Industry. Our intent in this course is to present you how your economic knowledge can be discovered and extended by means of mathematical formulations. This course has been designed to provide mathematical functions for students enrolled in Business and economics. It begins with non-calculus topics such as functions, equations, and matrix algebra, and then some calculus topics will be covered with applications. In order to stand out in today's competitive job market, new economics graduates need to bring special skills and abilities that will give them the potential to hit the ground running and contribute immediately. Those students who succeed in solving the problems on their own efforts will surely find a phenomenal increase in their knowledge, understanding capacity and problem solving ability.

MATH 1111 BUSINESS MATHEMATICS 2

College mathematics for Business, Economics, Life sciences and Social Sciences Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen, 13th edition, Pearson (in UACSLibrary)

This course introduces differential and integral calculus of one variable and their applications (in particular in business and economy). Some basics of multivariable calculus are involved as well. Functions of several variables are introduced, with a special emphasis given on partial derivatives and optimization problems.

ECON 1001 INTRODUCTION TO MICROECONOMICS

Begg, D. and Ward, D. (2009 and 2016) Economics for Business, 3rd edition, McGraw-Hill Higher Education

This course equips students with an excellent basis for economic thinking and analysis that is important for the remaining education, as well as for the professional careers in many areas. It begins with an introduction to the economic way of thinking and the main principles of Economics. Then it introduces the supply and demand, the concept of elasticity, and the market equilibrium. We then turn our attention to firms, costs of production, optimal production and profit maximization. Market structures and their impact on firms' behavior is then assessed. Students are then introduced to the alternative growth strategies of firms, and the foundations of governing business. The course ends up with the concept of externalities.

LEGL 1001 BUSINESS LAW

BUSINESS LAW, Fifth Edition, Author: Robert W. Emerson (2009) Publisher: Barron's Educational Series, Inc.

This is an introductory course. It starts by providing basic explanations of: the nature and functions of law, basic legal terms, legal norms, legal system/s, and legal reasoning. It continues to explore the general principles of Company Law. It covers topics such as how a business may be legally structured (sole trader or company), different types of companies, incorporation of companies, management and representation of different types of companies, various powers, duties and liabilities of different constituencies, directors' duties, types of protection guaranteed to the different constituencies in the corporate area, etc. In conclusion, certain business & commerce contracts will be reviewed. The basis of the Course is the Macedonian Company Law. However, where relevant, the Course will provide comparative perspective with the US and EU Company Laws.

CSCI 1000 COMPUTER APPLICATIONS 1

Exploring Microsoft Office 2010 Volume 1 by Robert Grauer, Mary Anne Poatsy, Keith Mulbery, Cynthia Krebs, Michelle Hulett, and Keith Mast. ©2011, published by Pearson Prentice Hall. ISBN 0-13-612232-9

In this course, the students will learn how to work with Microsoft's most commonly used office applications for text processing, tabular computing, data storing and presentations. The course teaches useful skills for beginners and intermediate users of Microsoft Office Applications. The students will obtain the skills for making tabular calculations and creating charts and creation of multimedia presentations.

LANG 0900 ENGLISH AS A SECOND LANGUAGE 1A

Oxenden, Clive, Christina, Latham-Koenig, and Mike Boyle (2013). New English File: Intermediate Plus Student's Book. Oxford: Oxford University Press.

ESL1 is an elective course for the students who study in English and it introduces them to the basic skills needed to survive in a country where English is either natively spoken or used as the language of wider communication. The key features are: a variety of cross-cultural topics, systematic development of all four language skills through realistic challenging tasks which encourage the learner's personal engagement, lexical exercises practicing and activating all essential vocabulary including collocations, phrasal verbs, fixed phrases, prepositions and word formation, a wide range of speaking activities and intonation practice, writing analysis and practice of various types of writing with full models, grammar sections covering all major grammatical areas and more advanced grammar points.

LANG 0900 ENGLISH AS A SECOND LANGUAGE

Norris, Roy. Ready For First. Macmillan Exams. Macmillan (2015). Teacher-generated handouts

ESL 2 is an elective course for the students who study in English at a high level and it introduces them to the more advanced skills needed to survive in a country where English is either natively spoken or used as the language of wider communication. The key features are: a variety of cross-cultural topics, systematic development of all four language skills through realistic challenging tasks which encourage the learner's personal engagement, lexical exercises practising and activating all essential vocabulary including collocations, phrasal verbs, fixed phrases, prepositions and word formation, a wide range of speaking activities and intonation practice, writing analysis and practice of various types of writing with full models, grammar sections covering all major grammatical areas and more advanced grammar points.

LANG 0900 ENGLISH AS A FOREIGN LANGUAGE 1B

Norris, Roy. Ready For First. Macmillan Exams. Macmillan (2015). Teacher generated hand-outs

ESL 1b is an required course for the students who study in English at a high level and it introduces them to the more advanced skills needed to survive in a country where English is either natively spoken or used as the language of wider communication. The key features are: a variety of cross-cultural topics, systematic development of all four language skills through realistic challenging tasks which encourage the learner's personal engagement, lexical exercises practising and activating all essential vocabulary including collocations, phrasal verbs, fixed phrases, prepositions and word formation, a wide range of speaking activities and intonation practice, writing analysis and practice of various types of writing with full models, grammar sections covering all major grammatical areas and more advanced grammar points.

FINC 1001 PRINCIPLES OF ACCOUNTING

Pollard, M., Mills, S. and Harrison, W. (2007). Principles of Accounting. Upper Saddle River, N.J.: Prentice hall.

This course introduces the basic principles of accounting theory and practice, emphasizing the sole-proprietorship form of business. Primary areas of study include the theory of debit and credit, accounts, and special journals, the accounting cycle, notes and interest, accruals and deferrals, receivables, inventory, plant assets, and the preparation of financial statements.

LANG 1001 COMPOSITION 1

English Composition 1: Selected Materials, Skopje: UACS, (2013). Teacher-generated handouts and additional materials

Composition 1 is a writing course designed to stress the essential elements of academic writing, e.g. writing an introduction, thesis statement, paragraphs with topic sentences, conclusion. Students are encouraged to develop strategies for generating ideas and reflect carefully on their own reading and writing practices. In addition, this course will address via writing the many different purposes of writing, including writing to summarise, compare and contrast, and argue. Students will be expected to write on a regular basis, be aware of the choices available to them, and recognise how these choices affect and are affected by the readers they target. The course also includes exercises in paraphrasing, quoting from sources, and using various documentation styles.

