



SCHOOL OF
BUSINESS ECONOMICS
AND MANAGEMENT

GRADUATE STUDIES



AD DESTINATUM PERSEQUOR



Who we are

The School of Business Economics and Management (SBEM) at the University American College Skopje is the only ACBSP internationally accredited school in the country. The university has been ranked as the best school of business and economics in the country by IDEAS REPEC for several years in a row, and is also ranked as the No.1 private university in the country according to the Jiao Tong ARWU Ranking.

The School of Business Economics and Management brings together excellent teaching staff and provides optimal conditions for learning and personal growth of every candidate. With over 30 faculty members whose knowledge, expertise and experience are unparalleled, SBEM offers candidates a unique possibility to learn, being dedicated to both theoretical and practical topics, offering an exclusive opportunity to learn from the best academic and business minds.



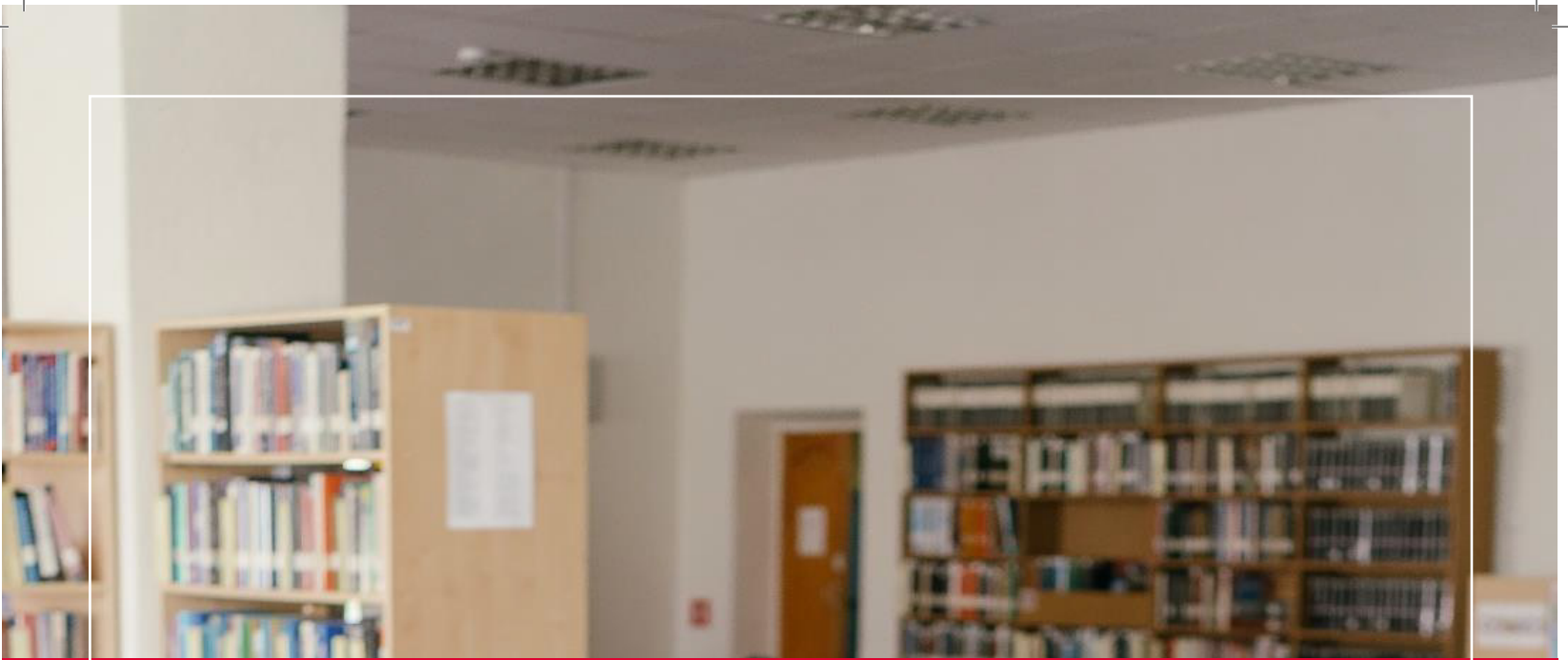
What we stand for

The School of Business Economics and Management and its Graduate program are dedicated to providing excellent education to candidates who wish to continue their education and broaden their knowledge and skillset. We have created advanced curricula that offer candidates a chance to learn from extended academic material from renowned authors, using the latest research methods and understanding specific business analyses.

