ACBSP
ACCREDITED

University American College Skopje

SCHOOL OF BUSINESS ECONOMICS AND MANAGEMENT

AD DESTINATUM PERSEQUOR

WHO ARE WE?

The School of Business Economics and Management (SBEM) at University American College Skopje is the only ACBSP internationally accredited school in the Republic of North Macedonia. It 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 No1 private university in North Macedonia according to the Jiao Tong ARWU Ranking.

The School of Business Economics and Management brings together excellent teaching staff with a student/teacher ratio of 18:1 and applies the Harvard Business School learning methods. With over 30 faculty members whose knowledge and experience are unparalleled, SBEM provides students a unique exposure to both theoretical and practical topics, offering an exclusive opportunity to learn from the best academic and business minds.

WHAT DO WE STAND FOR?

The School of Business Economics and Management is dedicated to providing excellent education to students and creating the professionals that the modern business world needs. We have carefully designed curricula that enable students to learn from vast academic material from renowned authors, using the latest research methods and understanding the most contemporary business analyses.

Having provided that, we are also dedicated to introducing students to the real world and adapting them to the needs of the modern businesses. This is done with practical information during the studies, delivered by professors of practice, and also with direct immersion in the business and corporate world, through internships and job offers in various companies, with UACS serving a point of contact and networking.

The School of Business Economics and Management at UACS also offers additional services that support student education in terms of academic advising and tutoring through the Tutoring Assistance Student Club (TASC). In addition to this, SBEM fosters close alumni relations, caring for the students even after they graduate. We keep track of the milestones and successes of our students 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.

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

OUR PROFESSORS

Prof. Tome Nenovski, PhD
Prof. Marjan I. Bojadjiev, PhD
Prof. Venera Krliu Handjiski, PhD
Prof. Marjan Petreski, PhD
Prof. Snezhana Hristova, PhD
Prof. Ilijana Petrovska, PhD
Prof. Ana Tomovska Misoska, PhD
Prof. Dimitar Kovachevski, PhD
Prof. Dushica Stevchevska Srbinoska, PhD
Prof. Miodraga Stefanovska Petkovska, PhD
Prof. Elena Bundaleska, PhD
Prof. Ivona Mileva, PhD candidate
Prof. Maja Kadievska Vojnovikj, PhD candidate
Prof. Zoran Shapurikj, PhD
Prof. Evica Delova Jolevska, PhD
Prof. Jadranka Mrshikj, PhD
Prof. Aneta Krstevska, PhD
Prof. Igor Velichkovski, PhD
Prof. Vladimir Naumovski, PhD
Prof. Filip Ivanovski, PhD
Prof. Blagica Petreski, PhD

PROFESSORS OF PRACTICE

Prof. Maja Stevkova Shterieva, PhD
Prof. Maja Parnardjieva Zmejkova, PhD
Prof. Goran Vasilev, PhD
Prof. Samir Latif, PhD
Prof. Sasho Ordanovski, PhD
Prof. Vladimir Stefanovski, MSc
Prof. Zhaklina Geshtakovska Aleksoska, MSc
Prof. Angelka Peeva Laurenchikj, MSc
Prof. Ivo Paunovski, MSc
Prof. Zdenka Nikolovska, MPPM

University American College Skopje

VISITING AND EXCHANGE PROFESSORS

Prof. Vittorio de Pedys, PhD – Professor at the leading European Business School, ESCP Europe
Prof. Luca Gnan, PhD – Full Professor at the University of Rome Tor Vergata
Prof. Giulia Flamini, PhD – University of Rome Tor Vergata
Prof. Anthony Clark, PhD – Professor at St. Louis Community College
Prof. Paola Vola, PhD – University of Eastern Piedmont
Prof. El-Hadj Bah, PhD – University of Auckland, Auckland, New Zealand
Prof. Gerhard Wassenberg, PhD – Aachen University of Applied Sciences, Aachen, Germany
Prof. Jaka Vadnjal, PhD – GEA College of Entrepreneurship, Ljubljana, Slovenia
Prof. Jean-Francois Gagne, PhD – Institut Supérieur de Gestion, Paris, France
Prof. Jeremy Cripps, PhD – Professor Honoris Causa at UACS, Findlay University, Ohio, USA.
Prof. Dimitrios Akrivoulis, PhD – University of West Macedonia, Florina, Greece

OUR TEACHING PHILOSOPHY

Our aim is to bring out the individual potential of each student and develop their professional skills. This is done not by teaching theory and facts only, but with application of the knowledge and by gaining practical skills also. Besides lectures, the education concept also includes role play, case study analysis, solving practical problems and work on individual and team projects in real companies, starting from market research and writing marketing plans, all the way to measuring employee satisfaction.

