

School of Business Economics and Management

Annual Report AY 2019/20

November 2020

SBEM differentiates itself by having the powerful combination of top academics, deep partnerships with business community that is also committed to producing next-generation business leaders and knowledge, and a university committed to facilitating strong international cooperation. The shared values of our academic and business community around innovation and recognizing the diverse needs of today's students form the foundation for how we are actively working together to positively transform the business education.

In academic year 2019/2020, both undergraduate and graduate studies were realised in accordance with the Annual plan of the School of Business Economics and Management. Most of the activities were accomplished with some exceptions due to Covid -19 such as study visits and other constraints. However, the Covid-19 crisis has forced the University to switch to online teaching as of March 15, 2020. The School has successfully adapted to the new situation and the teaching process went well and uninterrupted. Only few of the planned activities were not accomplished, mainly because of the pandemic crisis constraints.

Goal 1- Advance excellence in teaching and learning				
Strategies	Activities	Lead Role	Measure KPI	Resources Needed
Foster high-quality, curricular and pedagogical activities	Ensure and review the quality and content of syllabi content Continous follow up of learning outcomes Across programs, establish a process for soliciting feedback from business industry about strengths and limitations of the programs' curriculum Improve consistency across programs	Dean, Heads, Faculty	DONE -At least 2 departments meetings organized annually DONE -At least 1 business cluster meeting for each program DONE -At least one guest lecturer to be invited for each course DONE Achieve at least 75% performance on LO assessment NOT DONE due to Covid 19 -Achieve at least 60%	Needed for Peregrine testing

			performance of graduates on standardized Peregrine comparative testing	
Encourage innovation and develop new academic initiatives	Implement a more experiential approach in teaching with cases, problem solving methods and simulations, research and other participative methods Investigate and implement opportunities for new degrees/concentrations Deploy more technology/digitalization in the classroom Investigate and implement opportunities for new certifications	Dean, Heads, Faculty	NOT DONE At least 1 new certification to be initiated DONE (Ideal-makers challenge (Entrepreneurship); Policies responses to Covid 19 (Intro to Macroeconomics)- At least 1 participative method to be included in all courses DONE At least one digital technology (tool, system, device) to be implemented in teaching	
Nurture the development of the faculty teaching skills and competencies	Organize seminars on teaching/learning improvement to support faculty teaching skills and innovative methodologies	Dean, Heads, Faculty	DONE -At least 2 teaching Improvement seminars to be organized annually	
Maintain ACBSP accreditation	Facilitate the process of ACBSP re-accreditation Continuous assessment implementation Appoint Accreditation Committee	Dean, Provost, Heads, Faculty, AO	DONE -Self-study report for AY 2019/20 to be finished not later than September, 2020	
Maintain high overall satisfaction of students	Continous follow up Quality Circle meetings	Dean, Heads, Academic officer(AO)	DONE -At least 75% overall satisfaction to be achieved Satisfaction survey and report to be completed Quality Circle Report	
Goal 2-Enhance the student services and development				

Strategies	Activities	Lead Role	Measure KPI	Resources Needed
Enhance the advising experience	Provide a well-planned and monitored academic advising to all students of Undergraduate Degree Program Continue with the practice of Academic Advising Weeks Further promote and increase awareness of the Student Tutoring Club benefits Support and facilitate tutorial class for students with poor academic performance, especially those on probation Foster support of graduate students in thesis writing	Dean, Academic Advisers, Tutoring Club Coordinator, AO	DONE- Advising satisfaction survey and report to be completed DONE- At least 4 advising activities (workshops, weeks) to be organized (Stress management; Choosing major; CV writing; Continuing education;. DONE PARTIALLY- Increase in the number of students accessing support services (Advising, Tutoring) DONE- At least 2 Master Thesis Seminars (MTS) annually	No resources
Enhance opportunities for professional development, and career placement	Engage students with consistent career support starting in first year through their graduation Provide support for involving students in professional organizations. Facilitate new initiative of organizing Student Research forum. Career Days and Alumni network events Foster student competitions opportunities Review the internship policy, the lists of institutions that collaborate with SBEM in the provision of internship opportunities for our students. Develop a web based job/internship portal	Dean, Career Officer, AO, Academic advisers	At least one agreement to be signed with professional organizations for student involvement DONE PARTIALLY- Increased number of members, activities and events of the alumni network (alumni speech) NOT DONE- Awarding certificates to the best tutors (students) DONE PARTIALLY- At least 2 competitions annually DONE- SBEM Career Days (workshops, trainings and job fair)	No resources
Goal 3- Foster enrollment				