Being focused on broadening the candidates' knowledge and guiding them further on their academic journey, we actively involve them in the local and regional business world so that they are part of the current business affairs, trends and processes. This is done with practical information, case studies and real analyses delivered by professors of practice, as well as with direct immersion in the business and corporate world, with UACS serving as a point of contact and networking.

The School of Business Economics and Management at UACS also fosters close alumni relations, caring for the candidates even after they graduate. We keep track of the milestones and successes of our candidates and serve as base for career improvement, constantly organizing various activities and offering professional services and opportunities.





Our Faculty

The UACS SBEM Faculty combines academics who are recognized scholars with significant science and theory achievements, with professors of management practice, who are business experts, company CEOs and eminent experts in their respective industries. Also, UACS SBEM provides international exposure by organizing classes conducted by international lecturers from renowned universities.

Our Philosophy

Our aim is to recognize the individual potential in every candidate and to advance their professional skills. Besides lectures, the educational concept of our graduate studies includes lectures, role plays, case studies analyses, solving practical problems, as well as individual and teamwork in actual companies, market research, marketing plans, financial analyses and employee satisfaction measurement.

The candidates use Moodle, an online learning platform which has been a standard in world education and is being used in over 80% of the world universities. Moodle enables candidates with a 24/7 access to learning materials, lectures, presentations, case studies for projects, etc.

The classes are in English, using up-to-date course books and lecture materials from world known universities. Additionally, the candidates learn in an environment that further stimulates them to develop their presentation, communication and other soft skills.

Giving Back to Community

Our programs also nurture social responsibility in candidates, inviting them to respect the community they live in by being responsible members of society. This is why UACS organizes plenty of socially responsible events and projects in which they are actively involved.

Programs and Concentrations

The UACS SBEM offers graduate studies in English in the following concentrations:

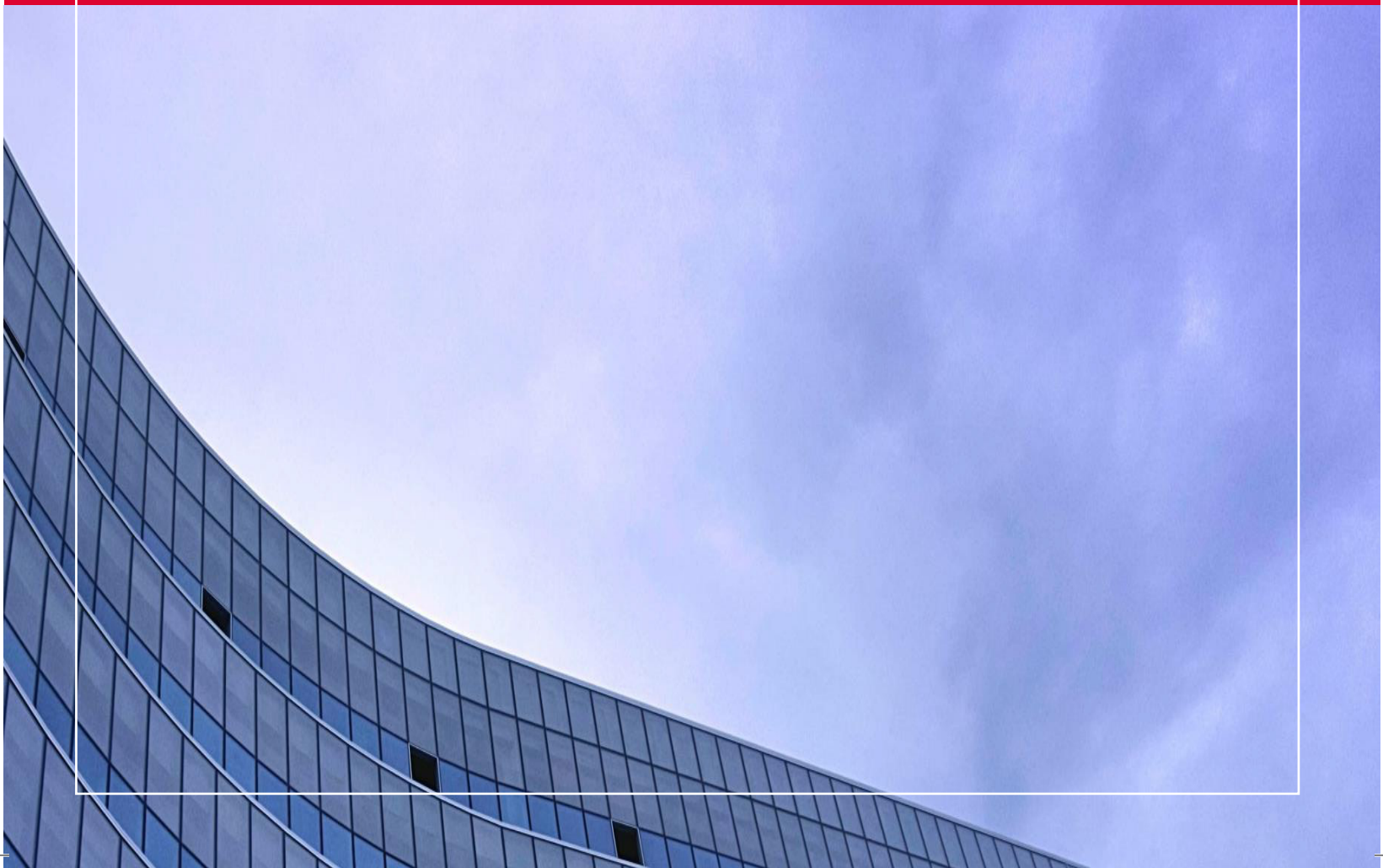
- **Specialist Studies - Business Administration**
- **Graduate Studies - Management**
- **Graduate Studies - Marketing**
- **Graduate Studies - Finance and Banking**
- **Graduate Studies - Human Resource Management**