The students use Moodle, an online learning platform which is standard in world class education and is used by over 80% of world universities. Moodle provides students 24/7 access to teaching materials, lectures, presentations, templates for projects, etc.

The lectures are conducted in English, using contemporary textbooks and teaching materials from world renowned universities. The curriculum is designed to stimulate individual work and teamwork, as well as foster development of soft skills. Students are also encouraged to develop and improve their presentation and communication skills in English.

UACS BUSINESS COUNCIL

The cooperation with the UACS Business Council is a key factor for developing highly professional staff for modern companies. The UACS Business Council is comprised of 150 leading companies from various business sectors – banks, telecommunication companies, insurance companies, finance companies, advertising agencies, and a large number of successful small and medium enterprises. Providing adjustment of the curricula to the needs of the real business sector, the UACS Business Council is an additional opportunity for career development of the UACS candidates.

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 project in which they are actively involved.

UNDERGRADUATE PROGRAMS AND CONCENTRATIONS

The SBEM at UACS offers undergraduate studies in several concentrations.

Management: Preparing students to understand the business environment in various sectors and industries, this program is ACBSP accredited and designed to develop analysis skills in terms of markets, customers, competition and strategy. Students obtain a clear idea of entrepreneurial culture and its startup cycles and are able to prepare and execute a business plan in today's fast-moving business environment

Marketing: This program is ACBSP accredited and designed to offer knowledge, understanding and application of modern marketing principles. While developing marketing plans and strategies, students analyze consumer behavior, learn branding and positioning, develop sales skills, create an advertising campaign and build relationships with clients and customers.

Finance: This ACBSP accredited program is dedicated to educate students how to understand financial, banking and accounting concepts and principles, as well as how to apply them in practical context. Students at this concentration study how to recognize and analyze financial data, financial markets and institutions and become skilled at making investment and financial decisions.

HR management: This program is designed to prepare students to become a part of the dynamic and attractive world in human resources. Students learn how to work on employee motivation and training, and become skilled HR professionals in recruitment and selection.

SBEM ALSO OFFERS:

AUDIT AND ACCOUNTING – ACCA ACCREDITED

BUSINESS ADMINISTRATION AND ECONOMICS – DUAL DEGREE PROGRAM WITH TOR VERGATA ROME

LEARNING OUTCOMES

Management: Understanding models for analyzing business environments. Knowing how to analyze competitors. Preparing various types of business plans. Understanding entrepreneurship.

Marketing: Understanding basic principles and methods of marketing strategies, advertising, consumer behavior, sales management, brand management, networking and customer relations.

Finance: Knowing key financial, banking and accounting principles and techniques. Collecting and analyzing financial data for basic investment and financial decisions.

HR management: Understanding the importance of HR management in the company. Knowledge of basic aspects and principles of HR management in various business environments.

EMPLOYMENT POSSIBILITIES

SBEM is proud to have over 70% of the graduates employed within a year after graduation. Our students are able to start working as:

Management: planning, development, analysis, strategic planning, department directors, managers, etc.

Marketing: marketing research, advertising executives, PR officers, strategic marketing, sales officers, client service relations, etc.

Finance: banks, insurance, NBRM, stock exchange, brokerage houses, accounting, commerce, export-import, etc.

HR management: HR officers, head hunters, recruitment officers, employee motivation and development in various companies, etc.

Audit and accounting: auditors and certified accountants.

Tor Vergata Rome program: banks, finance, ministries, economies and working abroad.

