

SCHOOL OF BUSINESS ECONOMICS AND MANAGEMENT

UNDERGRADUATE STUDIES



Prof. Nikica Mojsoska – Blazhevski, PhD, Dean

I. WHY IS SBEM THE BEST SCHOOL FOR BUSINESS AND ECONOMICS IN MACEDONIA?



- ▶ UACS SBEM is the only internationally accredited school in the Republic of Macedonia
- ▶ UACS SBEM has excellent professors
- ▶ UACS SBEM employs the most advanced teaching philosophy
- ▶ The student/teacher ratio at SBEM is 18:1, which guarantees individual attention to every student.

Some say we are good, we say we are excellent!
Because we have learned from the best
– Harvard Business School



**HARVARD
BUSINESS SCHOOL**

II. OUR FACULTY

UACS SBEM program is supported by over 30 scholars, professors of management practice, and international visiting professors. Their combined knowledge and experience provides the students with a unique opportunity to learn from the best. The program at UACS SBEM offers thorough exposure to theoretical and practical issues.

UACS SBEM Faculty combines:

I. ACADEMICS

II. PROFESSORS OF MANAGEMENT PRACTICE –

With highest ranks and expertise, and

III. INTERNATIONAL VISITING PROFESORS

ACADEMICS

Our professors are recognized scholars. Most of them are professionals in their areas of expertise and have significant achievements. They have also obtained their academic degrees and have decided to transfer their knowledge and know-how to the future generations.

Some of our faculty members are:

- ▶ Tome Nenovski, PhD and Marjan Petreski, PhD (National Bank of the Republic of Macedonia – NBRM),
- ▶ Marjan Bojadjiev, PhD (several companies and financial institutions),
- ▶ Nikica Mojsoska-Blazhevski, PhD (Ministry of Finance of the Republic of Macedonia),
- ▶ Ilijana Petrovska, PhD (marketing departments in financial organizations)

Most of our professors have earned their degrees at top ranked international universities.

PROFESSORS OF MANAGEMENT PRACTICE

We are proud that the teaching at UACS SBEM program is also conducted by professors who are industry experts. Most of them are CEOs, and some are eminent experts in their respective fields.

The list includes, but is not limited to:

- ▶ **Dimitar Kovachevski, PhD**
(Director of Corporate Communication Department of Makedonski Telekom AD – Skopje),
- ▶ **Filip Ivanovski, PhD (CEO of Pakomak),**
- ▶ **Angelka Peeva Laurenchikj, MSc**
(Managing Director of Image PR)
- ▶ **Gligor Bishev, PhD**
(CEO of Sparkasse Bank Macedonia AD Skopje),
- ▶ **Dragoljub Arsovski, PhD**
(CEO of TTK Bank AD Skopje),
- ▶ **Igor Velichkovski, PhD**
(Manager of Payment Systems Department, National Bank of the Republic of Macedonia – NBRM),
- ▶ **Misho Nikolov, PhD**
(Senior analyst in the Monetary Policy and Research Department at the National Bank of the Republic of Macedonia – NBRM),
- ▶ **Branko Stanchev, MBA**
(Chief Operating Officer Business of Makedonski Telekom AD – Skopje)
- ▶ **Aneta Krstevska, PhD**
(Chief Economist at the National Bank of the Republic of Macedonia – NBRM).

INTERNATIONAL VISITING PROFESSORS

One of the main points of difference vis-à-vis other universities in the region is that UACS SBEM provides international exposure at affordable tuition rates.

We are proud that most of the lectures at the UACS SBEM program are conducted by lecturers from renowned universities, including:

- ▶ **Vittorio De Pedys, PhD** from ESCP Europe Business School, (Torino campus), Torino, Italy
- ▶ **Jean-François Gagné, PhD**, from University Paris I Pantheon-Sorbonne, Paris, France
- ▶ **Kevin O'Neil, PhD**, from State University of New York, NY, USA
- ▶ **Dimitrios E. Akrivoulis, PhD**, from New York College, Thessaloniki, Greece
- ▶ **Jaka Vadnjal, PhD**, from GEA College of Entrepreneurship, Ljubljana, Slovenia
- ▶ **Jeremy Cripps, PhD**, Professor Honoris Causa at UACS, Heidelberg University, Ohio, USA
- ▶ **Gerhard Wassenberg, PhD**, from Aachen University of Applied Sciences, Aachen, Germany
- ▶ **Nicholas Kfuri, PhD**, from Córdoba National University, Argentina.



RESEARCH AND ACHIEVEMENTS

Our lecturers are leading scientists and researchers. At SBEM, the professor/academic paper index is 15.4 while the most prestigious index - Web of Science – is 0.36, which is an exceptionally high indicator.