Titles and Degrees Earned upon Graduation

- **Specialist in Business Administration**
- **Master of Arts in Management**
- **Master of Arts in Marketing**
- **Master of Science in Finance and Banking**
- **Master of Arts in Human Resource Management**



University American College Skopje is the only university in the country accredited by The American Accreditation Council for Business Schools and Programs ACBSP



Graduate Programs and Concentrations

Specialist studies - Business Administration

The specialist studies are a one-year study program, offering an advanced level of knowledge of the theoretical and practical implications of management as a science and as a profession. Developed to fit the needs of candidates who already have acquired basic knowledge in the topic of business and business administration, this curriculum provides a deeper insight of the matter and a greater academic knowledge, enabling the candidates with better skills and a more in depth approach, as required in various business environments.

Graduate studies - Management

The graduate studies in Management offer a higher level of education in the topic of business management and have been designed to respond to the needs of candidates with acquired prior knowledge in the field, or candidates that already have a managerial experience. With this program, they will be able to further their knowledge of business administration and develop skills to deal with various managerial challenges, learning how to professionally and competently work according to the latest business management trends and critically evaluate information from financial reporting.

Graduate studies - Marketing

The graduate studies in Marketing enable the acquisition of more essential skills and knowledge that lead to an increased competence and competitiveness in the digital era. Developed with an input from marketing practitioners and international academic researchers, the program brings together the most relevant advances in the marketing discipline and includes the topics of fundamental marketing theories, digital marketing, consumer behavior, brand management, etc. The studies also focus on developing interpersonal skills for problem solving, critical thinking and self-confidence, as well as questioning the existing ways of doing things.

Graduate studies - Finance and Banking

The study program in Finance and Banking is aimed at candidates with previous knowledge of economics, public finance, financial innovation, accounting, financial analysis and entrepreneurship. The program provides an advanced education and a higher level of learning for a successful career in finance, business, entrepreneurship, government and NGOs; helping candidates to face modern challenges in different situations and environments, while becoming skilled at preparing economic, financial and accounting records as part of their careers as professional analysts, economists, bankers and financial advisors.