TITLES AND DEGREES EARNED UPON GRADUATION AT UACS SBEM:

BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT (180 ECTS)

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (180 ECTS)

BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE (180 ECTS)

BACHELOR OF BUSINESS ADMINISTRATION IN HRM (180 ECTS)

UNDERGRADUATE STUDY PROGRAM - YEAR 1

MANAGEMENT

Mandatory Courses
- Introduction to Management
- Introduction to Microeconomics
- Business Math
- Principles of Accounting
- Introduction to Marketing
- Composition 1
- Internship

Elective courses
(choose 2 of the 3)
- Psychology
- Sociology
- Business Law

Elective courses
(choose 2 of the 3)
- Computer applications 1
- English as a Foreign Language 1
- History of Art

MARKETING

Mandatory Courses
- Introduction to Management
- Introduction to Microeconomics
- Business Math
- Principles of Accounting
- Introduction to Marketing
- Composition 1
- Internship

Elective courses
(choose 2 of the 3)
- Psychology
- Sociology
- Business Law

Elective courses
(choose 2 of the 3)
- Computer applications 1
- English as a Foreign Language 1
- History of Art

FINANCE

Mandatory Courses
- Introduction to Management
- Introduction to Microeconomics
- Business Math
- Principles of Accounting
- Introduction to Marketing
- Composition 1
- Internship

Elective courses
(choose 2 of the 3)
- Psychology
- Sociology
- Business Law

Elective courses
(choose 2 of the 3)
- Computer applications 1
- English as a Foreign Language 1
- History of Art

HR MANAGEMENT

Mandatory Courses
- Introduction to Management
- Introduction to Microeconomics
- Business Math
- Principles of Accounting
- Introduction to Marketing
- Composition 1
- Internship

Elective courses
(choose 2 of the 3)
- Psychology
- Sociology
- Business Law

Elective courses
(choose 2 of the 3)
- Computer applications 1
- English as a Foreign Language 1
- History of Art

UNDERGRADUATE STUDY PROGRAM - YEAR 2

MANAGEMENT

Mandatory Courses

- Statistics for Business
- Introduction to Macroeconomics
- Principles of Organizational Behavior
- Business Communication
- Introduction to HR Management
- Introduction to Finance
- Internship

Elective courses

(choose 3 of the 4)

- Introduction to e-Business
- Public Finance
- Business Ethics
- EU Economics

Elective courses

(choose 1 of the 4)

- EU Structures and Institutions
- Ecology and Sustainable Development
- English as a Foreign Language 2
- Global Understanding

MARKETING

Mandatory Courses

- Statistics for Business
- Introduction to Macroeconomics
- Principles of Organizational Behavior
- Business Communication
- Consumer Behavior
- Introduction to Finance
- Internship

Elective courses

(choose 3 of the 4)

- Introduction to HR Management
- International Management and Globalization
- Introduction to e-Business
- Business Ethics

Elective courses

(choose 1 of the 4)

- EU Structures and Institutions
- Ecology and Sustainable Development
- English as a Foreign Language 2
- Global Understanding

FINANCE

Mandatory Courses

- Statistics for Business
- Introduction to Macroeconomics
- Principles of Organizational Behavior
- Business Communication
- Introduction to Finance
- Financial Accounting
- Internship

Elective courses

(choose 3 of the 5)

- Business Ethics
- EU Economics
- International Management and Globalization
- Introduction to HR Management
- Public Finance

Elective courses

(choose 1 of the 4)

- EU Structures and Institutions
- Ecology and Sustainable Development
- English as a Foreign Language 2
- Global Understanding

HR MANAGEMENT

Mandatory Courses

- Statistics for Business
- Introduction to Macroeconomics
- Principles of Organizational Behavior
- Business Communication
- Introduction to HR Management
- Business Ethics

Elective courses

(choose 3 of the 4)

- International Management and Globalization
- Psychology of Groups and Teams
- Career Development – individual perspective
- Introduction to e-Business

Elective courses

(choose 1 of the 4)

- EU Structures and Institutions
- Ecology and Sustainable Development
- English as a Foreign Language 2
- Global Understanding

UNDERGRADUATE STUDY PROGRAM - YEAR 3

MANAGEMENT

Mandatory Courses
- Business Planning
- International Management and Globalization
- Entrepreneurship
- Principles of Project Management
- Business Applications and Information Systems
- Principles of Operations Management
- Internship and Project