These facts place UACS SBEM miles ahead from other schools of Business and Economics in Macedonia.

III. PROGRAMS AND CONCENTRATIONS

SBEM offers undergraduate studies in 3 concentrations.

Concentrations:

MANAGEMENT

The *Management* concentration prepares students to understand and analyze the business environment and working conditions in various sectors and industries.

Students will be able to perform analysis of customers and competitors and write quality business plans, while understanding the challenges of entrepreneurship and human resources management in today's dynamic business environment and globalized world.

MARKETING

The *Marketing* concentration offers knowledge, understanding and application of the modern marketing principles and strategies. Students will be able to develop marketing plans and strategies, design an advertising campaign, develop their sales skills, become knowledgeable of consumer behavior and building relationships with customers.

FINANCE

(DR. EVGENIZOGRAFSKI DEPARTMENT)

The students choosing the *Finance* concentration will be equipped to understand and apply practical financial, banking and accounting principles and techniques.

In addition, students will recognize and analyze financial data and financial markets and institutions and will be able to make basic investment and financial decisions.



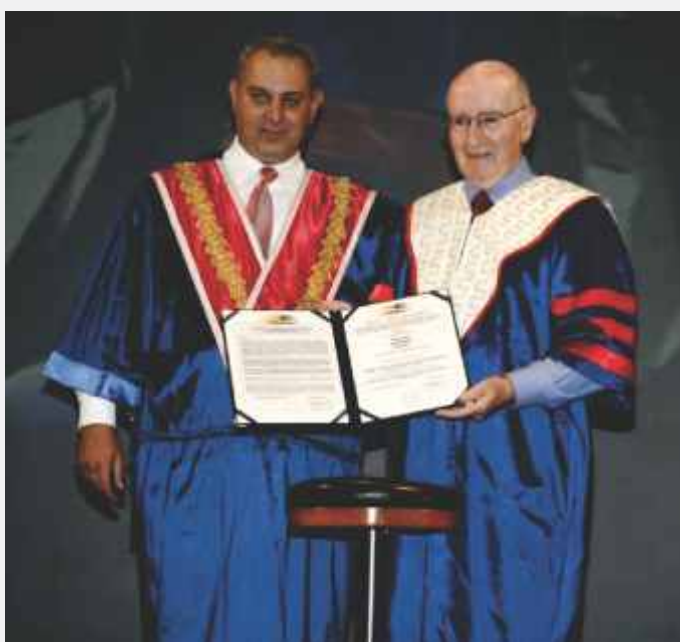
Virtual company with Bologna University, 2014



"Climbing Everest" simulation HBS, 2014



"Macedonian Stock Exchange" simulation, 2014



Philip Kotler - Doctor Honoris Causa, 2009

III. AWARDS AND ACHIEVEMENTS OF OUR PROFESSORS

Numerous domestic and international recognitions received by our Faculty speak volumes about their quality.

- ▶ 2015 – Nikica Mojsoska – Blazhevski, PhD was awarded a Fulbright post-doctoral fellowship at Arizona State University, USA
- ▶ 2014 – Nikica Mojsoska – Blazhevski, PhD is elected Director of the Education Committee in South-East Europe at the prestigious London School of Economics and Political Science (LSE);
- ▶ 2014 – Nikica Mojsoska – Blazhevski, PhD and Marjan Petreski, PhD won the second place in the Global Development Network, a world competition supported by the Japanese Government;
- ▶ 2012 – Marjan Bojadjiev, PhD was awarded Teacher of the Year, in the framework of the ACBSP for Region 8;
- ▶ 2012 – Venera Krlju-Handjiski, PhD was awarded Business Leader of the Year in Macedonia;
- ▶ 2011 – Tome Nenovski, PhD received the October 23rd Award for his contribution to science and education
- ▶ 2011 – Marjan Petreski, PhD received the Olga Radzyner Award for young researcher of the year, awarded by the Central Bank of Austria

IV. OUR TEACHING PHILOSOPHY WHAT DO WE TEACH AND HOW DO WE TEACH

At undergraduate level, we believe that the instructor's responsibilities include:

- ▶ Asking the right questions
- ▶ Leading the class discussions
- ▶ Helping the students find their own solution to the problems raised.

TEACHING METHOD

- ▶ We do ask the "WHAT" and "WHY" questions. But we also teach the "HOW"!
- ▶ Apart from teaching theory and facts, our primary goal is applying the knowledge and gaining practical skills.
- ▶ We employ leading-edge teaching techniques, such as: case studies, role plays, problem solving, individual and team projects, simulations.