Graduate studies - Human Resource Management

The graduate studies in Human Resource Management offer an advanced knowledge in the area of people management. Aimed at candidates with prior knowledge or work experience in management of human resources, this program enables them with skills and knowledge to face modern challenges, both in various work situations and environments, and in various types of structures and organizations. This program also focuses on building communication and psychological skills to assess and improve the effectiveness, efficiency and well-being of individuals, groups and systems within organizations.

Tenured Faculty

- Marjan Bojadjiev – Professor at Tor Vergata University of Rome, Italy, Teacher of the Year 2012 for Europe and the Middle East
- Venera Krliu – Webster University Geneva, Switzerland Alumna, Board Member of Macedonia 2025
- Marjan Petreski – Staffordshire University, UK Alumnus, Best Researcher in South East Europe Award
- Snezhana Hristova – Fulbright Alumna, Radboud University, Netherlands Alumna
- Ilijana Petrovska – Head of Training and Development and Associate professor at ARIU with University of Derby UK
- Ana Tomovska Misoska – Belfast University, Ireland Alumna, Board Member of Macedonian Human Resource Association
- Tome Nenovski – Former Deputy Governor of RNM National Bank
- Ivona Mileva – International University of Monaco Alumna
- Dushica Stevchevska Srbinoska – CPA, Visiting Professor at Université d'Angers, France
- Elena Bundaleska – Fordham University, USA Alumna

Adjunct Professors

- Igor Velichkovski – Head of Payment Operations at RNM National Bank
- Evica Delova Jolevski – Assistant Governor at RNM National Bank
- Filip Ivanovski – CEO of Pakomak
- Nadica Jovanovska Boshkovska – Tor Vergata University of Rome, Italy Alumna, CPO EUROPA RE LTD
- Aneta Krstevska – Chief Economist at RNM National Bank
- Goran Vasilev – CEO of IuteCREDIT
- Blagica Petreski – CEO of Finance Think
- Jana Prodanova – Researcher at Macedonian Academy of Sciences
- Maja Stevkova Shterjeva – CFO of Komercijalna Banka A.D. Skopje
- Kalina Sejfula – PR Manager at Eurolink Insurance
- Maja Parnardjjeva-Zmejkova – Insurance Supervision
- Ivo Paunovski – Head of IT and Partnering at A1
- Jane Plavevski – Senior Product Manager at Damilah
- Ivana Dojchinovska – Board Member of Macedonian Human Resource Association
- Tihomir Petreski – CEO of Triglav Pension Fund, Former CEO of Coca Cola Balkans
- Elena Mladenovska Jelenkovik – M6 Educational Centre
- Kosta Koteski – Vice manager and board member of Replek

International Faculty Members

- Luca Gnan – Former President of the European Academy of Management – Tor Vergata University of Rome, Italy
- Jaka Vadnjal – GEA College, Ljubljana, Slovenia
- Vittorio De Pedys – ESCP Business School
- Kimberly Parker – University of Kentucky, USA
- Bobi Ivanov – University of Kentucky, USA
- Sabina Cvitkovic – Kohlmann Communications, University of Ljubljana Slovenia Alumna, Marketing Director of Zagreb Holding



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Specialist Studies – Business Administration

| Courses: | | ECTS |
|-------------------|---|-----------|
| 1 | Organizational Behavior and Leadership – Advanced Level | 8 |
| 2 | Digital Marketing | 8 |
| 3 | Family Businesses and Entrepreneurship – Advanced Level | 8 |
| 4 | Corporate Governance and Business Ethics | 8 |
| 5 | Entrepreneurial Finance | 8 |
| 6 | Elective Course | 8 |
| 7 | Elective Course | 8 |
| 8 | Specialist Thesis | 4 |
| Total ECTS | | 60 |

| Elective courses, 2 of the following: | |
|--|---|
| Public Relations | 8 |
| E-Business Management | 8 |
| Organizational Change Management | 8 |
| International Finance | 8 |
| Staff Training and Development | 8 |
| Innovation Management and Creativity | 8 |
| Strategic Marketing | 8 |
| Insurance Management | 8 |
| International Business | 8 |
| Strategic Brand Management | 8 |
| Cases in Management | 8 |
| Operations and Project Management – Advanced Level | 8 |
| Cases in Human Resources Management | 8 |
| Integrated Marketing Communications | 8 |
| Bank Management | 8 |
| Portfolio Analysis and Management | 8 |
| Financial Reporting and Financial Statement Analysis | 8 |
| Advanced Business Communications | 8 |
| Research Methods in Business | 8 |

