



SCHOOL OF BUSINESS ECONOMICS AND MANAGEMENT



AD DESTINATUM PERSEQUOR

Who we are

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 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 as 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.

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 students.

Giving Back to Community

Our programs also nurture social responsibility in students, 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.



Our Programs

MANAGEMENT AND INNOVATION

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 AND DIGITAL TRANSFORMATION

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 AND INVESTMENTS

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 investments and financial decisions.

SBEM also offers

- AUDIT AND ACCOUNTING – ACCA ACCREDITED
- BUSINESS ADMINISTRATION AND ECONOMICS – DUAL DEGREE PROGRAM WITH TOR VERGATA UNIVERSITY OF ROME



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

Learning Outcomes

MANAGEMENT AND INNOVATION

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

MARKETING AND DIGITAL TRANSFORMATION

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

FINANCE AND INVESTMENTS

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

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 and Innovation: Planning, development, analysis, strategic planning, department directors, management, etc.

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

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

Audit and Accounting: Auditors and Certified accountants.

Dual Degree Program Tor Vergata Rome: Banks, finance, ministries, economies and working abroad.

Titles and Degrees Earned upon Graduation

- Bachelor in Business Administration - Management and Innovation (180 ECTS)
- Bachelor in Business Administration - Marketing and Digital Transformation (180 ECTS)
- Bachelor in Business Administration - Finance and Investments (180 ECTS)

Tenured Faculty

- Marjan Bojadjev – 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 RNM National Bank
- Ivona Mileva – International University of Monaco Alumna
- Dushica Stevcevska Srbinoska – CPA, Visiting Professor at Université d'Angers France
- Elena Bundaleska – Fordham University USA Alumna

Adjunct Professors

- Igor Velickovski – 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 of Rome 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 Shterieva – CFO of Komercijalna Banka A.D. Skopje
- Angelka Laurencic Peeva – Managing Director of IMAGE PR
- Kalina Sejfula – PR Manager at Eurolink Insurance
- Maja Parnardzieva-Zmejkova – Insurance Supervision
- Ivo Paunovski – Head of IT and Partnering at A1
- Aleksandar Arizanov – Certified auditor, Country leader and Audit Director at Deloitte
- Ira Babic – CEO of Brand Union
- 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

International Faculty Members

- Luca Gnan – Former President of the European Academy of Management – Tor Vergata University of Rome
- Jaka Vadnjak – 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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Business Administration in Management and Innovation

Year 1		
Courses:		ECTS
1	Introduction to Management	6
2	Introduction to Microeconomics	6
3	Business Math	6
4	Elective Course	6
5	General Elective Course	6
6	Principles of Accounting	6
7	Introduction to Marketing	6
8	Academic Writing	6
9	Elective Course	6
10	General Elective Course	6
Total ECTS		60

Year 1		
Elective courses, 4 of the following:		
	Business Law	6
	Psychology of Work and Organizations	6
	Sociology	6
	Business Computer Applications	6
	English for Specific Purposes ESP	6
	World Language 1-4 - Italian	6
	World Language 1-4 - German	6
	Macedonian as a Foreign Language 1-4	6
	Literature, Film and Politics	6
	Creative Mindset	6

Business Administration in Management and Innovation

Year 2		
Courses:		ECTS
1	Statistics	6
2	Introduction to Macroeconomics	6
3	Organizational Behavior	6
4	Business Communication	6
5	Elective Course	6
6	E-Business and Innovation	6
7	Introduction to Finance	6
8	Introduction to Human Resources Management	6
9	Elective Course	6
10	General Elective Course	6
Total ECTS		60

Year 2		
Elective courses, 3 of the following:		
	EU Economics	6
	Business Ethics	6
	Circular Economy	6
	Leadership in Organizations	6
	Digital Creativity and Production	6
	Marketing Communications	6
	Gender Equality in Business	6
	Change Management	6
	EU Structures and Institutions	6
	Stress Management	6
	Negotiations and Conflict Management Skills	6
	Speech Communication	6
	Global Understanding and Intercultural Communication	6
	Western Civilisation	6
	Modern Europe	6
	Green Society and Sustainability	6

Business Administration in Management and Innovation

Year 3		
Courses:		ECTS
1	Strategy and Planning	8
2	International Management and Globalization	6
3	Entrepreneurship	6
4	Elective Course	6
5	Contract Law	8
6	Business Applications and Information Systems	8
7	Principles of Project Management and Operations Management	6
8	Elective Course	6
9	Macedonian Language	2
10	Internship	4
Total ECTS		60

Year 3		
Elective courses, 2 of the following:		
	Marketing Management	6
	Insurance Management	6
	Talent Management	6
	Staffing Organizations	6
	Introduction to Staff Training and Development	6
	Product Development Policy	6
	Performance Management	6
	Digital Finance and Cryptocurrencies	6
	Performance Management and Compensation	6
	Management of Financial Institutions	6
	Sales Management	6
	Cases in Management	6
	Career Development	6
	Business Analytics	6