By doing this, we have learned from the best – Harvard Business School. So far, we have 16 faculty members holding a teaching certificate according to the Participant-Centered Learning methods.

During the lectures, we use case studies designed by some of the best business schools in the world, as Harvard Business School and Darden School of Business.



HARVARD BUSINESS SCHOOL



V. COOPERATION WITH THE BUSINESS COUNCIL

UACS Business Council consists of 150 leading companies in Macedonia: banks, telecommunications companies, advertising agencies, non-governmental organizations, as well as a number of successful small and medium enterprises.

UACSBEM Business Council provides:

- ▶ Adjustment of the curricula according to the needs of the real sector;
- ▶ Guest lecturers;
- ▶ Internships for our students;
- ▶ Career counseling and student recruitment upon graduation

TITLE AND DEGREE EARNED UPON GRADUATION AT UACS SBEM

Bachelor of Business Administration (180 ECTS) –
Major: Management, Marketing or Finance

VI. CAREER OPTIONS

SUACS SBEM is proud that 70% of the students who graduate are employed within a year after graduation and take the following positions:

Management: positions in the sectors for planning, development, analysis and strategic planning in business organizations.

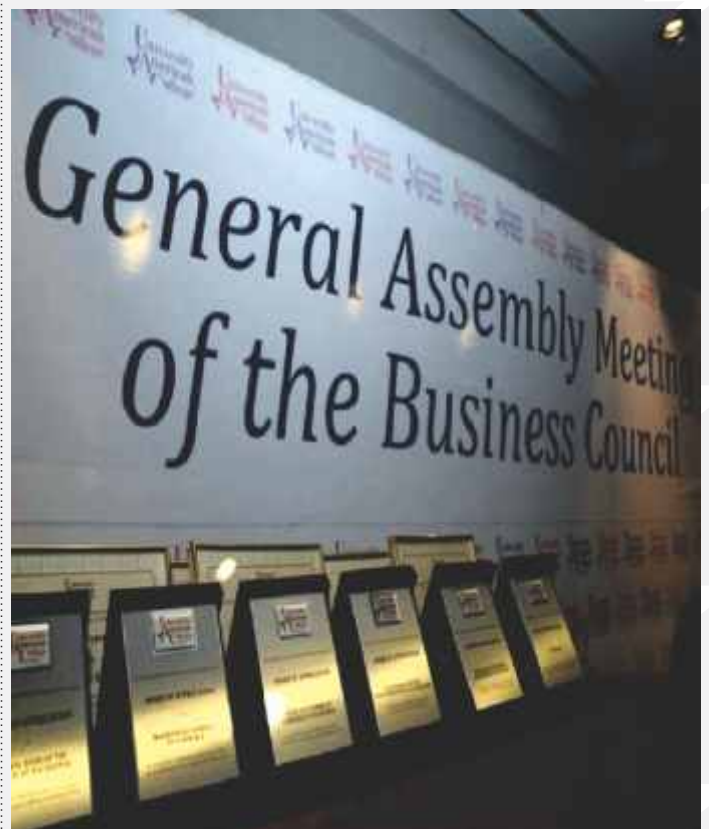
Marketing: marketing research for agencies or companies, advertising agencies, public relations agencies, strategic company marketing, sales departments and departments for customer relations.

Finance: banks, insurance companies, National Bank of the Republic of Macedonia, Macedonian Stock Exchange, brokerage houses, accounting offices, commerce, import/export companies.

WHICH COMPANIES EMPLOY OUR GRADUATES

These are some of the companies where SBEM graduates are employed:

- ▶ TTK Bank AD Skopje
- ▶ Stopanska Banka AD – Skopje
- ▶ Triglav Osiguruvanje AD Skopje
- ▶ Capital Media Group Inc.
- ▶ Leonon Professional Development Institute
- ▶ Government of the Republic of Macedonia
- ▶ City of Skopje



VII. CARE FOR THE COMMUNITY

UACS students learn a lot about their field of study. They are also encouraged to be respectable and responsible members of the communities they live in. This is why we have organized many socially responsible events and projects. Some of them are the following:

- ▶ 2015 – Charity Christmas sale of handmade Christmas ornaments, home cooked meals and drinks by SBEM students
- ▶ 2015 – “Thankful hearts, helping hands” charity event organized by Erasmus Student Network Macedonia and UACS Student Organization in honor of Thanksgiving Day 2015. It was aimed for providing socially deprived families in Skopje with food, clothes and shoes for the upcoming winter months.
- ▶ 2015 – A collaboration agreement has been signed between UACS School of Architecture and Design students and the Municipality of Dojran

Help the socially-deprived families for the upcoming winter months

Erasmus Student Network Macedonia in cooperation with UACS Student Organization organise a

CHARITY EVENT

Donation of material goods

**From nov 20th until dec 4th
mon-fri: from 9 am to 6 pm
saturday: from 9 am to 1 pm**

You can place your donations in the donation box on Front Desk (3rd floor in UACS)

**Action speaks louder than words
Donate!**



IX. STUDENT LIFE AT UACS

UACS strongly believes that its students possess the necessary skills and knowledge to be successful in their studies and in their path towards a future career.