Management (3+2)

| Year 1 | | |
|-------------------|---|-----------|
| Courses: | | ECTS |
| 1 | Organizational Behavior and Leadership – Advanced Level | 8 |
| 2 | Managerial Accounting | 8 |
| 3 | Family Businesses and Entrepreneurship – Advanced Level | 8 |
| 4 | Organizational Change Management | 8 |
| 5 | Innovation Management and Creativity | 8 |
| 6 | Elective Course | 8 |
| 7 | Elective Course | 8 |
| 8 | Internship/Project | 4 |
| Total ECTS | | 60 |

| Year 2 | | |
|-------------------|-------------------------------------|-----------|
| Courses: | | ECTS |
| 1 | Investment and Financial Management | 8 |
| 2 | Strategic Human Resource Management | 8 |
| 3 | Research Methods in Business | 8 |
| 4 | Elective Course | 8 |
| 5 | Elective Course | 8 |
| 6 | Master Thesis | 20 |
| Total ECTS | | 60 |

| Elective courses, 4 of the following: | |
|---|---|
| International Business | 8 |
| E-Business Management | 8 |
| Strategic Management | 8 |
| International Finance | 8 |
| Entrepreneurial Finance | 8 |
| Staff Training and Development | 8 |
| Strategic Marketing | 8 |
| Digital Marketing | 8 |
| Cases in Management | 8 |
| Corporate Governance and Business Ethics | 8 |
| Operational and Project Management – Advanced level | 8 |

| | |
|--|---|
| Cases in Human Resource Management | 8 |
| Integrated Marketing Communications | 8 |
| Bank Management | 8 |
| Portfolio Analysis and Management | 8 |
| Financial Reporting and Financial Statement Analysis | 8 |
| Insurance Management | 8 |
| Advanced Business Communication | 8 |
| Master Thesis Writing Workshop | 8 |

Marketing (3+2)

| Year 1 | | |
|-------------------|---|-----------|
| Courses: | | ECTS |
| 7 | Organizational Behavior and Leadership – Advanced Level | 8 |
| 2 | Pricing Policy | 8 |
| 3 | Distribution Channel Management | 8 |
| 4 | Digital Marketing | 8 |
| 5 | Integrated Marketing Communication | 8 |
| 6 | Elective Course | 8 |
| 7 | Elective Course | 8 |
| 8 | Internship/Project | 4 |
| Total ECTS | | 60 |

| Year 2 | | |
|-------------------|------------------------------|-----------|
| Courses: | | ECTS |
| 7 | Public Relations | 8 |
| 2 | Strategic Brand Management | 8 |
| 3 | Strategic Marketing | 8 |
| 4 | Research Methods in Business | 8 |
| 5 | Elective Course | 8 |
| 6 | Master Thesis | 20 |
| Total ECTS | | 60 |

| Elective courses, 3 of the following: | | |
|--|---|---|
| | Operations and Project Management – Advanced Level | 8 |
| | Corporate Governance and Business Ethics | 8 |
| | International Business | 8 |
| | E-Business Management | 8 |
| | Entrepreneurial Finance | 8 |
| | Family Businesses and Entrepreneurship – Advanced Level | 8 |
| | Innovation Management and Creativity | 8 |
| | Cases in Management | 8 |
| | Cases in Marketing | 8 |
| | Strategic Management | 8 |
| | International Marketing | 8 |
| | Advanced Business Communications | 8 |
| | Thesis Writing Workshop | 8 |