MNGT 1001 INTRODUCTION TO MANAGEMENT

Title: Management, Authors: Robbins, S. P. & Coulter, M. (2018), Publisher: Pearson Higher Education Limited, Edition: 14th Edition - Global Edition

Survey of the history of management and review of significant management literature; Applications of management theories to practical problems in planning, organizing, and controlling business activity;

MARK 1001 INTRODUCTION TO MARKETING

Principles of Marketing 12 Edition, Philip Kotler, Gary Armstrong, Pearson, 2008 or Principles of Marketing 17 Edition, Philip Kotler, Gary Armstrong, Pearson 2017

The objective of this course is to develop the theoretical marketing knowledge, strategic framework and practical skills needed by the practicing managers, to introduce the basic concepts of marketing, their interrelationships and their role in the organisational context. Formal lectures covering the "basics" will be complemented by case studies, mini cases and exercises. The course will take a practical, managerial approach to marketing. Students will become familiar with the main ideas and marketing concepts, including marketing research, STP strategies, product development, pricing, and promotion and distribution strategies, including the competitive, social responsible and ethical approach.

PSYC 1001 PSYCHOLOGY

Morris, C.G & Maisto, A.A (2010) Understanding psychology.(9th international edition). Boston: Pearson.

This course will help the students become familiar with the basic psychological terminology and concepts. It will also show the diversity of the field of psychology with discussions about prevalent understanding of psychology as a science and profession. The major psychological concepts will be outlined and explained. The students will be actively engaged during the lessons in discussions, demonstrations and class activities to gain first-hand experience into some of the studied phenomena. The students will be encouraged to link the knowledge from the course with their personal experience and the links with their future profession will be pinpointed during the course. By doing the students will be encouraged to apply the knowledge they have gained in the course in their personal and professional matters.

ANSO 1000 SOCIOLOGY

Sociology by John J. Macionis (2010), 13th Edition. Prentice Hall

This course represents an introduction to the sociological analysis of culture, development of society, investigation of social and human groups and processes, social institutions and how society and groups affect human behavior and perceptions.

LANG 1001 FOREIGN LANGUAGE: FRENCH 2

Johnson, Anne-Marie and Menand, Robert (2006). „Taxi1” student’s book (livre d’etudiant) and workbook (cahier d’exercices). Ed. Paris: HACHETTE.

French 2 is an elective course for students who study in both English and in Macedonian. It is a false beginners/elementary course that introduces students to basic and more complex structures of the French language. It is intended for students who already have some basic knowledge of French. The course is interactive, stimulating and interesting. It is designed to appeal to the young students, meet their needs, and help them expand their knowledge of French. It includes different authentic and student adapted texts, audio and video materials, writing and speaking activities. Class work is based on the learner centered method, so students are an active participant of the learning process.

FORL 1312 WORLD LANGUAGE ITALIAN 1

Progetto Italiano 1, Corso multimediale di lingua e civiltà italiana; Student’s Book (Libro dello studente) and Workbook (Quaderno degli esercizi)

Italian 1 is an elective course for students who study in both, English and Macedonian. It is a beginner’s course that introduces students to the basics of the Italian language and provides basic skills to communicate in a country where Italian is either natively spoken or used as the language of wider communication. The course systematically develops all four language skills, offers lexical exercises, a wide range of speaking activities and pronunciation practice, grammar sections which are covering the basic grammatical areas, as well as variety of cultural topics.

FORL 1322 WORLD LANGUAGE ITALIAN 2

Progetto Italiano 1, Corso multimediale di lingua e civiltà italiana; Student's Book (Libro dello studente) and Workbook (Quaderno degli esercizi)

Italian 2 is an elective course for students who study in both English and Macedonian. It is a continuing elementary course that introduces the students to the basic skills needed to survive in a country where Italian is either natively spoken or used as the language of wider communication. The key features are: a variety of cultural topics, systematic development of all four language skills through realistic challenging tasks which encourage the learner's personal engagement, lexical exercises, a wide range of speaking activities and pronunciation practice, writing analysis, grammar sections covering the basic grammatical areas.

FORL 1422 WORLD LANGUAGE GERMAN 1 & 2

Studio d A1: Deutsch als Fremdsprache. Kurs- und Übungsbuch. Hermann Funk, Christina Kuhn, Silke Demme (2005). Berlin: Cornelsen.

German 1&2 is an elective course for students who study in both English and Macedonian and it is designed mainly for students who have not studied German previously. We emphasize all four skills in German I (speaking, reading, writing, listening). In addition to the language components, you will be also introduced to the German-language cultures in Europe. The course focuses on providing as much input in and exposure to German as possible through various means - from the teacher, classroom activities, audio, the internet, and video. Most of this input will be exclusively in German.

Achieving the goals of the course requires regular practice with the language, both in class and individually, and a willingness to experiment with new structures, patterns of sounds, and phrases. In other words, you will be responsible for much of your own learning: your continuous participation and regular attendance are vital parts of your commitment to learning and progress.

ENGL 1701 (US HISTORY) BRITISH AND AMERICAN STUDIES

Jones, M. Skopje: UACS, 2011. Key Developments in British History.

In British and US History & Culture, students learn about key developments in British and US history and culture. The course will offer a broad overview of British and US history and culture and will focus on the causes and consequences of major turning-points as well as on the inter-relations between economic, political, social and cultural developments. Students will gain an understanding of a number of long-term themes in British and American history, including the emergence of national identities in Britain, the evolution of the British parliament, the rise and decline of the British Empire, as well as concepts of republic, liberty and democracy in the US, westward expansion and state vs. federal rights, and the global expansion of the US.

BAE 1101 FUNDAMENTALS OF BUSINESS ADMINISTRATION

Cavusgil, International Business: International Business: The New Realities, Global Edition, 4th Edition, Pearson Edition

This course is a study of businesses focusing on the role of management in directing and improving organizational performance in a global environment. The topics cover the dynamic global environment of business management, by exploring political, legal, technological, competitive and cultural factors that shape modern corporations worldwide. Key topics include cross-cultural management, competitive strategy, and current trends in the global arena. Moreover, it goes into concepts such as strategic, cultural, behavioral, legal, socio-ethical issues, and functional aspects of businesses. This will give a solid base for development of management systems, motivation, culture in businesses as well as, the functions, strategies, and structures. The course will offer insight to the new realities in the businesses with focus on diversity of international business participants, exporting as well as corporate social responsibility.

MODL 1000 BUSINESS MODULE 1

Finite Mathematics for Business, Economics, Life Sciences and Social sciences, Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen

This course is designed for students that are enrolled in programs that are non business majors. Students who enrolled in this course will be expected to renew their high school math skills and establish a clear understanding of business mathematics skills that will enable them to successfully manage calculations and mathematical problems in everyday operations. The main object is to introduce basic and functional concepts of mathematics, statistics and applied research. Through the process of delivering the course, students will be introduced to various mathematical skills needed in basic everyday business skills.