UACS does its best to:

- ▶ Unleash the full potential of its students
- ▶ Make their stay at UACS one of the best experiences in their lives.

UACS provides various curricular and extracurricular activities and tries to develop a student centered approach. Some of the many student organizations and activities are the following:

- ▶ UACS Student Organization (takes care of students' rights, organizing sports activities, charity activities, etc.)
- ▶ Delta Mu Delta, an international honor society in business



- ▶ AIESEC, the Association for International Exchange of students and providing internships for them
- ▶ Erasmus Student Network UACS (ESN UACS), which is part of the biggest student organization in Europe, ESN



- ▶ UACS Student Choir
- ▶ Charity events and projects (fundraising activities)
- ▶ Oratory competition organized by the EU delegation in Skopje
- ▶ Business plan contests
- ▶ International summer school organized by UACS SBEM and the RESITA Network
- ▶ Hosting the national Spelling Bee contest (in partnership with the US Peace Corps and the US Embassy in Macedonia)



YEAR I (Total ECTS 62)		
Required courses	Elective courses in program students choose 2 of the following courses:	Elective courses at University Level students choose 2 of the following courses:
Introduction to Management	Psychology	Computer Applications 1
Introduction to Microeconomics	Sociology	English as a Foreign Language 1
Business Math	Business Law	History of Art
Principals of Accounting		
Introduction to Marketing		
Composition 1		
Internship		
YEAR II (Total ECTS 62)		
Concentration Management Required courses	Concentration Marketing Required courses	Concentration Finance Required courses
Statistics for Business	Statistics for Business	Statistics for Business
Introduction to Macroeconomics	Introduction to Macroeconomics	Introduction to Macroeconomics
Principles of Organizational Behavior	Principles of Organizational Behavior	Principles of Organizational Behavior
Business Communication	Business Communication	Business Communication
Introduction to Human Resources Management	Consumer Behavior	Public Finance
International Management and Globalization	Market Research	Financial Accounting
Internship	Internship	Internship
Elective courses in concentration Management Students choose 3 of the following courses:	Elective courses in concentration Marketing Students choose 3 of the following courses:	Elective courses in concentration Finance Students choose 3 of the following courses:
Introduction to E-Business	Introduction to Human Resource Management	Business Ethics
Public Finance	International Management and Globalization	EU Economics
Business Ethics	Introduction to E-Business	International Management and Globalization
EU Economics	Public Finance	Introduction to Human Resource Management
	EU Economics	
	Business Ethics	
Elective courses at University level Students choose 1 of the following courses:	Elective courses at University level Students choose 1 of the following courses:	Elective courses at University level Students choose 1 of the following courses:
EU Structures and Institutions	EU Structures and Institutions	EU Structures and Institutions
Ecology and Sustainable Development	Ecology and Sustainable Development	Ecology and Sustainable Development
English as a Foreign Language 2	English as a Foreign Language 2	English as a Foreign Language 2
Global Understanding	Global Understanding	Global Understanding
YEAR III (Total ECTS 62)		
Concentration Management Required courses	Concentration Marketing Required courses	Concentration Finance Required courses
Business Planning	Business Planning	Business Planning
Corporate Finance	Corporate Finance	Corporate Finance
Entrepreneurship	Marketing Management	Management of Financial Institutions
Principles of Project Management	Product Development Policy	Banking
Business Applications and Information Systems	Marketing Communication and Media	Financial Markets and Institutions
Principles of Operations Management	Sales Management	Contract Law
Internship and Project	Internship and Project	Internship and Project
Elective Courses in Management students choose 2 of the following courses:	Elective courses in Marketing Students choose 2 of the following courses:	Elective courses in Finance Students choose 2 of the following courses:
Contract Law	Entrepreneurship	Entrepreneurship
Marketing Management	Contract Law	Monetary Economics
Career Development	Multimedia in Advertising	International Money and Finance
	Internet and Digital Marketing Communications	

- ▶ University American College Skopje reserves the right to offer courses in a special semester
- ▶ University American College Skopje reserves the right to amend the program