Strategies	Activities	Lead Role	Measure KPI	Resources Needed
Strengthen promotion of undergraduate studies among high school students Strengthen promotion of graduates studies	Promo activities and events for high school students Promo day and career advising activities for SBEM sophomore students Brochures update	Vice-Rector, Dean, UACS Administration, Faculty	DONE	Budget allocated on a university level
Goal 4- Nurture productive research environment				
Strategies	Activities	Lead Role	Measure KPI	Resources Needed
Stimulation of research-friendly environment	Further promotion of the research work Regular monitoring of research work at SBEM; Evaluation of the teachers that includes assessment of research work	Dean, Vice-Rector for Research, teachers	DONE PARTIALLY (At least two “Teach & Research Seminar Series” DONE Regular, annual monitoring of the Research work DONE (At least 1 international paper annually of the full-time teachers employed at SBEM	Negligible resources for workshops
Research and publication production		Research Committee, Commission for financing of research activities	DONE PARTIALLY This was heavily affected by the pandemic. Not done-Number of faculty who applied for financing of conference Not done-Number of faculty who applied for financing journal submission. Done (2)-Number of faculty who applied for financial award for published paper with impact factor.	Budget approved for research activities

Supporting research internationalization of the faculty	Exchange of researchers Participation of staff in international projects	Dean, Vice-Rector for Research, teachers	<p>NOT DONE (This was heavily affected by the pandemic.)-Arrange teaching/research visits for at least 3 professors through Erasmus</p> <p>NOT DONE-Arrange research visits for at least 3 professors through CEEPUS</p> <p>DONE (prof. Petreski) -At least one teacher per year with a research stay at foreign university of at least a 1 month</p>	Matching budget may be approved within the overall research budget
Goal 5- Increase recognition, image and visibility				
Strategies	Activities	Lead Role	Measure KPI	Resources Needed
Enhance and expand the SBEM involvement with the business community, for-profit and non-profit organizations etc. Strengthen relationships with high schools	Organize and participate in a various academic events and activities (debates, talks, workshops) and promote them using media communication Organize CSR activities and events	Dean, all Faculty	<p>DONE (Student Webinar; Panel Driving Digital Innovation Challenge)-At least 2 academic events (conferences, workshops, panel discussion) to be organized</p> <p>DONE-(Humanitarian Stand up comedy)-At least 1 CSR event</p>	
Further development of the honour society	Foster promotion of the Delta Mu Delta organization	Delta Mu Delta Coordinator	DONE -At least 1 activity/event held of the Delta Mu Delta	Eur 200 per year

Goal 6-Foster internationalization				
Strategies	Activities	Lead Role	Measure KPI	Resources Needed
Initiate new agreements of cooperation with foreign higher education institutions	Investigate opportunities to introduce new programs in partnership with foreign universities;	Dean, Heads, Faculty	DONE -At least 1 new agreement to be signed	No resources
Strengthen the involvement of students in mobility programs	Increase the number of agreements for mobility of students (mainly through Erasmus and CEEPUS program) Develop further the participation in the CEEPUS program	International Relations Officer (IRO), Dean	DONE -Number of students that were exchanged within the Erasmus+ and CEEPUS program	
Initiate the engagement of international staff (visiting professors) in undergraduate programs	Increase the number of visiting professors that teach on undergraduate level Organize SBEM International week	Dean, AO, Faculty	DONE -At least 3 visiting professors to give lectures on undergraduate program DONE -At least 4 international lecturers to participate in the International Week	Within the same budget for graduate lectures
Internationalization of the academic staff	Exchange of teachers (for teaching purposes) Participation of teachers in international projects Long-term stay at foreign universities	All Faculty	NOT DONE -(due to Covid 19)-At least 3 professors to be exchanged within the ERASMUS/CEEPUS DONE -At least 1 participation in international projects DONE -At least 1 long-term stay at foreign university	No resources (targeting only visits with full financial coverage)