Elective courses
(choose 2 of the 4)
- Contract Law
- Marketing Management
- Career Development
- Sales Management

MARKETING

Mandatory Courses
- Business Planning
- Market Research
- Marketing Management
- Product Development Policy
- Marketing Communication and Media
- Sales Management
- Internship and Project

Elective courses
(choose 2 of the 5)
- Entrepreneurship
- Contract Law
- Multimedia in Advertising
- Internet and Digital Marketing
- Communications

FINANCE

Mandatory Courses
- Business Planning
- Corporate Finance
- Monetary Economics
- Banking
- Financial Markets and Institutions
- Contract Law
- Internship and Project

Elective courses
(choose 2 of the 6)
- Entrepreneurship
- Monetary Economics
- International Money and Finance
- Management of Financial Institutions
- Career Development
- Marketing Management

HR MANAGEMENT

Mandatory Courses
- Business Planning
- Foundations of Finance
- Staffing organizations
- Introduction to Staff Training and Development
- Performance Management and Compensation
- Legal Framework of HR

Elective courses
(choose 2 of the 3)
- Principles of Operations Management
- Conflict Management
- Talent Management
  Leadership in Organizations

Total ECTS = 180

UniversityAmericanCollegeSkopje reserves the right to offer courses in a special semester.
UniversityAmericanCollegeSkopje reserves the right to amend the program.

GRADUATE PROGRAMS AND CONCENTRATIONS

The UACS Graduate Program is supported by over 30 scholars, professors of management practice and international visiting professors. It is especially designed to advance the skills and the knowledge acquired at graduate level, regardless of the provenience of the student. This means that the graduate programs are created to suit both UACS undergraduate students, undergraduate students from other universities, as well as transfer students.

Being ACBSP accredited, the SBEM Graduate Program is based on the principles of learning of Harvard Business School. Focusing on enriching students' knowledge according to their personal preferences and abilities, the graduate program offers several ACBSP accredited concentrations:

· Management
· Marketing
· Finance and Banking
· HR Management

SBEM ALSO OFFERS:

GRADUATE STUDIES IN AUDIT AND ACCOUNTING – ACCA ACCREDITED

MBA – ACBSP ACCREDITED

The graduate studies are available as:

· one-year program, for students who have completed 4 years of undergraduate studies (4+1)

· two-year program, for students who have completed 3 years of undergraduate studies (3+2)

LEARNING OUTCOMES

Management:	Having an in-depth knowledge and understanding of the business environment, the conditions for profit and for analysis of individual businesses and evaluating business plans, as well as thorough knowledge of strategic planning, HR and entrepreneurship.
Marketing:	Understanding more complex principles of marketing and solving complex issues regarding development of public relation strategies, integrated marketing communication, and higher level of brand management, pricing policies, distribution and international management.
Finance and Banking:	Having a strategic level of understanding of the traditional techniques of decision making in the capital budgeting, capital structure and managing a securities portfolio. Knows the characteristics and ways of usage of the financial instruments for managing financial risks and for using the accounting standards and principles when making investment or financial decisions.
HR management:	Understands the importance of strategic planning and integration of HR management in overall business. Has in-depth knowledge of HR aspects and principles in various business environments and knows how to integrate them with the company strategic goals.

TITLE AND DEGREE EARNED UPON GRADUATION AT UACS SBEM

Students who complete the following program, will earn the degree:

- MASTER OF ARTS IN MANAGEMENT -

- MASTER OF ARTS IN MARKETING -

- MASTER OF SCIENCE IN FINANCE AND BANKING -

- MASTER OF ARTS IN HUMAN RESOURCE MANAGEMENT -

GRADUATE STUDY PROGRAM

(3+2)

YEAR 1

MANAGEMENT

- Business Communication
- Advanced Organizational Behavior
- Managerial Accounting
- Advanced Entrepreneurship
- Strategic Management
- Elective course
- Elective course

MARKETING

- Business Communication
- Advanced Organizational Behavior
- Integrated Marketing Communications
- Pricing Policy
- Managing Distribution Channels
- Elective course
- Elective course