MATH 2001 INTRODUCTION TO STATISTICS FOR BUSINESS

Levine, D.M., Stephan, D.F., Timothy, K.C. and Berenson, M.L. (2011) Statistics for managers using Microsoft excel. Sixth ed. Pearson.

In order to stand out in today's competitive job market, new economics graduates need to bring special skills and abilities that give them the potential to hit the ground running and contribute immediately. One area where a student can have an immediate competitive advantage over both new graduates and existing employees is in the application of statistical analysis skills to economic, in particular, business problems. Our intent in this course is to build your statistical background and to give you the statistical skills necessary to meet the needs of business and the real-world decision-making problems. In this course, we discuss real-world applications as a motivation for learning business statistics. We will focus on decision making and business applications and provide you with an understanding of the roll of business statistics in decision making.

MNGT 2101 ORGANIZATIONAL BEHAVIOR

Stephen P. Robbins/Timothy A. Judge, "Organizational Behavior" 13th edition, Pearson International Edition, Prentice Hall.

Effective managers must be technically and human oriented. Organizational Behavior skills cover the impact that individuals, groups and structure have within an organization, and then applies that knowledge to make function and malfunction in groups, how to resolve conflicts and how to build productive teams in order organizations to be more effective. More specific, the course focuses on management and how the planning process helps managers to work more effectively; the characteristics of worldwide experiences in corporate governance and ways to improve corporate culture; the individual behavior and perception behind the decision making and employee motivation techniques in organizations; group and team foundation and their influence on building organizational information sharing, differences confrontation, ways of communication, conflict and negotiation skills, all by means of greater company productivity. The course targets the good politic to build power in the company by increasing the others dependence on the individual, developing trusting relationship and searching for leadership qualities. The core essence focuses on the organizational internal structure and culture and how it interacts with predicting behavior, tolerance, team work and support of people; human resource policies and practices, specifically discuss the influence of practices, training and development programs and performance evaluation systems. It also covers work stress including the positive or negative influence in the employee's performance.

MNGT 2321 INTRODUCTION TO E-BUSINESS

Efraim Turban, David King, Jae Lee, Denis Vichland "E-commerce, a managerial perspective 2010", Prentice Hall 2010.

This is an introductory course for E-Business, aiming to help students gain basic knowledge about e-business and electronic trading in general. If businesses and other organizations take advantage of the new Internet phenomenon, they must address this question as an integral part of their strategic perspective. Nowadays businesses are showing increasing appreciation of the Internet's role in the decision process that organizations go through in analyzing and purchasing goods and services. Electronic commerce is far more than technology - it is the use of computer networks to improve the overall, end-to-end organizational performance. Increasing profitability, gaining market share, improving customer service and delivering products faster, cheaper and better are some of the organizational performance gains possible with e-commerce strategies. E-commerce is much more than ordering goods from an on-line catalog. It involves all aspects of an organization's electronic interactions with its stakeholders, the people who determine the future of the organization. The course brings an overall view of the e-business environment - from business, technical and legal perspectives.

MARK 2101 MARKETING RESEARCH

Malhotra N., Nunan D., Birks D., (2017) Marketing Research An Applied Approach- 5h Edition, Pearson Education Limited.

Marketing research is a pervasive function of modern organizations. If, in fact, the "marketing concept" is to be implemented, marketers must have a way of determining what it is that customer's desire. As the complexity of the problems facing the marketing manager has increased in recent years, so has his or her need for information- about the market environment, about the competition and particularly about the customers. It is now a virtual certainty that every marketing manager (and many managers in other functional areas and in general management) will come in close contact with marketing research. Marketing research techniques can broadly be separated into qualitative and quantitative approaches. Qualitative techniques include many methods, such as focus groups and in-depth interviews. Quantitative methods are numerous; although we will discuss qualitative techniques, in this class we will focus on experimental and survey research. We will focus especially on survey research through the final project for which manual will be provided. Students will learn to develop a questionnaire, code and enter data, to analyze data, and finally, to prepare a managerial report that concisely and clearly summarizes results. Students are not expected to become statisticians; they are, however, expected to learn how to successfully use and interpret statistics. The uses, as well as the limitations of specific statistics, and "hard data" in general, will be explored. Students will be introduced with the statistical package most widely used by marketing research firms, SPSS.

ECON 2101 INTRODUCTION TO MACROECONOMICS

Begg, D. and Ward, D. (2009) Economics for Business, 3rd and 5th edition, McGraw-Hill Higher Education.

The course starts with explanation of the circular flow of income and defining the main macroeconomic indicators, as well as the business cycle. National income will be then investigated in detail, followed by the unemployment and inflation phenomena. We will analyze how an open economy works and introduce economic fluctuations. Aggregate demand and supply will be examined, and the concepts of consumption, investment and money supply and demand will be reviewed. We would examine the financial sector, money supply and demand, and the monetary policy. Then we will turn to the government policies and intervention in the market. Each lecture and topic would be examined as a combination of theoretical approach, current data and trends and business applications.

ANSO 2001 BUSINESS ETHICS

Boatright, J. R. and Smith, J. D. (2016). Ethics and the Conduct of Business. 8th Edition. London: Pearson - available on moodle

Business Ethics is a system of moral principles applied to business in the broadest possible sense. It is also a branch of philosophy dealing with values relating to human conduct in business with respect to rightness or wrongness of certain actions. Every subject of economic life makes moral choices, while business managers and owners of business have special responsibility in relation to ethics. Business ethics almost always hits the headlines in the wake of scandals, but hardly ever when entrepreneurs and managers do good deeds. These are often met with a scepticism and usually given the profit motive, such stories are just "too good to be true". Why so? After a short introduction to the origins and development of business ethics, this course shall present a more constructive approach based on the notion of "moral capital" or virtue. We shall also explain how the firm, through the proper ethical perspective, could actually be a potent force toward attaining the common good of society.

ECON 2411 PUBLIC FINANCE

John L. Mikesell (2011) : "Fiscal Administration, Analysis and Applications for the Public Sector", Thomson Wadsworth, 8th Edition.