Business Administration in Marketing and Digital Transformation

Year 1		
Courses:		ECTS
1	Introduction to Management	6
2	Introduction to Microeconomics	6
3	Business Math	6
4	Elective Course	6
5	General Elective Course	6
6	Principles of Accounting	6
7	Introduction to Marketing	6
8	Academic Writing	6
9	Elective Course	6
10	General Elective Course	6
Total ECTS		60

Year 1		
Elective courses, 4 of the following:		
	Business Law	6
	Psychology of Work and Organizations	6
	Sociology	6
	Business Computer Applications	6
	English for Specific Purposes ESP	6
	World Language 1-4 - Italian	6
	World Language 1-4 - German	6
	Macedonian as a Foreign Language 1-4	6
	Literature, Film and Politics	6
	Creative Mindset	6

Business Administration in Marketing and Digital Transformation

Year 2		
Courses:		ECTS
1	Statistics	6
2	Introduction to Macroeconomics	6
3	Organizational Behavior	6
4	Business Communication	6
5	Elective Course	6
6	Marketing Communications	6
7	Introduction to Finance	6
8	Consumer Behavior	6
9	Elective Course	6
10	General Elective Course	6
Total ECTS		60

Year 2		
Elective courses, 3 of the following:		
	EU Economics	6
	Business Ethics	6
	Circular Economy	6
	E-Business and Innovation	6
	Introduction to Human Resources Management	6
	Leadership in Organizations	6
	Digital Creativity and Production	6
	Gender Equality in Business	6
	Change Management	6
	EU Structures and Institutions	6
	Stress Management	6
	Negotiations and Conflict Management Skills	6
	Speech Communication	6
	Global Understanding and Intercultural Communication	6
	Western Civilisation	6
	Modern Europe	6
	Green Society and Sustainability	6

Business Administration in Marketing and Digital Transformation

Year 3		
Courses:		ECTS
1	Strategy and Planning	8
2	Marketing Research	8
3	Marketing Management	6
4	Elective Course	6
5	Product Development Policy	6
6	Contract Law	8
7	Digital Marketing Communications	6
8	Elective Course	6
9	Macedonian Language	2
10	Internship	4
Total ECTS		60

Year 3		
Elective courses, 2 of the following:		
	International Management and Globalization	6
	Entrepreneurship	6
	Customer Relationship Management	6
	Cases in Marketing	6
	B2B Marketing	6
	Staffing Organizations	6
	Introduction to Staff Training and Development	6
	Principles of Project Management and Operations Management	6
	Digital Finance and Cryptocurrencies	6
	Sales Management	6
	Career Development	6
	Business Analytics	6

Business Administration in Finance and Investments

Year 1		
Courses:		ECTS
1	Introduction to Management	6
2	Introduction to Microeconomics	6
3	Business Math	6
4	Elective Course	6
5	General Elective Course	6
6	Principles of Accounting	6
7	Introduction to Marketing	6
8	Academic Writing	6
9	Elective Course	6
10	General Elective Course	6
Total ECTS		60

Year 1		
Elective courses, 4 of the following:		
	Business Law	6
	Psychology of Work and Organizations	6
	Sociology	6
	Business Computer Applications	6
	English for Specific Purposes ESP	6
	World Language 1-4 - Italian	6
	World Language 1-4 - German	6
	Macedonian as a Foreign Language 1-4	6
	Literature, Film and Politics	6
	Creative Mindset	6

Business Administration in Finance and Investments

Year 2		
Courses:		ECTS
1	Statistics	6
2	Introduction to Macroeconomics	6
3	Organizational Behavior	6
4	Business Communication	6
5	Elective Course	6
6	Financial Markets and Institutions	6
7	Introduction to Finance	6
8	Financial Accounting	6
9	Elective Course	6
10	General Elective Course	6
Total ECTS		60

Year 2		
Elective courses, 3 of the following:		
	EU Economics	6
	Business Ethics	6
	Public Finance	6
	Fraud and Money Laundering Prevention	6
	Circular Economy	6
	Leadership in Organizations	6
	Taxation	6
	E-Business and Innovation	6
	Managerial Economics	6
	Gender Equality in Business	6
	Change Management	6
	EU Structures and Institutions	6
	Stress Management	6
	Negotiations and Conflict Management Skills	6
	Speech Communication	6
	Global Understanding and Intercultural Communication	6
	Western Civilisation	6
	Modern Europe	6
	Green Society and Sustainability	6

Business Administration in Finance and Investments

Year 3		
Courses:	ECTS	
1	Strategy and Planning	8
2	Corporate Finance	8
3	Banking	6
4	Elective Course	6
5	Digital Finance and Cryptocurrencies	6
6	Monetary Economics	6
7	Contract Law	8
8	Elective Course	6
9	Macedonian Language	4
10	Internship	2
Total ECTS		60

Year 3	
Elective courses, 2 of the following:	
International Management and Globalization	6
Entrepreneurship	6
Insurance Management	6
Financial Reporting	6
Performance Management	6
Management of Financial Institutions	6
Cases in Finance	6
Principles of Project Management and Operations Management	6
Business Analytics	6
International Money and Finance	6
Career Development	6

NOTES

*The University American College Skopje reserves the right to amend the program



University American College Skopje

DEDICATED TO YOUR FUTURE