**SBEM Calendar of events/activities
AY 2019/20**

September <ol style="list-style-type: none">1. Syllabi review and update DONE2. Department meetings DONE3. Teaching Improvement Seminar I NOT DONE4. Business Cluster meetings DONE	<ol style="list-style-type: none">1. All faculty2. Heads3. Prof. Petkovska4. Provost, Vice-
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<p>5. UACS Opening ceremony DONE</p>	<p>Rector, Dean, Heads 5. All faculty</p>
<p>October</p> <ol style="list-style-type: none"> 1. Student advising workshop I “Exam Stress Management” DONE 2. Alumni speech DONE 3. Teaching Improvement Seminar II- DONE 4. CMA certification scholarships-Promo Event DONE 5. Student Assistance Tutoring Club info week (TASC)-DONE 6. UACS Graduation ceremony DONE 	<ol style="list-style-type: none"> 1. Prof. Trajkova 2. Head of MNGT 3. Prof. Anthony Clark (USA) 4. Dean, Head of FINC 5. Prof. Andonova 6. All faculty
<p>November</p> <ol style="list-style-type: none"> 1. Internationalization Week I (18-23 Nov) DONE 2. Start UP Week/ Global Entrepreneurship Week(19 Nov) DONE 3. CESIM Business Simulation competition (1-16 Nov) DONE 4. Quality circle meeting 1 DONE 5. <i>Panel discussion</i> DONE 	<ol style="list-style-type: none"> 1. Dean, AO 2. Provost, AO, Dean 3. Dean, Faculty 4. Dean, Heads 5. Dean, Prof. Vojnovic
<p>December</p> <ol style="list-style-type: none"> 1. Financial Accounting Competition DONE 2. Marketing Talks 2 NOT DONE 3. CSR event DONE 	<ol style="list-style-type: none"> 1. Dean, Prof. Srbinska 2. Head of MARK 3. Prof. Bundaleska
<p>January</p> <ol style="list-style-type: none"> 1. Master Thesis Seminar I DONE 	<ol style="list-style-type: none"> 1. Dean, Heads, Petrovska
<p>February</p> <ol style="list-style-type: none"> 1. Departments meetings DONE 2. Self-study report 2019/20(to be started)DONE 	<ol style="list-style-type: none"> 1. Heads 2. Dean, AO, ACBSP Committee

<p>March</p> <ol style="list-style-type: none"> 2. Teaching Improvement Seminar III –SRW NOT DONE 3. SBEM Career Days (Week 1+Week 2)DONE 4. Internationalization week 2 DONE 5. Career Advising week /Career days DONE 	<ol style="list-style-type: none"> 1. Vice-Rector for research 2. Dean, AO 3. Dean, Heads 4. Dean, CO
<p>April</p> <ol style="list-style-type: none"> 1. Quality Circle 2 NOT DONE 2. “Donuts with the Dean”DONE 3. UACS Open day NOT DONE 	<ol style="list-style-type: none"> 1. Dean, Heads, QA Officer
<p>May</p> <ol style="list-style-type: none"> 1. Academic Advising Week II-How to choose major? DONE 2. Master Thesis Seminar I DONE 3. UACS Conference DONE 4. Delta Mu Delta ceremony NOT DONE 5. ACBSP Data collection and assessment DONE 6. Peregrine testing NOT DONE 	<ol style="list-style-type: none"> 1. Dean, Heads, Records 2. Dean, Heads, prof. Petrovska, prof. Mrsic 3. Prof. Petkovska 4. Prof.Bundaleska 5. AO, all faculty 6. Dean, Heads, AO
<p>June</p> <ol style="list-style-type: none"> 1. Literature updates NOT DONE 2. SBEM Schedule for 2020/21 DONE 	<ol style="list-style-type: none"> 1. All faculty
<p>July</p> <ol style="list-style-type: none"> 1. ACBSP Report-first draft to be completed DONE 	<ol style="list-style-type: none"> 2. Dean, AO, ACBSP Committee

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