The course explores the principles underlying the role of government in the economy, enabling students to understand the challenges associated with implementing these principles. Drawing on microeconomic theory, it focuses on the application of analytical tools in answering key public policy issues relating to the taxing, spending and financing of government activities. Discussing different revenue options, design of the tax systems and related policies, the course aims to explore how taxes ultimately affect the well-being and behavior of individuals and corporations. It evaluates alternative methods of financing through the lenses of resource utilization efficiency, and equity in income redistribution. It also evaluates the structure of the tax system of the R. Of North Macedonia, including the division between the taxes on a national and a local level, as also the role and significance of personal, corporate, VAT and property taxes. Finally, the course touches upon the issues of fiscal administration, evaluating the system of budgeting, budget structures and classifications, and the logic and cycle of the budget process.

INTB 2001 EU ECONOMICS

The reader for this subject is available at the university library.

Course is an overview of the economics of the European Union, focusing on issues relating to the process of economic integration. The course will cover main issues related to common markets, single currency areas, integration and competition, and will concentrate on a number of key economic issues which are of interest to economic agents and policymakers in the EU. Beside the historical development of the EU, the main areas of interest will be the key figures that govern political and economic processes in the EU; the process of market integration; the rationale behind the creation of a monetary union; structure and functions of the European budget; social policy in the EU, with special emphasis on the employment policy; environmental policy; common agricultural policies; the external trade policy of the EU, etc.

INTL 2000 EU STRUCTURES AND INSTITUTIONS

Andeva, M. (2016). EU Structures and Institution: Reader. Skopje: UACS

The European Union is the largest community in the contemporary world, its cohesion evidently and permanently growing. Within the course of this subject, the students will study the structure, functioning and mutual cooperation of the EU institutions and other EU bodies. Also within the course the students will learn about the EU as whole community, in the context of contemporary trends. Studying the issues related to the EU is particularly important if we consider that strategic determination of the Republic of Macedonia, as a country with candidate status, is to become member of EU.

MARK 2501 CONSUMER BEHAVIOR

Solomon, M.R. (2009) Consumer behavior: Buying, having and being. (8th edition) New Jersey: Prentice Hall.

The most complex aspect of the marketing is understanding the consumer. Therefore, this course aims to provide the basic tools to better comprehend consumer behavior. By working on a number of topics and finding answers related to different aspects of the human behavior in relation to consuming, the students gain a deeper understanding of the psychological processes and their importance to the behavior of the consumers. The students also engage with their own consuming habits and apply their growing knowledge to real-life situations of consumer behavior.

MNGT 2601 INTERNATIONAL MANAGEMENT AND GLOBALIZATION

“International Business and Globalization” by Wild, Wild and Han (Pearson Publishing, 3rd Edition). This book is available upon your request in the UACS library.

This course is a study of international management focusing on the role of executive, middle, and front-line management in directing and improving organizational performance in a global environment. The topics cover the dynamic global environment of business management, by exploring political, legal, technological, competitive and cultural factors that shape modern corporations worldwide. Key topics include cross-cultural management, competitive strategy, and current trends in the global arena. Moreover it goes into concepts such as strategic, cultural, behavioral, legal, socio-ethical issues, and functional aspects of international management. This will give a solid base for development of management systems, as well as, the functions, strategies, and structures. The course will offer insight to the new realities in the international businesses with focus on emerging markets, diversity of international business participants, exporting as well as corporate social responsibility.

ACC 2001 TAXATION

Major tax legislation applicable in North Macedonia (available on Moodle):

–Corporate Income Tax Law; Customs Law; Value Added Tax Law; Personal Income Tax Law; Law on mandatory social contributions; Law on Property taxes; Excise Tax Law; Tax procedure law.

The overall aim of the course is to develop knowledge and skills relating to the Macedonian tax system as applicable to companies and individuals. The Taxation course starts with the history of taxation and the history of taxation in North Macedonia. Then the lectures proceed with direct and indirect taxation, mandatory social contribution and property taxes. The course also focuses on Corporate Income tax, Personal Income Tax, Value Added Tax, Customs and Excise Taxes as well as their calculations. Furthermore, by examining Corporate Income Tax, a special consideration will be granted to the calculation of withholding tax, transfer pricing, dealing with double taxation in terms of its avoidance and application of tax rates in compliance with double taxation treaties. Moreover, students will learn how to calculate personal income tax in case of gross and net salary calculations, not disregarding the annual tax return, Value Added Tax Return, and procedures for submission of tax returns in front of the Public Revenue Office. The students will be acquainted with tax liabilities, tax planning and tax burden optimization for both legal and physical entities that obtain their income and/or operate in the country or abroad.

FINC 2101 FINANCIAL ACCOUNTING

Reimers, J., 2011. Financial Accounting. 3rd ed. Upper Saddle River, N.J.: Pearson Education.

The course is on financial accounting concepts, principles, processes and uses of accounting data for financial reporting and analysis. Its major emphasis is the preparation, analysis, and the use of financial statement information for business decisions. While considerable importance is placed on evaluation, interpretation and use of accounting data for decision-making, the fundamentals of accounting measurement and disclosure are stressed. This entails a focus on current reporting requirements with consideration of their strengths and weaknesses. Such knowledge will enable the student to participate in and manage future important accounting and reporting activities of a company including entrepreneurial businesses.

FINC 2200 INTRO TO FINANCE 1

Introduction to Finance: Markets, Investments, and Financial Management, 15th Edition, by Ronald W. Melicher, Edgar A. Norton. Wiley

This subject introduces students to finance and provides them with fundamental principles and institutional knowledge to progress in the discipline. Topics include direct financing and security yields, banking and the money market, the bond and equity markets, offshore finance and foreign exchange, the behaviour of financial variables, interest rate risk management and central banking. These topics will be used to illustrate fundamental financial concepts such as risk, return, and present value.

FINC 2201 INTRO TO FINANCE 2

Corporate Finance, 8th Edition, by Stephen Ross, Randolph Westerfield and Jeffrey Jaffe. The McGraw-Hill/Irwin.

This subject provides basic to intermediary analysis of selected issues relevant for corporate finance. It introduces students to financial statements analysis and financial asset valuation as fundamental concepts for capital investment decisions. This is enlightened by the nexus between risk and return considering alternative concepts for capital asset pricing. Then, the emphasis is put on efficient capital markets, capital structure, dividends, sources of finance and derivatives. At the end, all these topics are related to financial distress and mergers and acquisitions that company can be faced with.

INTB 2651 INTERNATIONAL BUSINESS

Entrepreneurship: Successfully Launching New Ventures by Barringer, Bruce R. Published by Pearson Education Global of 4th (fourth) revised edition

This course is part of the business related modules for non-business major students. This course presents the fundamentals of business organization, business terminology, types of business organizations and their control. One portion of the module will cover issues on how to create an entrepreneurial business. Since the program is based on business related program for non-business majors, the course will focus on businesses that are not small by design, but rather on those that, with vision, hard work and luck can be developed into substantial enterprises. This course will focus on entrepreneurs, on business plans and on businesses that are appropriate for sophisticated angel and/or professional (especially venture capital) investors.