Finance and Banking (3+2)

| Year 1 | | |
|-------------------|---|-----------|
| Courses: | | ECTS |
| 1 | Organizational Behavior and Leadership – Advanced Level | 8 |
| 2 | Investment and Financial Management | 8 |
| 3 | Managerial Accounting | 8 |
| 4 | Risk Management and Bank Stress Testing | 8 |
| 5 | Innovation Management and Creativity | 8 |
| 6 | Elective Course | 8 |
| 7 | Elective Course | 8 |
| 8 | Internship/Project | 4 |
| Total ECTS | | 60 |

| Year 2 | | |
|-------------------|--|-----------|
| Courses: | | ECTS |
| 1 | International Finance | 8 |
| 2 | Financial Reporting and Financial Statement Analysis | 8 |
| 3 | Research Methods in Business | 8 |
| 4 | Elective Course | 8 |
| 5 | Elective Course | 8 |
| 6 | Master Thesis | 20 |
| Total ECTS | | 60 |

| Elective courses, 4 of the following: | | |
|---------------------------------------|---|---|
| | Entrepreneurial Finance | 8 |
| | Bank Management | 8 |
| | Monetary Economy | 8 |
| | Insurance Management | 8 |
| | Audit | 8 |
| | Strategic Management | 8 |
| | Organizational Change Management | 8 |
| | Digital Marketing | 8 |
| | Portfolio Analysis and Management | 8 |
| | Corporate Governance and Business Ethics | 8 |
| | Family Businesses and Entrepreneurship – Advanced Level | 8 |
| | Advanced Business Communication | 8 |
| | Master Thesis Writing Workshop | 8 |

Human Resource Management (3+2)

| Year 1 | | |
|-------------------|---|-----------|
| Courses: | | ECTS |
| 1 | Organizational Behavior and Leadership – Advanced Level | 8 |
| 2 | Strategic Human Resource Management | 8 |
| 3 | Recruitment and Selection | 8 |
| 4 | Innovation Management and Creativity | 8 |
| 5 | Elective Course | 8 |
| 6 | Elective Course | 8 |
| 7 | Elective Course | 8 |
| 8 | Internship/Project | 4 |
| Total ECTS | | 60 |

| Year 2 | | |
|-------------------|---|-----------|
| Courses: | | ECTS |
| 1 | Performance and Compensation Management | 8 |
| 2 | Staff Training and Development | 8 |
| 3 | Organizational Change Management | 8 |
| 4 | Research Methods in Business | 8 |
| 5 | Elective Course | 8 |
| 6 | Master Thesis | 20 |
| Total ECTS | | 60 |

| Elective courses, 4 of the following: | | |
|--|---|---|
| | International Business | 8 |
| | E-Business Management | 8 |
| | Family Businesses and Entrepreneurship – Advanced Level | 8 |
| | Strategic Management | 8 |
| | Strategic Marketing | 8 |
| | Corporate Governance and Business Ethics | 8 |
| | Digital Marketing | 8 |
| | Cases in Management | 8 |
| | Operational and Project Management – Advanced Level | 8 |
| | Cases in Human Resource Management | 8 |
| | Integrated Marketing Communications | 8 |
| | Advanced Business Communication | 8 |
| | Master Thesis Writing Workshop | 8 |

Management (4+1)

| Courses: | | ECTS |
|-------------------|---|-------------|
| 1 | Organizational Behavior and Leadership – Advanced Level | 6 |
| 2 | Managerial Accounting | 6 |
| 3 | Family Businesses and Entrepreneurship – Advanced Level | 6 |
| 4 | Organizational Change Management | 6 |
| 5 | Innovation Management and Creativity | 6 |
| 6 | Investment and Financial Management | 6 |
| 7 | Elective Course | 6 |
| 8 | Elective Course | 6 |
| 9 | Master Thesis | 12 |
| Total ECTS | | 60 |

| Elective courses, 2 of the following: | |
|--|---|
| International Business | 6 |
| E-Business Management | 6 |
| Strategic Management | 6 |
| International Finance | 6 |
| Entrepreneurial Finance | 6 |
| Staff Training and Development | 6 |
| Strategic Marketing | 6 |
| Digital Marketing | 6 |
| Cases in Management | 6 |
| Corporate Governance and Business Ethics | 6 |
| Operations and Project Management – Advanced Level | 6 |
| Cases in Human Resource Management | 6 |
| Integrated Marketing Communications | 6 |
| Bank Management | 6 |
| Portfolio Analysis and Management | 6 |
| Financial Reporting and Financial Statement Analysis | 6 |
| Insurance Management | 6 |
| Strategic Human Resource Management | 6 |
| Research Methods in Business | 6 |
| Advanced Business Communication | 6 |
| Master Thesis Writing Workshop | 6 |