FINANCE & BANKING

- Business Communication
- Advanced Organizational Behavior
- Advanced Corporate Finance
- Managerial Accounting
- Managing Bank Risks and Stress testing
- Elective course
- Elective course

HR MANAGEMENT

- Business Communication
- Advanced Organizational Behavior
- Strategic HR Management
- Recruitment and Selection
- Elective course
- Elective course
- Elective course

YEAR 2

MANAGEMENT

- Strategic HR Management
- Advanced Corporate Finance
- Research Methods for Business
- Elective course
- Elective course
- Master Thesis

ELECTIVE COURSES

- Leadership
- International Business
- Family Businesses
- Innovation Management and Creativity
- Strategic Marketing
- Digital Marketing
- Social Entrepreneurship
- Project Management
- Advanced Operations Management
- Corporate Governance and Business Ethics

MARKETING

- Public Relations
- Strategic Brand Management
- Strategic Marketing
- Research Methods for Business
- Elective Course
- Master Thesis

ELECTIVE COURSES

- Advanced Operations Management
- Corporate Governance and Business Ethics
- Leadership
- Digital Marketing
- Innovation Management and Creativity
- Event Management
- Customer Relationship Management
- International Marketing

FINANCE & BANKING

- International Finance
- Financial Reporting and Financial Statement Analysis
- Research Methods for Business
- Elective Course
- Elective Course
- Master Thesis

ELECTIVE COURSES

- Insurance Management
- Bank Management
- Monetary Economics
- Portfolio Analysis and Management
- Corporate Governance and Business Ethics

HR MANAGEMENT

- Performance and Compensation Management
- Staff Training and Development
- Creating and Managing Organizational Change
- Research Methods for Business
- Elective Course
- Master Thesis

ELECTIVE COURSES

- Leadership
- Corporate Governance and Business Ethics
- Advanced Operations Management
- Strategic Management
- Managerial Accounting

GRADUATE STUDY PROGRAM
(4+1)

MANAGEMENT

- Advanced Organizational Behavior
- Managerial Accounting
- Advanced Entrepreneurship
- Strategic Management
- Research Methods for Business
- Elective course
- Elective course
- Elective course
- Master Thesis

MARKETING

- Integrated Marketing Communications
- Public Relations
- Strategic Brand Management
- Strategic Marketing
- Research Methods for Business
- Elective Course
- Elective Course
- Elective Course
- Master Thesis

FINANCE & BANKING

- Advanced Organizational Behavior
- Financial Reporting and Financial Statement Analysis
- Managerial Accounting
- Managing Bank Risks and Stress testing
- Research Methods for Business
- Elective course
- Elective course
- Elective course
- Master Thesis

HR MANAGEMENT

- Strategic HR Management
- Performance and Compensation Management
- Staff Training and Development
- Creating and Managing Organizational Change
- Research Methods for Business
- Elective course
- Elective course
- Elective course
- Master Thesis

ELECTIVE COURSES

- Business Communication
- International Business
- Leadership
- Strategic Marketing
- Family Business
- Innovation Management and Creativity
- Digital Marketing
- Corporate Governance and Business Ethics
- Social Entrepreneurship
- Project Management
- Advanced Operations Management
- Advanced Corporate Finance
- Strategic Human Resource Management

ELECTIVE COURSES

- Business Communication
- Advanced Organizational Behavior
- Customer Relationship Management
- International Marketing
- Innovation Management and Creativity
- Advanced Operations Management
- Corporate Governance and Business Ethics
- Leadership
- Digital Marketing
- Event Marketing
- Pricing Policy
- Managing Distribution Channels

ELECTIVE COURSES

- Business Communication
- Entrepreneurial Finance
- Insurance Management
- Bank Management
- Monetary Economics
- Portfolio Analysis and Management
- Corporate Governance and Business Ethics
- Advanced Corporate Finance
- International Finance

ELECTIVE COURSES

- Business Communication
- Project Management
- Leadership
- Advanced Operations Management
- Recruitment and Selection
- Corporate Governance and Business Ethics
- Strategic Management
- Managerial Accounting
- Recruitment and Selection
- Advanced Organizational Behavior

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NOTES

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DEDICATED TO YOUR FUTURE