MODL 2000 BUSINESS MODULE 2

Entrepreneurship: Successfully Launching New Ventures by Barringer, Bruce R. Published by Pearson Education Global of 4th (fourth) revised edition

This course is part of the business related modules for non-business major students. This course presents the fundamentals of business organization, business terminology, types of business organizations and their control. One portion of the module will cover issues on how to create an entrepreneurial business. Since the program is based on business related program for non-business majors, the course will focus on businesses that are not small by design, but rather on those that, with vision, hard work and luck can be developed into substantial enterprises. This course will focus on entrepreneurs, on business plans and on businesses that are appropriate for sophisticated angel and/or professional (especially venture capital) investors.

MNGT 2501 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Reader from selected materials.

The Human resources are one of the most important resources for the organization and also one of the most difficult to manage. This course will provide the necessary skills and knowledge in the most important aspects of human resource management such as: planning, recruitment and selection, learning and development, motivation, compensation, legal aspect of HR. During role of the human resource department will be discussed as separate topics. This subject integrates findings from various sciences such as psychology, sociology and economics to provide an insight into the complex field of Human resource management.

FORL 2332 WORLD LANGUAGE ITALIAN 3

Progetto Italiano 1, Corso multimediale di lingua e civiltà italiana; Student's Book (Libro dello studente) and Workbook (Quaderno degli esercizi)

Italian 3 is an elective course for students who study in both English and Macedonian. It is an elementary continuing course that introduces the students to the skills needed to survive in a country where Italian is either natively spoken or used as the language of wider communication. The key features are: a variety of cultural topics, systematic development of all four language skills through realistic challenging tasks which encourage the learner's personal engagement, lexical exercises, a wide range of speaking activities and pronunciation practice, writing analysis, grammar sections covering the needed grammatical areas for this level of course.

ECON 2101 INDUSTRIAL ORGANIZATION

Perloff, J. M. and Brander, J. A. (2019). Managerial economics and strategy. Second Edition. Pearson.

The course explores the use of economic tools and models in the managerial decision making. Drawing on microeconomic theory, it focuses on the application of empirical methods for understanding consumer choice and analyzing market demand, as also for addressing key managerial dilemmas related to producing at minimum cost and choosing a price or an output level to maximize profit. Economic tools are extensively used for other managerial decisions, including for selection of strategies to compete with rival firms. The emphasis of the course is placed on modern theories such as behavioral economics, game theory and pricing. Namely, many managerial dilemmas can be addressed using one of the most popular new areas of economic theory - behavioral economics, which uses psychological principles to explain people's deviation from rational behavior. The game theory can be used to examine such topics as oligopoly quantity and price setting, entry and exit decisions, entry deterrence and innovation, providing a way of thinking about business strategies and choosing strategies that maximize profits. And finally, the modern theory of pricing can be used to address actual business problems, such as how often to put products on sale, whether to charge low prices to build a network of users for a product, when to use pricing tools such as volume discounts, offseason discounts and package deals, and whether to charge various customers different prices. The course provides analysis of these important pricing tools.

ECON 2500 GAME THEORY

Saul, S. (1999) *A Gentle Introduction To Game Theory*, Mathematical World, 13th Edition

Game Theory sheds a light on many aspects of the social sciences and is based on an elegant and non-trivial mathematical theory.

This course provides an introduction to Game Theory. Game Theory is a mathematical framework which makes possible the analysis of the decision making process of interdependent subjects. The main goal of the course is to introduce students to the basic concepts and tools of game theory and to apply these tools to real-life situations. Students will learn the fundamentals of game theory starting with basic terms such as strategies, payoffs, values and information, and then will progress from the analysis of simple to more complex games. These will include single-move games, games with multiple rounds, games played with complete knowledge and those where information is imperfect, and games with just two players to those with multiple players. It is also aimed at explaining and predicting how individuals behave in a specific strategic situation, and therefore help improve decision making. A situation is strategic if the outcome of a decision problem depends on the choices of more than one person. Most decision problems in real life are strategic. The course will explain in depth the standard equilibrium concepts (such as Nash Equilibrium) in Game Theory. To illustrate the concepts, real-world examples, case studies, and classroom experiments might be used.

ECON 2421 ECONOMIC HISTORY

Landreth, H. and Colander, D. C. (2001), *History of Economic Thought*, 4th Edition. Houghton Mifflin Company.

The course is designed to teach students about the most important developments in economic history in order to understand the modern economic and social trends better. Many macroeconomic issues and concepts that students have already learned will gain concrete expression through consideration of the most significant economic trends in the past. In addition, some of the theoretical concepts of development in economic history will be introduced to students.

ECOL 2000 ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

Dr. Zoran Sapuric, (2010) textbook, *“Environment and Sustainable Development - Regulations and Policies”*, University American College, Skopje.

The quality of modern day life is conditioned by the quality of the environment and the implementation of the concept of sustainable development as a driver of socio-economic and ecological development. The main goal of this course is to familiarize students with the basic principles, elements and perspectives of the environment and sustainable development. Understanding the complementary nature between these two fields and their unbreakable cohesion paves the way for the progress of humanity, future generations and our coexistence with Earth's biosphere. The students will learn about the economic mechanisms, primary legal principles and regulations, international conventions, contemporary practices in environmental management and eco-protection mechanisms in the context of sustainable development. The lectures will convey a holistic approach to presenting theories, concepts and practical problems to help students understand the complexity of environmental issues and the interdisciplinary nature of the concept of sustainable development - interconnectedness with economic, social, health and well-being, energy, legal, transportation, industry and other important societal sectors.

MATH 2202 QUANTITATIVE METHODS 1

Levine, D.M., Stephan, D.F., Timothy, K.C. and Berenson, M.L. (2011) Statistics for managers using Microsoft excel. Sixth ed. Pearson.

In order to stand out in today's competitive job market, new economics graduates need to bring special skills and abilities that give them the potential to hit the ground running and contribute immediately. One area where a student can have an immediate competitive advantage over both new graduates and existing employees is in the application of statistical analysis skills to economic, in particular, business problems. Our intent in this course is to build your statistical background and to give you the statistical skills necessary to meet the needs of business and the real-world decision-making problems. In this course, we discuss real-world applications as a motivation for learning business statistics. We will focus on decision making and business applications and provide you with an understanding of the roll of business statistics in decision making.

To enhance students' appreciation for statistics, we emphasize computer-based analysis, rather than manual computation. To this end, Microsoft Excel is used extensively throughout the course.