Marketing (4+1)

| Courses: | | ECTS |
|-------------------|---|-------------|
| 1 | Integrated Marketing Communication | 6 |
| 2 | Pricing Policy | 6 |
| 3 | Distribution Channel Management | 6 |
| 4 | Digital Marketing | 6 |
| 5 | Organizational Behavior and Leadership – Advanced Level | 6 |
| 6 | Public Relations | 6 |
| 7 | Elective Course | 6 |
| 8 | Elective Course | 6 |
| 9 | Master Thesis | 12 |
| Total ECTS | | 60 |

| Elective courses, 2 of the following: | | |
|--|---|---|
| | Operations and Project Management – Advanced Level | 6 |
| | Corporate Governance and Business Ethics | 6 |
| | International Business | 6 |
| | E-Business Management | 6 |
| | Entrepreneurial Finance | 6 |
| | Family Businesses and Entrepreneurship – Advanced Level | 6 |
| | Organizational Change Management | 6 |
| | Cases in Management | 6 |
| | Cases in Marketing | 6 |
| | Strategic Management | 6 |
| | International Marketing | 6 |
| | Strategic Brand Management | 6 |
| | Strategic Marketing | 6 |
| | Research Methods for Business | 6 |
| | Advanced Business Communications | 6 |
| | Master Thesis Writing Workshop | 6 |

Finance and Banking (4+1)

| Courses: | | ECTS |
|-------------------|---|-----------|
| 1 | Organizational Behavior and Leadership – Advanced Level | 6 |
| 2 | Investment and Financial Management | 6 |
| 3 | Managerial Accounting | 6 |
| 4 | Risk Management and Bank Stress Testing | 6 |
| 5 | Innovation Management and Creativity | 6 |
| 6 | Financial Reporting and Financial Statement Analysis | 6 |
| 7 | Elective Course | 6 |
| 8 | Elective Course | 6 |
| 9 | Master Thesis | 12 |
| Total ECTS | | 60 |

| Elective courses, 2 of the following: | |
|---|---|
| Entrepreneurial Finance | 6 |
| Bank Management | 6 |
| Monetary Economy | 6 |
| Insurance Management | 6 |
| Audit | 6 |
| Strategic Management | 6 |
| Organizational Change Management | 6 |
| Digital Marketing | 6 |
| Portfolio Analysis and Management | 6 |
| Corporate Governance and Business Ethics | 6 |
| Family Businesses and Entrepreneurship – Advanced Level | 6 |
| International Finance | 6 |
| Research Methods in Business | 6 |
| Advanced Business Communication | 6 |
| Master Thesis Writing Workshop | 6 |

Human Resource Management (4+1)

| Courses: | | ECTS |
|-------------------|---|-------------|
| 1 | Organizational Behavior and Leadership – Advanced Level | 6 |
| 2 | Strategic Human Resource Management | 6 |
| 3 | Recruitment and Selection | 6 |
| 4 | Organizational Change Management | 6 |
| 5 | Performance and Compensation Management | 6 |
| 6 | Staff Training and Development | 6 |
| 7 | Elective Course | 6 |
| 8 | Elective Course | 6 |
| 9 | Master Thesis | 12 |
| Total ECTS | | 60 |

| Elective courses, 2 of the following: | |
|---|---|
| International Business | 6 |
| E-Business Management | 6 |
| Family Businesses and Entrepreneurship – Advanced Level | 6 |
| Strategic Management | 6 |
| Strategic Marketing | 6 |
| Corporate Governance and Business Ethics | 6 |
| Digital Marketing | 6 |
| Cases in Management | 6 |
| Operations and Project Management – Advanced Level | 6 |
| Cases in Human Resource Management | 6 |
| Integrated Marketing Communications | 6 |
| Innovation Management and Creativity | 6 |
| Research Methods in Business | 6 |
| Advanced Business Communication | 6 |
| Master Thesis Writing Workshop | 6 |

A photograph of an office desk with a chair, a laptop, and various office supplies. The desk is made of wood and has a laptop, a mouse, and some papers on it. A chair is positioned in front of the desk. The background is a window with vertical blinds.

University American College Skopje

DEDICATED TO YOUR FUTURE