MATH 3100 QUANTITATIVE METHODS 3

Greene, H. W. (2012) Econometric Analysis. 7th ed. Pearson.

The course is designed to teach students econometric estimation and inference methods at an intermediate level. It emphasizes both the theoretical and the practical aspects of econometric analysis, focusing on techniques for estimating econometric models of various kinds and for conducting tests of hypotheses of interest to economists. The goal is to help students develop the ability to implement econometric techniques, to enhance critical thinking based on empirical facts and to lay ground for independent applied research. To this end, real world examples from microeconomics, macroeconomics and finance will be explored in econometric packages Eviews/Stata.

MNGT 3314 BUSINESS APPLICATIONS AND INFORMATION SYSTEMS FOR MANAGERS

Kenneth C. Laudon, Jane P. Laudon (2010), Management Information Systems: Managing the Digital Firm, 11th Edition Prentice Hall.

Profound knowledge of Information Systems is important prerequisite for successful management in the contemporary business settings. This course is designed to examine the use of Information Systems to support the management and business activities of an organization. General proficiency in office administration software or in more and more social media are useful traits but not sufficient. Managers today must know many nuances of the business information systems since they shape most, if not all, of business processes in contemporary organizations. Moreover, without the advanced knowledge of the features of these information systems the contemporary manager would be practically not able to perform its tasks. Students learn the main business processes and analyze the information needed for their fulfillment. They learn how the contemporary information systems meet these needs and how they add value to the organization by supporting its business processes, particularly from the view point of the today's dynamic environment.

LEGL 3114 AND LEGL 3113 CONTRACT LAW

Elliott, C. and Quinn, F. (2007) Contract Law. 6th Ed. Harlow: Pearson (i.e. CONTRACT Law 6th Edition, Catherine Elliott and Frances Quinn, Pearson, 2007)

The Course provides a study of the rules and legal principles that shape social and economic relations, with particular focus on the principles behind the branch of contract law. Most commercial transactions involve contracts of some form, as they concern parties coming together to make a profit or protect an economic interest. This Course includes topics such as sources of obligations, types of obligations, performance and termination of obligations, focusing primarily on contracts, as one of the sources of obligations. The elements of enforceable contracts, several basic types of contracts and various issues arising from contracts are studied. Lastly, basic facts and rules related to securities (such as definition, types, nominal value, issuing of securities, etc) are covered. For students majoring in finance the Course puts special focus on contracts relevant to finance. The basis of the Course is the Macedonian Law on Obligations and the US Uniform Commercial Code. Where relevant, the Course provides comparison with the European Union rules and practices related to contracts.

MNGT 3314 PRINCIPLES OF PROJECT MANAGEMENT

Clifford F. Gray, Erik W. Larson, International Edition (2006): Project Management: The Managerial Process, Third Edition, McGraw Hill

The aim of this course is to provide the students with an integrative view of project management. The integration includes the process of selecting projects that best support the strategy of a particular organization and that could be best supported by the technical and managerial processes made available by the organization in order to have successful completion of the projects. As prospective projects managers, this course would enable the students to understand the role of a project in their organizations and to know the basic project management tools and techniques required in the process of project implementation. At the same time this course would provide the students with the necessary interpersonal skills for a successful implementation of a project.

MNGT 3620 CAREER DEVELOPMENT

Harwood, L. (2013) Your career: How to make it happen. Mason: Cengage Learning.

This course will allow students to gain knowledge and understanding of the processes which impact the planning and development of their professional careers and develop the necessary skills to engage in career planning. Students will be introduced to the theoretical and practical framework with which they can explore careers suitable to their interests, skills, personality type and values. The career planning journey will begin with visioning, continue with self- assessment and goal setting and result in exploration of the available career options.

FINC 3311 FINANCIAL MARKETS AND INSTITUTIONS

Financial Markets and Institutions (2009), sixth edition, by Frederic S. Mishkin and Stanley G. Eakins, Prentice Hall, ISBN 0-321-55211-3

The main goal of this course is to make an introduction of the students in this fascinating revolution. The course covers diversified areas of financial securities, operations and types of financial risks. It helps the students to understand how the key financial institutions manage their assets and liabilities and how the innovative financial instruments support this management. The students will be introduced with the financial regulation, institutional structure and analytical tools in order to understand the practical implementation of these innovations.

During this semester the course will focus of the latest changes in the regulation worldwide and the latest developments regarding the financial institutions. Focusing on the practice in the financial institutions is of a great benefit for the students in order to react to the challenges and changes of these institutions.

The students will have numerous information and analyses on the international finance. They will be provided with detailed explanation of the work, structure and regulation of the main financial markets in the world. This is crucial for functioning of today's more and more interconnected international financial systems.

MNGT 3114 ENTREPRENEURSHIP

Barringer, Bruce R. and Ireland, R. Duane (2010). 3rd Edition. Entrepreneurship: Successfully Launching New Ventures. Pearson Prentice-Hall.

This course will give you a clear idea of the entrepreneurship culture and its start up cycles thru four entrepreneurial process modules i.e.

- Decision to become entrepreneur,
- Developing Successful business ideas,
- Moving from idea to an entrepreneurial firm.

The course should enable one prepare basic business plans for start ups. The course offers interactive methods such as interviews with successful entrepreneurial firms, complementary set of case studies that simulate real time situations as well as real business practice in an Entrepreneurial company. The course stimulates online search techniques and company/industry intelligence. The inclusive approach enlightens the market opportunities and various industries maturity stage in order to bring to attention the gaps in the market. The financial projection tools and project development cycles are also in the focus of this course as well.

MNGT 3211 MARKETING MANAGEMENT

Marketing management, Philip Kotler and Kevin Lane Keller and others (2016), Pearson Education Limited, 15th Global edition.

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy.

MNGT 3301 SALES MANAGEMENT

David Jobber, Geoff Lancaster (2006), Selling and Sales Management, 7th Edition, Pearson Education

This course aims to acquaint students with the knowledge and skills for a career in sales. The selling process in today's environment is characterized by how well a salesperson can manage the buyer-seller relationships. Students will be able to develop their own perspectives and skills for solving problems facing a professional salesperson. The course will elaborate the principles, concepts and issues underlying personal selling and sales management. It should present the logical flow through the sales manager activities and issues that would be of his/her concern. The course has to give the strategic perspective of sales management and its contribution to the achievement of operational and financial corporate goals. Through examples, role plays and case studies, students should gain practical insights and skills in order to make better sales management decisions.

FINC 3014 CORPORATE FINANCE

Brealey, R., Myers, S., Marcus, A. (2018), Fundamentals of Corporate Finance, 9th ed., McGraw-Hill/Irwin

This course examines important issues in corporate finance from the perspective of managers that are responsible for making significant investment and financing decisions. The concept of net present value, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect the value of the firm. The course covers topics that are important to decision-making in marketing, operations management, and corporate strategy. A large portion of the course covers capital budgeting, first without uncertainty, and then in the presence of uncertainty. The course also includes a treatment of debt, dividend policy and capital market efficiency as they relate to the value-maximization objective of the firm, not disregarding option valuation and risk management using various hedging strategies.

The lectures will be divided in two parts. First part is the development of theoretical concepts and second is practical application and relation of those problems to various business issues. Emphasis will be given on the development of problem-solving skills based on a good understanding of the business environment as opposed to pure theorizing or mindless numbers exercises. Because of the practical importance of the material and as an illustration of the relevant theory, we will discuss examples and cases.

FINC 3524 MANAGEMENT OF FINANCIAL INSTITUTIONS

Anthony Saunders and Marcia M. Cornett, Financial Institutions Management: A Risk Management Approach, Sixth Edition, ISBN 13: 978-0-07-340514-8, ISBN 10: 0-07-340514-0.

The central theme of the course is that the risks faced by the Financial Institutions (FI) managers and the methods and markets through which these risks are managed are similar whether an institution is chartered as a commercial bank, a saving bank, an investment bank, or an insurance company. FIs provide the positive function of bearing and managing risk on behalf of their customers through the pooling of risks and the sale of their services as risk specialists.

While considerable importance is placed on special functions of FIs, by providing an overview describing the key balance sheet and regulatory features of the major sectors of the financial services industry, the fundamentals of risk measurement and management sections with an overview of the risks facing a modern FI, are stressed.

Such knowledge will enable the student to participate in the operations of a FI and in achieving its goals to maximize the value of the financial intermediary by managing the risks.

ECON 3504 INTERNATIONAL MONEY AND FINANCE

Eun, C.S. and Resnick, B.G. (2007) International Financial Management. 4th edition. Irwin McGraw Hill.

The module gives basic to intermediate analysis of the mainstream issues in the area of international finance. The module starts with overview of international financial markets, with particular focus on the foreign exchange market and the exchange rate determination. The relationship between exchange rates, interest rates and prices are studied thoroughly. In the second part, topics like exchange rate risk and its hedging and forecasting the exchange rates are studied.

FINC 3001 AUDIT 1

ACCA Study text Audit and Assurance AA F8 (International) from BPP Learning Media (2017) Course slides and lecture notes.

The first part of the syllabus covers the audit framework and local regulation, continuing with the audit planning process and tests of control. It includes information what audit is about, standards and analysis/comparison of internal and external audit. This audit curriculum considers audit planning and tests of controls as vital elements of the overall audit process while tackling major audit planning and materiality calculation issues. Moreover, students will learn to assess the appropriateness of tests of control and to develop of the test of controls framework.

The course further leads into process of collecting audit evidence and reporting. This part of the syllabus covers a range of areas relating to methods and systems of collecting appropriate audit evidence the auditor needs to be able to complete the audit engagement.

The course finishes with final review procedures and concentrates on reporting framework, including possible form and content of the audit report and auditor liability.

ACC 3301 FINANCIAL REPORTING AND STATEMENTS

Study text for F7 Financial Reporting (International) from BPP Learning Media

The Financial Reporting course assumes that students have a fundamental competency in the domain of Financial Accounting. This course should essentially help students develop analytical skills necessary to interpret financial statements of companies. Moreover, we will also embark on developing a more profound understanding of the International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS) by covering the concepts behind accounting measurement approaches. The lectures start with an examination of the characteristics of financial information and proceed with reporting of financial data for single entities and groups in compliance with IFRS. The course ends with a focus on financial statements preparation and interpretation.

Lecturing will consist of theory and practical exercises whereby we will accordingly analyze cases and examples in class.

Emphasis will be given on the development of problem-solving skills based on a good understanding of the business environment.

ACC 3101 PERFORMANCE MANAGEMENT

Study text for F5 Performance Management (International) from BPP Learning Media

The Performance Management course assumes that students have a fundamental proficiency in Financial and Managerial Accounting. This course examines the concepts and procedures underlying Performance Management in business and how it can contribute to managerial decisions, control, and performance reporting. Topics include cost measurement and cost control; cost-volume-profit analysis; target and activity-based costing; tools for planning and control; master budgeting and responsibility accounting; variance analysis; management control systems; inventory costing, management, and capacity analysis; cost information for decision making; relevant information; pricing decisions; cost management; strategic profitability analysis; cost allocation and revenues; measurement and control of overhead costs. Lecturing will consist of theory and practical exercises whereby we will accordingly analyze cases and examples in class. Emphasis will be given on the development of problem-solving skills based on profound understanding of the business environment.

ACC 3201 CORPORATE REPORTING

Study text for Strategic Business Reporting Workbook from BPP Learning Media

The syllabus for Corporate Reporting assumes knowledge acquired at the Fundamentals level including the core technical capabilities to prepare and analyse financial reports for single and combined entities. The syllabus takes the subject into greater depth and contextualises the role of the accountant as a professional steward and adviser/analyst by initially exploring the wider professional duties and responsibilities of the accountant to the stakeholders of an organisation.

The syllabus examines the financial reporting framework within which the accountant operates and examines detailed financial reporting requirements for entities leading to the preparation of group financial reports in accordance with generally accepted accounting practice and relevant standards. The syllabus then deals with the nature of reporting for specialised entities including not-for-profit and small and medium-sized enterprises.

The final sections of the syllabus explore – in more depth – the role of the accountant as financial analyst and adviser through the assessment of financial performance and position of entities, and the accountant's role in assessing and advising on the implications of accounting regulation on corporate reporting. Finally, the syllabus covers the evaluation of current developments and their implications for financial reporting.

ECON 3401 MONETARY ECONOMICS

Mishkin, F.S. (2007) *The Economics of Money, Banking and Financial Markets*. 8th ed. Pearson.

The course develops a number of theoretical frameworks for the analysis of the determinants of the price level and the rate of inflation, including ones in which monetary disturbances have real effects, that is, ones in which money can be non-neutral. The theoretical frameworks are then used as the basis for the discussion of the relationship between money growth and inflation, monetary stabilization policy, exchange rate policy, and the interaction between monetary and fiscal policy. The operations of commercial and central banking, determination of monetary aggregates and interest rates, and the linkages from Central Bank actions to price level, employment, economic growth, and balance of payments objectives. Coverage of models of monetary economics. The dynamics and real effects of inflation.

FINC 3454 PRINCIPLES OF BANKING

Introduction to Banking – by Barbara Casu, Claudia Girardone, Philip Molyneux, Pearson 2006, ISBN 978 – 0 – 273 – 69302 – 4.

This course is focused on the banking sector issues. The banks are dominant and still the most important financial institutions. Besides theoretical elaboration on the main principles and guiding rules in banking, the banking practice in the market economy is also presented. A special attention is given to the banking structure, banking products, services and innovations, risk management, banking supervision and prudential standards for a stable and sound banking system. An overview on the last financial crisis and the changes in the regulatory requirements in the banking sector on international level in the post crisis period will be also given. The topics are presented through examples, case studies and discussion on the current developments in the banking worldwide.

GLOB 3103 GLOBAL UNDERSTANDING

Global Understanding Reader, compiled by Marija Todorova, UACS, 2011.

This course offers a unique opportunity for UACS students to learn about other cultures in a face-to-face environment without having to leave their classroom. This class is designed to make the most of interactive technologies to give UACS students the opportunity to communicate with students in different countries. This way, students at each participating university can learn about a number of different cultures while simultaneously helping to teach about their own. The cultural exchange is based both on written communications between pairs of students (via 'chatting' and combined assignments) as well as through "web-streamed" face-to-face dialogue.

UACS students will connect consecutively with a total of three different universities. Each linkage will be with one university at a time and this makes up a small block (a little less than a third) of the entire semester.

LANG 3751 BUSINESS COMMUNICATION

Duckworth, Michael, and Rebecca Turner (2008). Business Result: Upper-intermediate Student's Book. Oxford: Oxford University Press.

This course provides a general Business English course both for students who have not yet worked in business and for students who already have experience of business environments. It provides practical reading, speaking, listening and writing skills necessary in the business environment. It also contains a wide range of essential business vocabulary and grammar. Business English helps business people worldwide to be able to trade and work together. It includes: the vocabulary which business people use; the particular language skills which they require in order to do business in English; grammar; the ability to read about and discuss topics of general interest to business people.

MARK 3400 MULTIMEDIA IN ADVERTISING

Multimedia: Making It Work 9th Edition by Tay Vaughan ©2014, published by McGraw-Hill Education. ISBN-13: 978-0071832885

In this course, the students will learn basic topics in Multimedia in Advertising, basis of digital raster graphics, with how to use raster based editor Adobe Photoshop; basis of digital vector graphics, with how to use vector based editors Adobe Illustrator; basic topics in Computer Animation (entire process of creating 2D computer animation) and basic topics in Web Design.

MARK 3614 PRODUCT DEVELOPMENT POLICY

Allan M. Anderson (2017) Product Development and Management (Whole book) Additional texts, book chapters and case studies.

The course is designed to provide basic knowledge of new product development as strategic marketing management concept. It focuses on project management approach and gives comprehensive basic understanding of its main assets. Managing product portfolio is observed as a business concept that helps companies to enhance their equity and run their activities being aware both of the tangible and intangible factors that influence its success. The course provides clear view on product portfolio management, innovations and developing new products in the portfolio, product life cycle (PLC), positioning and launching new products on the market, as well as building innovative corporate culture.

MARK 3711 INTERNET MARKETING AND DIGITAL COMMUNICATION

Dave Chaffey, Ellis - Chadwick Fiona, Digital Marketing, 6th edition.

The course will provide insight and knowledge about how digital technologies impacts marketing mix, how to prepare digital marketing strategy, full understanding of digital channels and their characteristics, specifics about web page development and SEO, content creation, advertising. It will provide with information how to use digital channels for marketing communication, individually, but also integrated with other offline marketing activities.

The course is combination of theory, discussions, case studies and preparation of final project on specific brand.

MARK 3704 MARKETING COMMUNICATIONS AND MEDIA

Clow K.E. and Baack D., 2010, Integrated Advertising, Promotion and Marketing Communications, 4/E ISBN-10: 0136079423, ISBN-13: 9780136079422, Publisher: Pearson Higher Education.

This course is designed to familiarize students with the contemporary Marketing communications, focused on Integrated Marketing Communications. It provides knowledge of terminology, concepts, theory, recent developments and innovations in marketing communications' mix. The course emphasizes team work, brainstorming, and idea generation for integrated communications. Students are taught to formulate strategies using integrated communication tools. Examples and cases will be drawn from the International Advertising Industry, as well as from the Macedonian Advertising Industry. Aim of the module is to provide contemporary view of the role and importance of marketing communications.

ECON 3401 MONETARY ECONOMICS

Mishkin, F.S. (2007) The Economics of Money, Banking and Financial Markets. 8th ed. Pearson.

The course develops a number of theoretical frameworks for the analysis of the determinants of the price level and the rate of inflation, including ones in which monetary disturbances have real effects, that is, ones in which money can be non-neutral. The theoretical frameworks are then used as the basis for the discussion of the relationship between money growth and inflation, monetary stabilization policy, exchange rate policy, and the interaction between monetary and fiscal policy.

The operations of commercial and central banking, determination of monetary aggregates and interest rates, and the linkages from Central Bank actions to price level, employment, economic growth, and balance of payments objectives. Coverage of models of monetary economics. The dynamics and real effects of inflation.

FINC 4253 MANAGERIAL ACCOUNTING

Oliver, M.S. and Horngren, C. T. (2010). Managerial Accounting, 10/E, New York: Pearson Prentice Hall.

This course provides a comprehensive, undergraduate level exploration of managerial accounting. It is intended to provide a background of the managerial accounting theory for undergraduate students and make them acquainted with the application of the main principles to real-life business situations and decision-making. It covers the relationship that managerial and financial accounting have on one another. Students will learn about the organizational role of management accountants in the management process, with focus on the use of accounting data in the day-to-day management of organizations. The course covers the basic cost terms, different types of costs and applies them within a job order and process cost system. Cost volume and variance analysis, budgeting and financial performance evaluation will also be addressed.

ECON 5001 BUSINESS PLANNING

Fred R. David (2015). Strategic Management, Concepts and Cases. Pearson.

Business Planning integrates the functional disciplines in the core undergraduate curriculum. The course introduces students to the nature of strategic planning and implementation across a broad spectrum of business contexts. At the core of this course are formulation, development, and implementation of a business strategy. Some of the topics central to this course include organizational vision and mission, industry and competitive analysis, sustainable competitive advantage, strategy formulation and implementation, and strategic leadership. Through case study students will have the opportunity to develop strategic plans and engage in the exploration of a creative side of the strategic business planning. A major purpose of the course is to sharpen your abilities to "think strategically" and weigh things from the perspective of what is best for the company as a whole.